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Acculturation of Martabak Har culinary culture as a cultural identity and tourist attraction in Palembang

Aliyah Zahrah Nur It'snaini[1], Desy Misnawati[2]
[1]Faculty Of Social Humanities, Communication Studies Program, Bina Darma University, aliyahzahrah0@gmail.com
[2]Faculty Of Social Humanities, Communication Studies Program, Bina Darma University, desy_misnawati@binadarma.ac.id

Corresponding Author: aliyahzahrah0@gmail.com

Abstract: This study aims to examine the process of cultural acculturation in martabak HAR as a typical Palembang culinary cultural identity and explore its potential as a tourist attraction. Gastronomic theory was used to analyze the relationship between culture and food consumption. The results show that the cultural acculturation of martabak HAR involves the incorporation of Indian and Malay culinary elements, making it a unique Palembang cultural identity. Martabak HAR not only acts as a specialty food but also as a symbol of local pride and a strong tourist attraction. Strategies to maintain martabak HAR's reputation include maintaining the quality of raw materials, menu innovation, tourism promotion, good service, and offering an authentic culinary experience. This research provides an in-depth understanding of martabak HAR's contribution to the cultural identity and tourism of Palembang City.

Keyword: Cultural Acculturation, Martabak HAR, Cultural Identity, Gastronomy, Palembang.

INTRODUCTION

Palembang city, as the capital of South Sumatra province, is one of the old cities in Indonesia that is rich in cultural heritage. The historical development of Palembang cannot be separated from the influence of various cultures that enter through trade activities and interactions between communities (Yuliati, 2015). One manifestation of cultural acculturation can be found in the culinary field, including the existence of martabak HAR which is a typical culinary icon of Palembang.

Martabak HAR is a traditional Palembang food that has a thin, crispy skin texture, and a savory filling, made from meat, vegetables, and typical spices (Nofrizal, 2020). The uniqueness of martabak HAR allegedly comes from the process of cultural acculturation between Palembang's local culinary with Chinese and Middle Eastern culinary influences (Ramadhani, 2018). This acculturation process has been going on for a long time, so martabak HAR is now a typical culinary cultural identity of Palembang.

Besides being a traditional food, martabak HAR is also a tourist attraction for the city of Palembang. Tourists who visit Palembang often make martabak HAR as one of the must-try

culinary (Pratiwi, 2019). The uniqueness and taste of martabak HAR has become part of Palembang's tourism promotion, thus contributing to the economic development and tourism industry of the region (Dewi, 2021).

Based on this background, this study aims to examine the process of cultural acculturation that occurs in the development of martabak HAR as a typical culinary cultural identity of Palembang, as well as explore its potential as a tourist attraction in the city of Palembang. This study is expected to provide a deeper understanding of martabak HAR and its contribution to the cultural and tourism identity of Palembang, especially from the point of view of Communication Science.

METHOD

Place And Time Of Research

In one of the branches martabak HAR located on Jl. Gen. Sudirman No.1078, Sungai Pangeran, District. Ilir I, Palembang City, South Sumatra 30114, this study was conducted. The study was conducted in April 2024 for 1 month.

Research Subjects

In research, the role of the research subject is very important because it is from the informants that accurate data can be obtained when research observations are carried out. This subject is an informant, that is, an individual who provides information about the situations and conditions that are the focus of the study.

Tabel 1. **Research Subjects**

No.	Subject Informant	Department	Total
1.	M. Budiman	Manager Martabak HAR	1
2.	Kemaz Al Ripanju	History Of Palembang	1
3.	Raden Muhammad Aliyah Nafiyah (Mang Amin)	Cultural and mayoral staff Cultural Field	1
4.	Muhammad Putra	Tourist	1
5.	Yuyuk Amalia	Officer Martabak HAR	1

Source: Researchers Processed Data, 2024

RESULTS AND DISCUSSION

Acculturation Of Culinary Culture

Martabak Martabak HAR is a typical Palembang food that has a long and interesting history, related to the cultural acculturation that occurred in the city. Martabak is named after its creator, Haji Abdul Rozak, who was an immigrant from India. This study aims to understand the acculturation process that occurs and how Martabak HAR become an integral part of Palembang culinary. Martabak HAR experienced adjustments in ingredients and seasonings to meet the tastes of the people of Palembang. Some Native Indian spices were replaced with local spices, such as the more common use of duck eggs in Indonesia. Martabak har cooking techniques have also undergone modifications. Originally, this martabak was cooked with traditional Indian techniques, but over time, this technique was adapted to the cooking tools available in Palembang.

Har cultural identity in Palembang City

Martabak HAR is one of the most famous specialties in Palembang, South Sumatra. Martabak was first introduced by Haji Abdul Rozak (HAR) in 1947, and since then, has become one of the culinary symbols that are very inherent in the culture of the people of Palembang. This study aims to explore the cultural identity of martabak HAR and understand how this food contributes to the identity and culinary heritage of Palembang. Martabak HAR as more than just food, but also as a rich and valuable cultural heritage. Thus, Martabak HAR can be seen

as a symbol of local pride that strengthens the cultural identity of the people of Palembang. One of the iconic foods in Palembang for 77 years is of course Martabak HAR can be said to be a cultural identity in the city of Palembang.

Maintaining Martabak HAR's reputation as an attraction in Palembang

Martabak HAR able to get a place in the hearts of the community and maintain its existence, including in attracting tourists to visit and taste the legendary Culinary in Palembang. The tourist attraction of Martabak HAR is a direct result of acculturation and a strong cultural identity. That way tourists are interested in exploring and experiencing an authentic and unique cultural experience, where Martabak HAR serves as one of the culinary icons that represents the cultural wealth of Palembang. In addition, Martabak HAR continues to maintain its reputation with various strategies ranging from maintaining the quality of raw materials and menu innovation.

Analysis Of Informant Interview Results

In the results of interviews and research conducted by researchers, the acculturation process that occurs in Martabak har occurs due to the process of harmonization between Indian and Malay cultures that are processed conceptually which creates its own iconic culinary Martabak HAR. The statement was delivered by informants 1,2 and 3 namely (M. Budiman, Kemaz Al Ripanji and Mang Amin). Acculturation in martabak HAR is certainly made with a different pattern that is the adjustment of raw materials and flavors are processed in accordance with local flavor. Martabak HAR is lifting the image of the city of palembang as one of palembang tourism in the culinary field and has been recognized as the cultural identity of the city of Palembang.

The results of this study indicate that acculturation is one of the attractions for tourists visiting Palembang. The combination of two cultures in one food gives it a special charm for tourists to be able to taste this one culinary. With the recognition of Martabak HAR as a cultural identity in the city of Palembang makes martabak HAR as one of the Culinary that will continue to be iconic culinary city of Palembang in addition to pempek.

Spread of Martabak from India to Indonesia

In 1930, a young man from Lebaksiu, Tegal, Central Java named Ahmad bin Abdul Karim moved to Semarang to start a new business. There, he met Abdullah bin Hasan Al-Malibary, an Indian cook, and they became good friends. One day, Abdullah was invited to Ahmad's hometown and introduced to Ahmad's sister. This meeting eventually led to their marriage. Abdullah, who was good at making food from flour called martabak, began making martabak by adjusting the tastes of Javanese people who preferred vegetables to meat. The Martabak contains vegetables mixed with other ingredients and minced meat. Abdullah and his wife settled in Lebaksiu Kidul village, Tegal Regency, and continued to make martabak there (Alamsyah, 2008).

Martabak HAR become one of the typical martabak India that has been there and famous in Indonesia. This Martabak has been around since 1947. The name HAR is an abbreviation of the name of its founder, Haji Abdul Rozak. Haji Abdul Rozak who was born in India, married a woman from Palembang. When he moved to Indonesia, he brought with him the culinary culture of India. Martabak HAR is served with curry sauce, similar to the original Indian martabak.

CONCLUSION

From the data analysis conducted, there are several conclusions that can be drawn from this study :

1. Martabak har shows that the acculturation of Martabak har culinary culture is in curry sauce and martabak itself, which is curry sauce which is identical to India and martabak itself that has existed in Palembang for a long time. The ability of Haji Abdul Rozak in bringing together the idea to combine martabak and curry sauce is able to provide satisfaction in the hearts of the audience including tourists visiting the city of Palembang.
2. Martabak HAR has existed for more than 70 years in the city of Palembang, of course Martabak HAR has been recognized as the cultural identity of the city of Palembang and become one of the tourism in the culinary field.
3. Martabak HAR is part of the cultural heritage that strengthens social ties and local history. Martabak HAR not only offers food but also introduces local culinary culture to tourists. It also helps to raise awareness and appreciation of Palembang's culture as a whole.

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