

Conference Paper

Street Culinary Food Development Study With Case Study of Food Junction Surabaya

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ABSTRACT

Food Junction at Jl. Grand Pakuwon in Banjar Sugihan, Tandes District, Surabaya City, East Java is a place with various food and beverage stalls. The existence of Food Junction Surabaya is a new milestone in fulfilling the wishes of the people of Surabaya City. They have a passion for culinary tourism, where culinary tourism has become a trend in and of itself in this era. This research intends to discover how the installation of Food Junction Surabaya has aided in the development of Street Culinary Food and opened new perspectives on culinary tourism. The method used is Descriptive Qualitative, which describes all the data and information obtained according to the problem and research objectives in the field. The expected result of this research is a strategy used by Food Junction Surabaya to elevate the Street Culinary sector in Surabaya city and turn Food Junction Surabaya into a public place to address the requirements of low-income people and bridge socioeconomic classes in the western Surabaya area.

Keywords: City of Surabaya, Culinary Tour, Architecture, Social Humanisme

Introduction

For the people of Surabaya City, the presence of Food Junction, for now, is very helpful for the wishes of the people of Surabaya City and other cities in terms of culinary tourism. In Food Junction Surabaya, there are various kinds of processed Culinary food and drinks that it sells, such as Traditional Food, Fast Food, Western-style Food such as Sushi and Dimsum, Trendy drinks such as small black balls, and also food And soft drinks that can be consumed to fill spare time. And in Food Junction Surabaya, not only Culinary is provided, but various interesting rides can become an entertainment destination for the people who visit it.

Food Junction, Surabaya has become culinary tourism in Surabaya since its opening in 2016 with a contemporary food court architectural style. The concept in its design is a Family Friendly concept by bringing the Nuance of Nature into its design. Food Junction Surabaya is located on Jl. Grand Pakuwon, Banjar Sugihan, Tandes District, Surabaya City, East Java Province, with a land area of ± 6 ha. Food Junction Surabaya creates a natural atmosphere with a landscape arrangement that is utilized effectively because Food Junction with an outdoor concept in Surabaya has more than 100 hawker outlets. Food Junction also offers a street menu to a five-star menu. Apart from being able to enjoy culinary delights, the landscape has also designed several public amusement rides as supporting facilities.

Food Junction Surabaya was chosen as the object of research. It is considered a unique culinary tourism location in Surabaya because it has developed Street Culinary Food with interesting tricks so that it can attract visitors from within the city of Surabaya and outside the city of Surabaya and for now has become a new culinary icon. From Surabaya City since its opening in January 2016.

Ways and tricks to develop Street Culinary Food at Food Junction Surabaya by prioritizing the processing of the area's landscape effectively, the Food Junction Surabaya building with the contemporary Food Court architectural style, The concept in the design of the building is a Family Friendly concept by bringing the nuances of Nature, being brave in playing forms and Colors for selling stalls and in tourist destinations contained therein. Interestingly, it makes researchers interested in analyzing more deeply in terms of Architecture, Landscape, and the processing of this Surabaya Food Junction.

Formulation of the problem

The problems to be studied can be formulated, namely:

1. What are the tricks to develop Street Culinary Food in Surabaya?
2. What are the attractions of Food Junction as a culinary tourism destination in Surabaya?

Research Methods

The research method used is an analytical method with a descriptive qualitative approach by describing all data and information obtained in the field according to the problem and research objectives. According to I Made Winartha (2006:155), descriptive qualitative analysis method is to analyze, describe, and summarize various conditions, situations from various data collected in the form of interviews or observations about the problems studied that occur in the field.

Method of Collecting Data

The data collection method carried out by the researcher is online observation because Surabaya is still the Covid 19 Pandemic Red Zone, as well as data collection through written data such as articles, literature, and library studies. Data collection is an important step in developing the scientific method. The data collection method is a standard procedure to obtain the necessary data, there is always a relationship between the data collection method and the research problem to be solved (Nazir, 1998:174).

Direct observations in this study were carried out through prior observations on the form of layout, landscape order, building form, color, materials used, and furniture in the Food Junction Surabaya building as materials that will be used as case studies to answer a problem that is being faced by observers. Observations are recorded for a documentation

Data Analysis Method

The data analysis method in this study used descriptive qualitative data analysis. Data that has been obtained from the results of previous observations, then compared with other written data such as literature, articles, statistics, which come from print media and online media.

Results and Discussion

Definition of Street Culinary Indonesian Food

Street Culinary Indonesian Food is a collection of various types of food, snacks, and drinks that are usually sold by street vendors using wheelbarrows, poles or even in stalls along pedestrian walkways. Street Culinary Food is usually cheap, offering a variety of food and drinks with distinctive flavors from various regions.



Figure 1. Overview of Street Culinary Indonesian Food
(Source: Google Photos)

Street Food development analysis at food junction Surabaya

Usually, Street Indonesian Food is located along the sidewalk or installs that only prioritize low prices and the unique taste of each stand, lack of awareness of cleanliness, adequate facilities, supporting facilities, and the concept of the building. This study will answer about how the attractiveness strategy carried out by Food Junction Surabaya in developing street food in the city of Surabaya.

Facility Analysis

The results obtained during the observation are to know the concept of the building, the number of floors, facilities and the division of space at the Food Junction Surabaya. Consists of 1 Floor with the following facilities and space distribution:

Lagoon Pond (Artificial Lake) with an area of 4,400 m²

More than 100 Culinary Stands

Indoor Dining Area and Outdoor Dining

Lantern Garden

Family Playground

Management Room

Park (Open Space)

Entertainment Area (Thematic Live Music Entertainment)

Visitor Toilets (Men and Women)

Vehicle Parking



Figure 2. Facilities in Food Junction Surabaya
(Source: Google Photos)

Building Concept Analysis

Food Junction Surabaya is a single-floor single building design. In its target, Food Junction Surabaya has succeeded in becoming a new culinary icon in Surabaya because visitors are not only the people around Surabaya but also people from outside the city of Surabaya and even abroad. The interior design is also carried out based on a family-friendly concept, where the room is made in a vintage style with a combination of the use of brown to create a warm and comfortable atmosphere.



Figure 3. Facilities in Food Junction Surabaya
(Source: Google Photos)

Development Analysis Through Social Media

In the development of globalization at that time, many social media began to emerge and develop among the community quickly, especially for the people of Surabaya City with many Millennial generations who quickly learned about these social media, social media is often used by the public such as Facebook, Twitter, Instagram, Youtube and more. For now, the social media that is still popular among young people and parents is Instagram Media, where the media contains photo and video content and will quickly become viral. As in the Food Junction Surabaya building, it is designed to be Instagramable and up-to-date so that the wider community who visits there can capture the moment and upload it to their Instagram media and instantly Food Junction is famous and viral because of the Instagramable concept of the building.



Figure 4. Various kinds of Instagramable Spots
(Google Photos Source)

Menu Price Analysis for Low-Income People

The menu is a price list of a culinary good food or drink that will be served by the seller to the buyer. According to Stenly Richard (2016: 1) Menu means a list of Food and Drinks which can be in the form of paper, cards, or other written media. The food and beverage menu at Food Junction Surabaya is very diverse and differentiated according to the food category. Such as heavy food (Pake Nasi) with a price range of 12k-25k, snacks such as snacks in the price range of 5k-15k, seafood and western food in the price range of 10k-50k. The price for this food junction entrance ticket is free or free of charge. The prices for rides and tours at Food Junction Surabaya are also different and range from 15k-30k. These prices are very standard and can still be reached by people with low incomes.



Figure 5. (Left) List one of the food menus. (Right) List of Rides
(Source: Google Images)

Circulation Analysis at Food Junction Surabaya

When entering the Food Junction Surabaya, visitors will be directed to the vehicle parking lot which is on the front side of the Food Junction Surabaya building. Circulation to parking uses 2-way Linear Circulation for vehicle entry and exit directions. When visitors have parked the vehicle, visitors will be directed to the Indoor and Outdoor dining room with a Vintage-style design concept with a combination of the use of brown to create a warm and comfortable atmosphere. For indoor and outdoor dining areas, use a Cluster circulation pattern that groups spaces based on close relationships, such as food stands gathered together.



Figure 6. Food Junction Bird's Eye Perspective Picture
(Source: Google Images)

After being satisfied with tasting Street Culinary Food dishes in the Indoor and Outdoor spaces, visitors will be served by the best view of the Lagoon Pond (artificial lake) with an area of 4,400 m² and the spread of lush trees so that the area feels cool and can spoil the eyes. Around the Lagoon pond there are various kinds of instagramable rides that can be found and can be played by visitors to travel to unwind with family, colleagues, friends, and lovers. The Lagoon Pond area and the Family tourism area use Radial circulation which is centered on the Lagoon Pond (artificial lake).



Figure 7. (Left) Image of Indoor Room. (Right) Picture of Outdoor Space
(Source: Google Images)

Conclusion

Here it can be concluded that initially Street food only prioritized low prices and distinctive flavors. With the Food Junction with several tricks and attractions to develop Street Culinary Food at Food Junction Surabaya, namely: Gathering all Street Culinary traders from various regions by providing facilities Supporters and supporters with contemporary concepts (Instagramable); The concept of building in harmony with nature, considering that Surabaya is the second hottest city after the nation's capital; The menus and prices are also relatively cheap and can be used as a public space to meet the needs of low-income people and bridge social classes in the Surabaya area, especially the western part of Surabaya.

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