Community Perception of Food Preferences in Bogor

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Abstract: A pluralistic society from different backgrounds certainly has different food choices depending on their origin. Lots of traditional food that still exists and is still maintained by the community including various cultures. These traditional foods are timeless even though there are many foods that come from outside such as fast food.The purpose of this study is to identify what foods are typical of the city of Bogor from the many foods available. Identify the most crucial problems in the development of culinary tourism and the obstacles faced in the development of culinary tourism. Does the local government in this case intervene in fixing the existence of culinary tourism. Bogor is the distance from the big cities around it like; Jakarta and Bandung and Sukabumi so many visitors from these three cities. These tourists have come to Bogor deliberately just to enjoy the culinary that is characteristic of Bogor city.
This research method uses a quantative descriptive approach and data retrieval uses; interview, observation and submit questionaires to several respondents.

Keywords: perception; potential; preference

1. Introduction

Culinary art is one of the attraction for foreign tourists who conduct a trip with the aim to enjoy various kinds of good food. In fact, the tourism sector can make the mainstay for local governments in terms of income through its culinary tourism.

Culinary tourism is a tour where tourists can enjoy the results of processed foods and their way of processing. Usually, culinary tourism serves food that is the characterisitk of the local area. Tourists who come to Bogor usually come from the surrounding towns for example; Jakarta, Bandung, Sukabumi, Bekasi and so on. There are various reasons they come to Bogor including; Visiting, family, Sanak-saudara, friends, medication, relaxing enjoying entertainment or dining.

This type of culinary is a variety of food, although it is not exactly the same as Western a'la menu. European food there is food; Starters, main meals and desserts and drinks. European food is distinguished between morning, day and night food. While Indonesia, does not have it at all. Indonesian food for morning, afternoon and evening is the same. For example, the morning lunch is cooked rice and rice dinner as well. (Suarni, 2013).

1.1 Indentification Problems

Consumer preference is the choice of a person's likes or dislike of the product (goods or services) consumed. Preference shows consumers ' liking from a wide range of available products (Wijayanti, 2011 in Aiman, 2017). From the many typical food of Bogor city there are still genuine from Bogor but some are already mixed with food from other regions.
Then the problem identification is:

- How is the community's perception of local Bogor food?
- Is this food preference influenced by social factors?
- How is the payment method used in the transaction?
- Is influenced by the environment in determining the favorite food

1.2 Research Problems
- How far do tourists love the local food of Bogor?
- What is the most liked food and a community craze?
- How often do people enjoy culinary in Bogor?
- Are there any constraints faced by traders and governments

2. Literature Review
2.1 Preferences

Preference in English has the meaning of choice or choose. The term preference is used to replace the word preference with the same meaning or interest in something. Consumer preferences are defined as subjective tastes (individuals), as measured by utilities, from bundles of various items. According to Kotler (2000), consumer preference shows consumers ' liking from a wide selection of existing service products. Preference is a fondness (heart tendency) to something. Preference is also interpreted as a person's liking or dislike of a product, goods or services consumed.

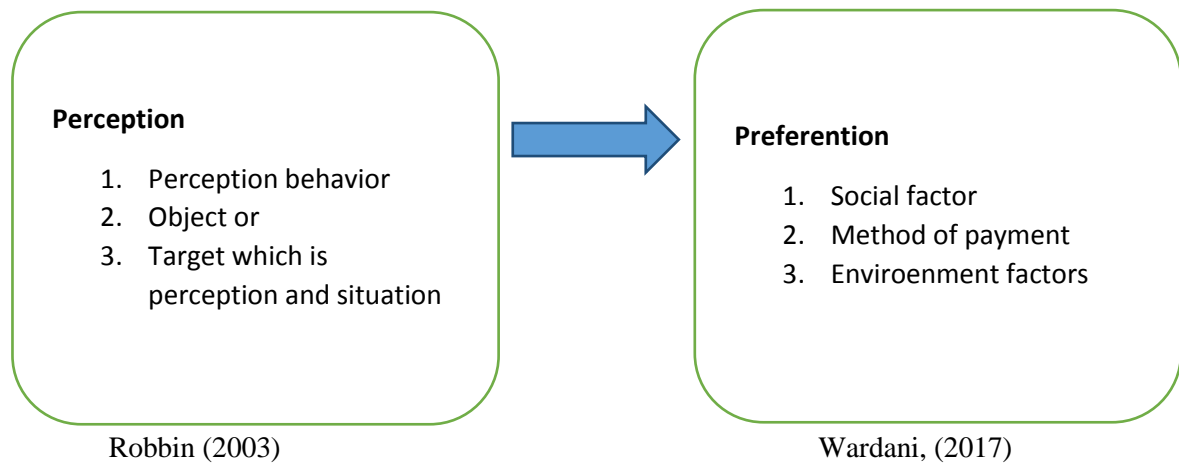Consumer Prerefention is influenced by:
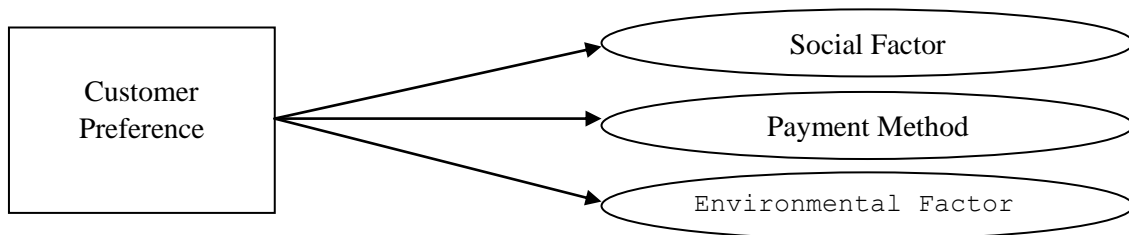
Actions to compose, identify, and interpret sensory information to provide an overview and understanding of the environment. Perceptions include all signals in the nervous system, which are the result of physical or chemical stimulation of the sensing organ. is a process preceded by sensing, which is a stimulus received by the individual through a receptor tool that is the senses. The sensory instrument is a liaison between individuals and external worlds. Perception is the stimulus that the individual senses, organized and then interpreted, so that individuals realize and understand what it senses.

At a glance the same perspective as the perception, however, Charon (1998) mentions that it is not perceptual but rather the guiding of our perception.; To what it sees and how it interpretively affects what it sees and How to get rid of it. Preference has the meaning of choice or choose. The term preference is used to replace the word preference with the same meaning or interest in something. Preference is a trait or a desire to choose (Planit, 2001). According to Doris Grober the general media preference asks media users to sort the user's preferences against a medium (Vivian, 2010).

The culinary destination is to attract as many tourists as possible to come to the area in various ways. Traditional food is a typical food of the region (Sujerti, 2016).

In an effort to avoid the dominance of foreign cultures and promote the culture of the archipelago, Indonesian teaching books should insert many cultural elements that include the use of local names, the mention of places that become regional icons in Indonesia, a description of the regional art, and the mention of local culinary names. (Setiawan, 2016 and Tyas, 2017).

Thingking Frame

Perception (from Latin perceptio, Percipio) is the act of composing, recognizing, and interpreting sensory information to provide an overview and understanding of the environment. Perceptions include all signals in the nervous system, which are the result of physical or chemical stimulation of the sensing organ. There is a wide variety of perceptions in society. Perception is often also associated with a person's view of something can be either positive or negative. While Preference is a choice of something like food, clothing or anything else.

Hypotheses in the study are as follows.
Ho: No difference in food selection by people in Bogor City
H_1: There are differences in food selection by people in Bogor City

3. Research Methodology
3.1 Location and Research Time
The research was planned to be conducted at the Culinary center of Bogor City and took respondents randomly on January 2019 for 1 week.

The method of study that will be used is to use observation method that is considered suitable for examining how people behave and view the realities of their lives in their ordinary, routine and natural environment (Mulayana, 2013). Researchers are trying to understand the meaning of the subjects adopted in their own conduct and the behavior of others, the objects and their environment, for example what is important and not important to them and how to treat Those objects. The population in this research is traders located in the city of Bogor and samples in the study amounted to 35 people taken randomly (random sampling).

3.2 Data source
The source in this study is derived from the population and samples. While data is obtained from primary data i.e. interviews and secondary data, the study of the library.

In research data sources are the subjects from which data can be obtained. If the research is using a questionnaire or an interview in the data collection, then the source is called the respondent, which is the person who responds or answers the researcher's question, whether written or oral.

3.3 Data Collection Techniques
The process of collecting data is determined by variables that exist in the hypothesis. Data collection is done against pre-defined samples. Data is something that does not have meaning to the recipient and still needs a processing. Data can have various forms, ranging from images, sounds, letters, numbers, languages, symbols, even circumstances. All these things can be called as data as long as we can use as material to see the environment, objects, events, or a concept

3.4 Data Analysis

The Data obtained will be analyzed using nonparametric test-chi-square to find out which one is the preferention for the community of Bogor visitors. The Chi-Square test is also used to discover which culinary tourism area is the most demanded and the respondents ' self-data.

4. Results and Discussion

From the results of the survey can be known that respondents with male gender as much as 42 people or 50% while females as many as 36 people or 42%. This means that the dating to the city of Bogor to enjoy the typical food of the city of Bogor most men than women but not too linked far. Meanwhile, when asked to come from where, the answer is the most coming from the city of Bogor itself as much as 21 people or 25%, from Jakarta 45 people or 53% Bandung 12 or 14.3% and others as much as 6 people.

Usually Indonesians always travel in a group with friends or family. The data obtained the information that went both (2) most 24%, numbering in a group of 3 -5 people there are a number of 54 or 64.3%, and more than 5 people as much as 7.1% of the total Reponden of 84 people.

Most of the dating to enjoy the typical food of the city of Bogor is either a private employee or public servants as many as 27 people or 32.1%, a student of 15 persons or 17.9%, a trader/entrepreneur as many as 18 people or 24.4% and the remaining 24 people Or 28, 6 answered others.

Meanwhile, when asked about how often they dating visit to enjoy the typical food of Bogor City 3 times in the last 6 months as much as 9 people or 17.7%, which more than 3 times as much as 69 people or 82.1%, J replied. As for those who answered the other 4 people or 3.6%.

When asked about their favorite when visiting Bogor City, his favorite food. A total of 42 people or 12% are looking for Soto Mie and Bogor Sauerkraut. Apparently this is the favorite of food connoisseurs. Furthermore, Cungring food as much as 18 people or 21%, while who chose Laksa as much as 9 people or 21%. Fried Taoge 6 people or 36%.

Which is the most desirable culinary tourism place including Jalan Surya Kencana as much as 48 people or 57.1%, road Bangbarung as many as 6 people or 7.1%, Nv prints 9 people or 10.7%.

The reason dating to the city of Bogor because it is pangaruh by social media as much as 24 people or 21%, who said disagree because of the influence of social media as much as 27 people or 21%. In other words they are dating to Bogor not because of the influence of social media such as; Twitter, Instagram, Facebook and-others.

The reason they come to the city of Bogor to eat a friend call then, as many as 30 people or 21% expressed agree while 21 people disagree. For many choices of Bogor city food respondents answered, disagree as much as 39 and who agrees only 18 people. Payment method also affects visitors to enjoy the food of Bogor city. When asked about it as much as 21 people said a piece that expressed disagreement as much as 45 people. Meanwhile, for statements regarding environmental conditions, a large answer is not affected

5. Conclusion

KTA Bogor Special food that became a favorite of the community is, sauerkraut Bogor for 40, 286a, Soto Mie and laksa with the same chi-square of 31, 714a, followed by fried toge of 29, 286a while Soto kuning amounted to 26, 571a and Last is cungkring by 19, 714.

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