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## **Jepara Specific Food And The Development of Tourism**

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### **Abstract**

Jepara is well known not only in Indonesia but also in other countries. On abroad, Jepara is famous for its wood carving furniture. Besides, Jepara is also famous for its beautiful seashores and specific foods. These specific foods attract tourists to come to Jepara and develops tourism. This paper is written based on the research that is conducted in Jepara. The purpose of this research is to describe the syntagmatic and paradigmatic of Jepara Specific food based on the theory of Ferdinand de Saussure and the theory of superordinate and subordinate from John Lyons. The data of this research is names of a specific food in Jepara. The result of this research shows that paradigmatic of specific foods of Jepara are seafood, non-seafood, snack, and drink. The syntagmatic of seafood is *Sop Udang*, the syntagmatic of non-seafood is *Soto Bambu*, the syntagmatic of snack is *Moto Belong*, and the syntagmatic of drink is *Adon-adon Coro*. These foods could develop the tourism in Jepara.

**Keywords:** specific food; syntagmatic; paradigmatic; tourism; Jepara.

### **Introduction**

Jepara is a regency city in Central Java Province, which is directly adjacent to Pati, Kudus, Demak, and Karimunjawa. Jepara is the city of the birth of the Indonesian women's emancipation hero, Raden Ajeng Kartini. When compared to other areas on the other north coast, in fact, this area is one of the areas that has more potential. This potential includes natural culture, geographical location, and human resources. Until now, these potentials have been used nationally even at the international level. Therefore, Jepara is known not only in Indonesia but also known abroad. Overseas, Jepara is very well known for wood carving. Jepara is also known as troso weaving, monel, ceramics, and Jepara Batik crafts. In Indonesia, Jepara is also known for its beautiful beaches. Therefore, many tourist sites are beach tourism or marine tourism, such as Kartini Beach, Bandengan Beach, Teluk Awur, Pulau Panjang, Tirta Samudro, Bendo and Ujung Piring.

Because Jepara is located close to beach, there are many Jepara specific foods which are made from marine fish such as: *Pindang Serani*, *Blenyik*, *Shrimp Soup*, *Snapper Soup*, *Tongseng Cumi*. Besides those seafoods, Jepara is also has many specific non-seafood dishes such as *kuluban*, *Bongko Mento*, *Lontong krubyuk*, *Moto Belong* and *adon-adon coro drink*. Those foods are interesting to be promoted in the tourism sector. Tourists who come to Jepara for a vacation can try or taste Jepara's special food both seafood and non-seafood. Tourists who come to Jepara can try and taste Jepara's special food. This activity is called culinary tourism [1].

### **Theories**

To promote Jepara specific foods can be conducted through theory of promotion. The entire set of activities, which communicate the products, brands, and services to the user, is called promotion. This is to make people aware, attract and induce to buy or to consume the product [2]. Physical promotion, Traditional promotion, Digital promotion.

These foods will be analyzed in linguistic theory, superordinate and subordinate relations. Some words having relation to each other or having similar referential characteristics are called Subordinate while those that become the umbrella of subordinate are called superordinate [3]. The Subordinate relation is called hyponymy while the Superordinate relation is called hypernymy [4] and [5]. These foods are also analyzed using Ferdinand de Saussure theory, syntagmatic and paradigmatic relationship. The relation between units that follow each other in speech is syntagmatic. The relation between units that can happen/occur in the same slot is Paradigmatic. These dimensions are illustrated in the horizontal dimension shows syntagmatically related units, while the vertical dimension shows paradigmatic related units [6].

## Method

This research is qualitative research. Data are taken from the specific foods in Jepara, both seafood and non-seafood. The technique used in this research are observing, interviewing, and taking notes. The purposive sampling technique is used to analyze the data. Data are analyzed based on the theories of syntagmatic and paradigmatic relations, superordinate and subordinate relations, and the theory of promotion.

## Result and Discussion

### Superordinate and Subordinate Relations

Seafood is a common term/common nickname of other types of seafood such as *Pindang Serani*, *Tongseng Cumi*, *Sop udang*, *Sop Kakap*, and *Sup Patin*. The word seafood is written at the top or the top level in the hierarchical arrangement, so it is called superordinate, because in the word Seafood contains many meanings or many other types of seafood. While the members of the word Seafood or other types of seafood such as *Pindang Serani*, *Tongseng Cumi*, *Sop Udang*, *Sop Kakap*, *Sop Patin* are called subordinates because the types of seafood are hierarchically written or at the bottom of the word seafood. The meaningful relationship between *pindang serani* and seafood is called hyponymy, because the meaning of the word *pindang serani* is in or below the word seafood. The meaning relationship between fellow members or other types of seafood such as *Pindang Serani* and *Tongseng Cumi* is called cohyponymy. Seafood is called hypernymy because the meaning of the word seafood contains many other types of seafood. On the other hand, *Sop Udang*, *Sop Kakap*, *Sop Patin* are synonymy because they have the same referential characteristics, namely vegetable soup and the ingredients are sea fish.

Besides seafood and non-seafood, Jepara is also famous for its drinks. In this research, drinks in Jepara can be grouped into warm drinks (*wedang*) and cold drink. The word warm drink or *wedang* is called Superordinate, because in the word *wedang* contains many meanings of other types of *wedang* and *wedang* is written at the top or at the top in the hierarchical arrangement. While the names of various types of *wedang* such as *adon-adon coro*, *wedang horok-horok*, *kopi tempur* and *sutet* are called subordinates, because the meanings of the various *wedang* are already contained in the word *wedang*. They are hierarchically written under the word *wedang* or at the lower level of the word *wedang*. The relationship between the meaning of *adon-adon coro* and warm drink or *wedang* is hyponym because the meaning of the word *adon-adon coro* is under the meaning of the word *wedang* or the word *adon-adon coro* is contained in the word *wedang*. While the relationship of meaning between members or other types of drinks such as *adon-adon coro*, *wedang horok-horok*, *kopi tempur* and *sutet* are called cohyponym. The word *wedang* is called hypernym because the meaning of the word *wedang* contains many other types of drinks. *Adon-adon coro*, *wedang horok-horok*, *kopi tempur* and *sutet* are called synonym because they have the same referential characteristics of warm drinks, they are not suitable when added to ice.

### Syntagmatic and Paradigmatic Relations

#### 1) Syntagmatic and paradigmatic relationships of seafood *Pindang Serani*

*Pindang Serani* is a typical Jepara food whose ingredients are from sea fish, this food is almost the same as other fish soups, but there are different flavors. *Pindang Serani* tastes rather spicy, the Jepara people cannot eat *Pindang Serani* combined with *Sego Loyang*, which is aking rice which is cooked again, and the drink is *adon-adon coro*. The combination of *Pindang serani*, *sego loyang*, *adon-adon coro* cannot be accepted by the Jepara community. Based on the results of the interviews they said that they were used to combining *Pindang Serani* with rice and the drink was water or hot or cold orange water. The reason they drink water and orange water is to eliminate the fishy and spicy aroma of *Pindang Serani*.



(<https://erudisi.com/pindang-serani/>)

2) Syntagmatic and paradigmatic relationship of non-seafood *kuluban*

*Kuluban* is a variety of vegetables mixed with grated coconut. In another place *kuluban* is also called *gudangan*, which distinguishes the *kuluban*, which is young jackfruit as a vegetable and raw sprout. The Jepara community said that *kuluban* were not suitable when they were eaten with *horok-horok* with ice-cold drinks. *Horok-horok* can also be a substitute for rice in the Jepara family. Based on the results of the interview, they said that they could mix the *kuluban* with white rice and drink tea or iced tea.



([https://www.infokanlah.com/2016/09/resep-dan-cara-memasak-kuluban-nikmat\\_77.html](https://www.infokanlah.com/2016/09/resep-dan-cara-memasak-kuluban-nikmat_77.html))

3) Syntagmatic and paradigmatic relationship of non-seafood *horok-horok*

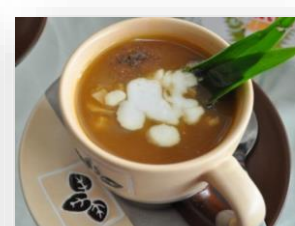
*Horok-horok* is a food that can also be eaten as a substitute for rice by Jepara people. *Horok-horok* is made from processed palm trees so that it has a rough texture when viewed directly but feels smooth when eaten. The Jepara people say that *Horok-horok* cannot be combined with *Pindang serani*, *kuluban* or other types of food. *Horok-horok* has a special blend of satay *cecek* with a drink of warm tea or iced tea. The combination of *cecek* satay, *horok-horok* and iced tea or tea can be accepted by the people of Jepara.



(<https://ksmtour.com/wisata-kuliner/kuliner-jepara/horok-horok-tempat-wisata-kuliner-unik-khas-jepara.html>)

4) Syntagmatic and paradigmatic relationship of snack of *Moto Belong*

*Moto Belong* is a typical food from Jepara which can be found in every traditional market. Named *Moto Belong* because the shape of this food seems to show glaring eyes. *Moto Belong* cannot be combined with modern drinks such as soft drinks. Based on interviews, this food can be accepted or combined with traditional offerings such as *wedang horok-horok*, *adon-adon coro*, tea or iced tea.



(<https://resepnusantara.id/resep-moto-belong-khas-jepara/>)



- 5) Syntagmatic and paradigmatic relationship of *wedang adon-adon coro*  
*Adon-adon coro* is a warm drink typical of Jepara made from various spices and coconuts. This drink is only available in certain places, namely around shopping centers in Jepara. *Wedang adon-adon coro* cannot be combined with *cecek* satay or bread by the Jepara community. The results of interviews with Jepara people that *adon-adon coro* can be combined only with *apem* or other market snacks because it tastes distinctive. It is not suitable when taken and combined with modern snacks. It can be said that *adon-adon coro* has a special blend of *apem* or other market snacks.



(<http://bloggermaknyus.blogspot.com/2017/11/adon-adon-coro-minuman-khas-jepara.html>)

### **Jepara specific foods to develop tourism**

Jepara's specific foods, whether made from sea fish or not made from sea fish, and drinks such as *adon-adon coro*, *pindang serani*, *kuluban*, *moto belong* and *horok-horok* cannot be found anywhere else. This typical food, although similar to food in other places, has a different taste. Therefore, Jepara's special food is worth promoting tourism development, especially for culinary tourism in Jepara. Jepara's special food promotion is carried out at events such as exhibitions, bazaars, concerts, or opening a stand at the time of the city celebration. This kind of promotion is called physical promotion. Promotion is also done through print and electronic media. Promotion through print media is to promote this special food in newspapers, magazines, and tabloids. Promotion through electronic media is to promote this food on radio, television, advertising and banner ads. Food promotion is also done through digital media including internet and social media. These various promotions are called physical promotions, traditional promotions and digital promotions [2]. (Yoeti, 1996: 188-190)

### **Conclusion**

Jepara's specific foods and drinks have special characteristics because they cannot be mixed up carelessly. The peculiarities of these foods and drinks cannot be found in other places. In other words, Jepara specific foods and drinks have special alloys, they cannot be combined with other types of food, for example *horok-horok* must be combined with *cecek* satay. *Horok-horok* cannot be accepted by the Jepara community if it is combined with *Pindang Serani*. *Adon-adon coro* cannot be accepted by the Jepara community if it is combined with modern snacks such as bread. *Wedang Adon-adon coro* must be mixed with *apem* or other market snacks. These special foods and drinks are a tourist attraction; they are promoted for tourism development in Jepara. These specific foods and drinks are promoted in several ways, namely physical promotion, traditional promotions, and digital promotions. These specific foods and drinks are packaged into a culinary tour, that is tourism in the field of food and beverages.

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