

SWOT ANALYSIS OF *KUE SAPIK GULA AREN* AS A SUPPORTING TOURISM ATTRACTION OF SOLOK SELATAN DISTRICT

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ABSTRACT

This study aims to analyze the strengths, weaknesses, opportunities, and threats of the Kue Sapik Gula Aren as a support for the tourist attraction of South Solok Regency. The research method used is through a qualitative approach using the SWOT analysis method and the data used in this study are primary and secondary data, data collection techniques by observation and interviews. The data obtained from the results of data collection is then analyzed using SWOT analysis to find out what are the strengths, weaknesses, opportunities, and threats of the Kue Sapik Gula Aren as a supporting tourist attraction in South Solok Regency. Based on the results of the study, it shows that the Kue Sapik Gula Aren has the strengths (1) it has a unique taste that comes from palm sugar (2) Kue Sapik Gula Aren can only be found in South Solok (3) has been certified halal from the MUI, and the opportunity (1) can be a support for new tourist attractions in South Solok Regency (2) promote traditional culinary (3) promote the economy of the surrounding community. With these strengths and opportunities, can take advantage of existing opportunities while minimizing weaknesses and also being able to overcome various kinds of threats from the Kue Sapik Gula Aren. Thus, this Kue Sapik Gula Aren can be used as a support for the tourist attraction of South Solok Regency.

Keywords: Supporting the Tourist Attraction, of Kue Sapik Gula Aren

INTRODUCTION

Indonesia is an archipelagic country that has a very wide area and diverse ethnic groups and cultures. In addition, Indonesia has a lot of tourism potential and is very feasible to be developed, because the world of tourism can now be felt to be growing rapidly from year to year and tourism is the number two foreign exchange earner in Indonesia after oil and gas so that special attention needs to be paid to management in the sector. Culture, natural beauty, and cuisine are able to attract tourists, both foreign tourists and domestic tourists, to come and visit to enjoy the beauty of nature, learn about different cultures, and enjoy Indonesian culinary specialties where the cuisine of each region in Indonesia has its own characteristics.

The existing tourism potential packaged in a good way will be an attraction to bring tourists to

visit. According to Utama (2016), tourist attraction is everything a place that has uniqueness, beauty, convenience and value in the form of a diversity of natural or man-made wealth that is interesting and has value to visit. And one of the types of tourism that is in great demand and will never run out is culinary tourism, because culinary has an important role in the tourism industry and most of the tourist spending when traveling is for culinary. According to Afrilian (2021) culinary tourism is an activity carried out to find unique and impressive food and drinks, not just a desire to taste the pleasures of a food but more importantly the uniqueness and memories that can be obtained after enjoying the food.

One of the provinces that is rich in tourism is West Sumatra. West Sumatra is a



province in Indonesia that is rich in tourism objects, both marine and cultural tourism, with Padang as the capital city. Based on data from the West Sumatra Statistics Agency, in 2015-2019 the number of tourists visiting West Sumatra has increased which makes West Sumatra Province visited by many tourists. In addition to recreation, enjoying tourist attractions, tourists also visit to find food or special culinary in West Sumatra Province, one of which is in South Solok Regency.

The main attraction of South Solok Regency is the *Saribu Rumah Gadang* area where this attraction consists of the many *Minangkabau* traditional houses. South Solok Regency also has other interesting values, namely culinary. South Solok Regency has legendary cultural culinary delights such as *pangek pisang*, *limpiang pinyaram*, *dendeng pucuak ubi*, *kalio baluik*, South Solok tea, *Kue Sapik Gula Aren*, nuts and many others. The culinary diversity of Solok Regency can be used as a strength for culinary tourism.

South Solok Regency has just separated from Solok Regency so that South Solok Regency must have a regional identity to develop tourism, for example in the culinary field, where one of the culinary strengths of South Solok Regency is the *Kue Sapik Gula Aren*. *Kue Sapik Gula Aren* is a pastry food which is long in shape which is rolled and made by clamping using a special mold and the taste is unique, this *Kue Sapik Gula Aren* is very different from other *Kue Sapik*'s in West Sumatera Indonesia. This *Kue Sapik* has been passed down from generation to generation, even in ancient times this *Kue Sapik* must be present on Eid days and also during the *Manjalang Mintuo* event.

Based on the initial observations made by the researchers, it can be seen that the *Mar Aci* cake business as the place for producing *Kue Sapik Gula Aren* explains that *Kue Sapik Gula Aren* are a typical food or souvenir from South Solok West Sumatera. This *Kue Sapik Gula Aren* has only one production site in South Solok, but there are many distributor shops so that *Kue Sapik Gula Aren* is widely spread in various areas in South Solok and sales of this *Kue Sapik Gula Aren* are already available outside the province as well. The following is the data on sales of *Kue Sapik Gula Aren* s for the last 6 months.

Sales data of *Kue Sapik Gula Aren*
October 2021-March 2022

No	Month	Amount Sold	Distribution of <i>Kue Sapik Gula Aren</i> Sales Areas
1	October	200 Packs	Padang
2	November	235 Packs	Muaro Bungo
3	December	250 Packs	Kerinci
4	January	280 Packs	Pekanbaru
5	February	300 Packs	Medan
6	March	325 Packs	Jakarta

From the initial observations that the author made, there was an increase in sales of *Kue Sapik Gula Aren* and this was also one of the supporting factors for the tourist attraction of South Solok Regency. From the development of the *Kue Sapik Gula Aren*, researchers are interested in seeing how the SWOT analysis of the *Kue Sapik Gula Aren* can be used to support the tourist attraction of South Solok Regency.

LITERATURE REVIEW

Tourism

According to Pitana (2009) tourism is a very promising mega business because tourism cannot be replaced by anything in every human being who is tired of his work, definitely needs time to relieve his tiredness and one way is to go on a trip.

Thus, the author can conclude that tourism is a variety of tourist activities that can be done individually or in groups and can also be used as a business field whose profits are very large if managed properly.

Tourist Attraction

In Law Number 10 of 2009 concerning Tourism in Indonesia, a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth that is the target or destination of tourist visits.

According to Mandalia (2022) the attractiveness of tourist destinations can be grouped into categories of natural, cultural, artificial, and special interest tourism. Nature tourism mainly offers the beauty of natural features such as seas, mountains, lakes, and rivers. Cultural tourism mainly offers the uniqueness and diversity of cultural heritage such as buildings of cultural value, cultural ceremonies, various traditional foods. Meanwhile, artificial tourism is man-made tourism whose main element is novelty, such as playgrounds, theme parks and others.

Tourist Attractions are classified based on the type and theme, which are usually divided into three types as follows: natural tourist attractions, cultural tourist attractions, and special interest tourist attractions Ismayanti (2010)

Tourist Attraction Support

According to Suwena (2017) there are three supporting tourist attractions that must exist in tourist destinations, namely, something to see, something to do, something to buy, which can be defined as follows:

- 1) Something that tourists can see (something to see), namely when tourists visit, they can see tourist attractions such as shows and natural beauty.
- 2) Something tourists can do (something to do), namely tourists must do something by directly enjoying the attractions provided by the destination such as game rides.
- 3) Something that can be bought (something to buy), i.e. when leaving the destination at least tourists can buy something as a souvenir such as souvenirs or souvenirs typical of the destination.

Thus, the researcher can conclude that tourist attraction is everything that has charm, uniqueness and also has a very high value so that it becomes a tourist destination to come to a certain area and with that *Kue Sapik Gula Aren* is included in one of the supporting attractions. tourism in terms of something to buy because the *Kue Sapik Gula Aren* can be a souvenir or souvenir that tourists bring when visiting South Solok Regency.

Culinary tour

According to Afrilian (2021) culinary tourism is an activity carried out to find unique and impressive food and drinks, not just a desire to taste the pleasure of a food but more importantly the uniqueness and memories that can be obtained after enjoying the food.

In addition, the definition of culinary tourism according to Harvey (2012) says that "culinary tourism is one way to tell the cultural heritage and also describes how the lives of the people, besides that culinary tourism is also a tool to encourage economic, social and community development".

Thus the author can conclude the notion of culinary tourism is something related to food. Where culinary tourism is a way to describe the form of tourism whose services and activities are in the form of culinary in meeting the needs of tourists visiting a tourist destination and culinary tourism has enormous potential to be developed, and with that *Kue Sapik Gula Aren* is included in culinary tourism.

Factors Affecting Culinary as a Tourist Attraction

1) Taste

Taste is a sensation received by a person's sense of taste in the oral cavity, taste can be caused by the presence of water-soluble compounds that interact with receptors on the tongue and the sense of taste in the oral cavity. There are four basic tastes that can be recognized by the human tongue, namely sweet, bitter, sour, salty.

According to Drummond (2010), normal taste is the presence of the taste of a food in addition to being recognized by taster cells which are also influenced by the sensation of smell, texture, color and temperature of the food.

2) Color



Color is a major role holder in the appearance of food, attractive and natural colors can enhance the taste of food, therefore in food preparation it is necessary to know the basic principles to maintain natural food colors both in the form of cooking techniques and in proper food handling. can affect the color of food (Arifiati, 2000).

3) Texture

Texture is a very important property both in fresh and processed foods, texture will affect the taste of a material, changes in the texture of ingredients can affect or change a taste and odor that arises because texture can affect the appearance of taste on alfactory receptor cells and saliva glands Sofia and Achyar (2008). According to Drummond (2010), the texture in a food is the degree of hardness, density, or viscosity, liquid, chewy, and hard are characteristics of consistency.

METHOD

In research on the SWOT analysis of the *Kue Sapik Gula Aren* as a support for the tourist attraction of South Solok Regency, qualitative research methods are used. This means that the data collected is not numbers but data from interviews, field notes. So that the purpose of this qualitative research is to describe the reality behind the phenomenon in depth. This research is descriptive and uses SWOT analysis.

The data that has been collected, processed and analyzed using a SWOT analysis tool to determine internal and external factors. Then the internal and external factors are entered into the SWOT matrix table in order to get a strategy to overcome the weaknesses and threats of the *Kue Sapik Gula Aren* as a support for the tourist attraction of South Solok Regency.

DISCUSSION

History of *Kue Sapik*

Kue Sapik is one type of traditional Indonesian food that belongs to the group of pastries, this cake is loved by many Indonesian people. *Kue Sapik* is also used as a snack because it has a sweet and crunchy taste, it has various names in various regions in Indonesia. In West Sumatra this cake is called *kue sapik* because the process of making it is clamped and while on the island of Java it is called opak gambier or opak roll because the process of making it is rolled and there is also a semprong cake in the form of a rectangular envelope or folded like cotton.

Kue Sapik Gula Aren SWOT Analysis

SWOT analysis is a tool used by a company to identify or evaluate the company's internal and external factors. The company's

internal factors consist of strengths and weaknesses, while the company's external factors consist of opportunities and threats Rangkuti (2013)

1. Internal Environment Analysis
 - a. Strength
 - 1) It has its own uniqueness, its uniqueness comes from the main ingredient, namely by using palm sugar
 - 2) This *Kue Sapik Gula Aren* can only be found in South Solok Regency
 - 3) Affordable price
 - 4) Good taste with the right sweetness from palm sugar so it doesn't make people bored to keep eating it
 - 5) No use of food coloring (chemicals)
 - 6) Hold for 4 months
 - 7) Halal certified from LP. POM MUI No. 13120017750918
 - b. Weakness
 - 1) This *Kue Sapik Gula Aren* is easy to crumble
 - 2) The packaging that does not meet the packaging standards means that there is still a chance for the wind to enter the packaging which will result in the resistance of the *Kue Sapik Gula Aren* being reduced.
2. External Environment Analysis
 - a. Opportunity
 - 1) Can be a support for the tourist attraction of South Solok Regency
 - 2) Very opportunity to promote traditional culinary especially in South Solok Regency
 - b. Threat
 - 1) There will be competitors who imitate the taste of the *Kue Sapik Gula Aren*
 - 2) There will be indications of the death of the *Kue Sapik Gula Aren* business because if it is not continued from generation to generation, it will be passed on to the next generation
 - 3) Less popular with fast food
 - 4) There are tourists who complain about the taste



- being too bitter and burnt or also in terms of packaging that is not good
- The addition of food coloring (chemicals)

After conducting internal and external analysis, the results of the strengths, weaknesses, opportunities, and threats are known, as listed in the table as follows:

Kue Sapik Gula Aren SWOT Analysis

<p>Strength</p> <ol style="list-style-type: none"> It has its own uniqueness. This uniqueness comes from the main ingredient, namely by using palm sugar This <i>Kue Sapik Gula Aren</i> can only be found in South Solok Regency Affordable price Good taste with the right sweetness from palm sugar so it doesn't make people bored to keep eating it No use of food coloring (chemicals) Hold for 4 months Has been certified halal from LP.POM MUI No. 13120017750918 	<p>Weakness</p> <ol style="list-style-type: none"> Easy to crumble The packaging that does not meet the packaging standards means that there is still a chance for the air to enter the packaging which will result in the resistance of the <i>Kue Sapik Gula Aren</i> being reduced.
<p>Opportunity</p> <ol style="list-style-type: none"> Can be a support for new tourist attractions in South Solok Regency Very opportunity to promote traditional culinary especially in South Solok Regency To advance the economy of the surrounding community 	<p>Threat</p> <ol style="list-style-type: none"> There will be competitors who will imitate the taste of the <i>Kue Sapik Gula Aren</i> There will be indications of the death of the <i>Kue Sapik Gula Aren</i> business because if it is not continued from generation to generation, it will be passed on to the next generation Less popular with fast food There are tourists who complain about the

	<p>taste being too bitter and burnt or also in terms of packaging that is not good</p> <ol style="list-style-type: none"> The addition of food coloring (chemicals)
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Source: Author's Results,2022

SWOT Matrix

The SWOT matrix is a tool used to measure the company's strategic factors. This matrix can clearly describe how external opportunities and threats are owned. The I-line matrix can produce four Icells of possible alternative strategies which can be seen in the table below:

	STRENGHT	WEAKNESS
IFAS	<ol style="list-style-type: none"> It has its own uniqueness, its uniqueness comes from the main ingredient, namely by using palm sugar This <i>Kue Sapik Gula Aren</i> can only be found in South Solok Regency Affordable price Good taste with the right sweetness from palm sugar so it doesn't make people bored to keep eating affordable No use of food coloring (chemicals) Hold for 4 months Has been certified halal from LP.POM MUI No. 13120017750918 	<ol style="list-style-type: none"> Easy crushed <i>Kue Sapik Gula Aren</i> The packaging that does not meet the packaging standards means that there is still a chance for the wind to enter the packaging which will result in the resistance of the <i>Kue Sapik Gula Aren</i> being reduced.
EFAS		
OPPORTUNITY	STRATEGI SO	STRATEGI WO
1. Can be a	1. Become a	Make good and



support for new tourist attractions in South Solok Regency 2. Advancing traditional culinary Promote the community's economy	supporter of tourist attraction with the uniqueness of this <i>Kue Sapik Gula Aren</i> , and the price is affordable advancing traditional culinary by improving the quality of this <i>Kue Sapik Gula Aren</i> itself	neat packaging so that this <i>Kue Sapik Gula Aren</i> can be carried far away without tourists
THREAT	STRATEGI ST	STRATEGI WT
1. There will be competitors who will imitate the taste of the <i>Kue Sapik Gula Aren</i> 2. There will be an indication of the death of the <i>Kue Sapik Gula Aren</i> business because if it is not continued from generation to generation, it will be passed on to the next generation 3. Less popular with fast food 4. There are tourists who complain about the taste being too bitter and burnt or also in terms of packaging that is not good 5. The addition of food coloring (chemicals)	1. As soon as possible to apply for a patent for the culinary <i>Kue Sapik Gula Aren</i> so that no one can imitate the taste of this <i>Kue Sapik Gula Aren</i> 2. Make a suggestion box or web in order to give tourists the right to complain about tourist dissatisfaction with the quality and taste of this <i>Kue Sapik Gula Aren</i> , in order to be able to provide suggestions and evaluations about this <i>Kue Sapik Gula Aren</i> itself conduct training in making <i>Kue Sapik Gula Aren</i> so that the children of the successors of this business will know and be able to know how to make <i>Kue Sapik Gula Aren</i> and know the ingredients	1. Make more attractive packaging so that it can produce added value from this <i>Kue Sapik Gula Aren</i> 2. Maintain the taste of the <i>Kue Sapik Gula Aren</i> in accordance with the proper recipe that has been given from generation to generation 3. Maintain the original color of the <i>Kue Sapik Gula Aren</i> without being given food coloring elements (chemicals)

Source: Author's Results,2022

Referring to the SWOT analysis above, it can be said that the *Kue Sapik Gula Aren* has the potential to be used as a support for the tourist attraction of South Solok Regency, the strength is in the form of a unique shape, a different taste from the usual *kue sapik*, and has been certified halal as well. This power is categorized as attractive spontaneity created by humans which is one of Muliani's tourist

attractions (2019). The *Kue Sapik Gula Aren* can be used as a culinary tourism motivation by looking at the potential it has. The strength of the taste, appearance, aroma of the *Kue Sapik Gula Aren* that can be felt by the five senses and can be used as physical evidence.

According to Agriansyah, (2021) culinary tourism is one type of tourism that is starting to develop in Indonesia. Gudeg culinary originating from the Special Region of Yogyakarta where Gudeg has a sweet and legit taste attached to food, which is a man-made tourist attraction, this Gudeg can only be found in Yogyakarta. This research is the same as the research that the researchers did in which the *Kue Sapik Gula Aren* has a different taste from the usual *Kue Sapik*, and *Kue Sapik Gula Aren* can only be found in South Solok Regency and this *Kue Sapik Gula Aren* can be used as a power support. South Solok Regency tourist attraction.

What if the *Kue Sapik Gula Aren* can continue to be developed and continue to be promoted as one of the supporting tourist attractions in South Solok Regency, then the shortcomings and threats can be overcome. The more people who know the *Kue Sapik Gula Aren*, the more popular it will be and the more curious tourists will be and taste it.

CONCLUSION

Based on the results of the research that has been done about the SWOT analysis of the *Kue Sapik Gula Aren* as a support for the tourist attraction of South Solok Regency, the following conclusions can be drawn:

1. *Kue Sapik Gula Aren* is a traditional food typical of South Solok Regency which has a sweet taste strength that is just right and different from the usual *Kue Sapik* , and a unique shape by being rolled lengthwise while the *Kue Sapik* which is usually fan-shaped and this can be used as a power support South Solok Regency tourist attraction.
2. The sweet taste is just right, the shape is attractive in terms of the shape that is rolled lengthwise, the fragrant aroma comes from palm sugar, and from that to the original place it has a power that is considered a physical motivation where taste, appearance, and aroma are part of supporting culinary tourism attractions.



3. The process of making *Kue Sapik Gula Aren* is still done in the traditional way by using manual tongs and can be used as a support for the main attraction for visitors or tourists.

From the results of the research that researchers have done, it is stated that the *Kue Sapik Gula Aren* tastes delicious, the sweetness is right, it is crunchy and the taste is different from other *Kue Sapik s*, the difference is that it comes from palm sugar and the shape of this *Kue Sapik Gula Aren* which is rolled lengthwise so that it looks neat. in the packaging,

So that the number of buyers and there is an increase from year to year sales of this *Kue Sapik Gula Aren* . So, from this, people will come to South Solok Regency and one of them is to buy *Kue Sapik Gula Aren*, thus, *Kue Sapik Gula Aren* has the potential to be used as one of the supporting tourist attractions in South Solok Regency.

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