

# Gastro Destination of Banjarmasin City through James William Carey's Ritual Communication Model

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## Abstract

In creating the branding of a city, indirectly through a communication process which from a cultural perspective involves ritual communication. Currently, the branding Banjarmasin is the city of a thousand rivers. The correlation between the river and Soto Banjar triggered the discovery of the concept of gastro branding and gastro destination. This research aims to increase awareness and solve how the idea of a gastro destination can be used appropriately and well in Banjarmasin City. This study adopts the thinking of the Chicago School and uses the action research method. The results of this study are Soto Banjar as a typical culinary, and the river as an Icon of the City of Banjarmasin becomes an irreplaceable element in representing the identity and residents of the City of Banjarmasin. This relates to how the ritual communication process can form a common belief and eventually become a potential within the scope of Gastro Destination. Furthermore, gastro destinations can overcome problems in the field related to the preservation of river cultural life in the city of Banjarmasin. This is related to strengthening the town's identity, where the orientation of the community begins to change to land and maintaining the existence of Soto Banjar as a typical culinary during competition with foreign culinary. Further research can sharpen the correlation between history and culture and provide strength for social life to survive from time to time.

**Keywords:** *Ritual Communication, Gastro Destinations, Gastro Branding, Chicago School, Banjarmasin.*

## A. INTRODUCTION

A city needs branding to form an identity that has a positive impression. City branding was created to target all city activities such as tourism potential, culinary, culture, and others. If a city does not have strong branding, it will impact the lack of local and foreign tourists, the welfare of citizens tends to be lacking, and there is a lack of city identity. In indirectly creating branding for a city or region, it has gone through a communication process. Specifically, when viewed from a cultural perspective, it involves ritual communication (Tanikawa, 2022; Chen et al., 2019). The ritual communication in question is the thought of ritual communication from James W Carey, who continues John Dewey's ideas regarding communication as culture. James W Carey is famous for his two views on communication: transmission and ritual

communication. Carey argues that the transmission view of communication is based on the transportation metaphor: distributing, sending, receiving, and translating information (Blue, 2019; Avena et al., 2018). In cultural studies, communication can be broader, especially in community relations. John Dewey explained that society exists not only because of the transmission process of message transfer in contact. However, people live in the transmission process of communication (Pooley, 2016; Al-Kinani et al., 2018).

Communication research currently focuses on mass communication research, which focuses on the communication process as message transmission or communication as a message delivery process. Without realizing it, everyday events, conversations, and meanings between humans are communicated, ultimately creating a habit that continues and becomes a culture. For example, with the tagline "City of a Thousand Rivers," we call it the City of Banjarmasin. Indirectly this tagline is a form of the ritual communication process.

Currently, the branding of the City of Banjarmasin is a city surrounded by many rivers. But in fact, the researchers found that the river has a very broad tangent to the axis of life in the city of Banjarmasin from the past to the present (Subroto, W, 2021; Jiang & Lu, 2018). The river has significantly influenced the lives of the people of Banjarmasin City, one of which is in the field of tourism and trade (Mansyur; Mursalin and Subroto, 2019). Also, from the culinary side, iconic cuisine can be an identity of a region (Fitria, Riska Inki; Irwansyah \* Effy, 2016). In the city of Banjarmasin, there is food associated with the river, namely Soto Banjar. Soto Banjar's local food can bring in many national and international tourists (Bjork, 2014; He et al., 2019).

The correlation between the river and Soto Banjar triggered the discovery of the concept of gastro branding, and more specifically, it leads to gastro destinations. Gastro Brand is an activity to recognize and appreciate food as a material representation of the experience to have an emotional and cultural connection (Irwansyah & Pinckey Triputra, 2016; Romanjuk, 2020). Among all the culinary specialties of Banjarmasin, Soto is a food associated with the word "Banjar" which makes Soto Banjar very attached to the City of Banjarmasin (Alfisyah, 2019; Yu et al., 2019). This naming is ultimately mutually beneficial, where the city can be famous through its Soto, and the Soto will be recognized because of the town's name. This is what refers to the concept of gastro branding. In gastro destinations, food is associated with and promoted as a characteristic of a business but not only becomes an icon for the destination, but food or culinary can also develop tourism in a destination (Irwansyah, 2020; Niknam et al., 2020; Dembleby & Burton, 2020).

Researchers feel the need for a movement that brings issues related to this gastro destination. Looking at similar research with the concept of visiting a gap in the field and then providing identification and solutions is closely related to the thinking of the Chicago School. The Chicago school can be defined as a stream of research in which the aim is to be directly involved in solving the problem being researched. So, researchers feel in this series of research. The natural form as a

solution is realized in action research. Action research attempts to develop a power relationship between research participants in favor of equity and direct engagement with research participants, emphasizing sharing findings with research participants and the public (Neuman, 2016; Sattler et al., 2019).

## **B. METHOD**

The researchers' main goal here is more awareness and a solution for how this gastro destination concept can be used properly and well in the City of Banjarmasin. The type used in this research is qualitative research. This type of qualitative research is research that uses a natural approach to seek and find understanding or understanding of phenomena in unique context settings. This research will conduct an Action Research method. The action research model used by the researcher in this study is the Kurt Lewin model. The form of action research that researchers will carry out is conducting online seminars, where the audience is primary stakeholders, such as the Government, through the Banjarmasin Tourism and Culture Office, Soto Banjar entrepreneurs in Banjarmasin, tourism actors, communities, related organizations, historians, culturalists, and academics. Researchers in this step used a means of closed discussion in which these primary stakeholders are the main target of awareness of the potential for gastro destinations in Banjarmasin. In addition, researchers will also conduct lobbying where they discuss the idea of this gastro destination with high-ranking officials or those who are related and have the capacity and capability how to respond further in the future. The results of this study can be used as a reference for improving the city of Banjarmasin.

## **C. RESULT AND DISCUSSION**

Based on interviews conducted with several stakeholders, the authors received information that the typical culinary branding of Banjar is not specifically promoted and focuses more on branding floating markets and other tourism icons through social media. When enjoying Soto Banjar, the atmosphere of the river is associated. According to one stakeholder, the river and Soto Banjar are closely related from a cultural perspective. From this statement, the author feels that the gastro destination between the river and Soto Banjar can improve the City of Banjarmasin's branding and preserve culture in terms of the creative economy.

As a form of implementing the Chicago School school which is closely related to social research that intersects with socio-cultural interactions, the author decided to conduct action research as a solution to the existing problems. The data obtained will be processed and realized to provide an understanding of the potential of Gastro Destinations in Banjarmasin City. The form of action research carried out by the author is the procurement of Webinars, Lobbying, and Applications as an embodiment of the Gastro Destination program. The author also evaluates the existence of action research that has been carried out.

The author has conducted action research in the form of a virtual seminar with the theme "Initiation of Soto Banjar as a Gastro Destination for the City of

Banjarmasin". This webinar was attended by 30 participants, including Drs. Muhammad Ikhsan Alhak M, Si, Head of the Banjarmasin City Culture and Tourism Office, Mursalin, M.Pd (History Lecturer at UIN Banjarmasin), a team of experts on Banjarmasin Cultural Heritage, Mansyur, S.Pd., M, Hum (History Lecturer at Lambung Mangkurat University) Banjarmasin), representatives of Soto Banjar business actors, and was attended by Dr. Bambang Dwi Prasetyo, S.sos., M.Si and Dr. Antoni, S.sos., M.Si (as the supervisor of this research). The target audience for this event are primary stakeholders, namely the Banjarmasin Culture and Tourism Office, cultural experts, academics, media and industry players of Soto Banjar.



**Figure 1. Virtual Seminar Activities**

Overall, the Webinar went well and received good enthusiasm from the audience. This virtual seminar explained how stakeholders took advantage of the potential of gastro destinations in increasing the branding of Soto Banjar as a unique culinary and the river as an icon of the City of Banjarmasin. The author also briefly explains the relationship between cultural perspectives and communication science. The author describes how culture is the basis for building the study of communication science. The author describes how the use and view of communication should be carried out to preserve and maintain the river as a circle of life in Banjarmasin and Soto Banjar as a culinary pride of the City of Banjarmasin. The author also lobbied several relevant stakeholders who had not attended the virtual seminar and wanted to strengthen the study of gastro destination on related stakeholders. This lobbying process is carried out by visiting and meeting virtually with several stakeholders on December 22, 2021 and rolling until February 2022.

The first lobbying was with Adyatama Tourism and Creative Economy Young Expert of the South Kalimantan Provincial Tourism Office, Adethia Hailina. The author makes presentations and interviews via zoom. Researchers received quite positive input and responses, mainly related to the support of the provincial Government with the existence of a new program that can be carried out by the tourism and cultural office of the city of Banjarmasin.

Next, he went to the Youth Development Division of the Banjarmasin City Youth and Sports Office, Alfi Rahmat Fuadi. The author again explains and explains the concept of a gastro destination in the city of Banjarmasin, which is associated with how the potential of the river and Soto Banjar can be collaborated and how the cultural perspective in this study is closely related to the history and culture of

Banjar. This study is not only to develop regional tourism but also how to revive river culture in Banjarmasin.

Then met the chairman of the HPI (Indonesian Tour Guide Association) South Kalimantan, Guntur Mas. The author explains how the concept of a gastro destination can provide alternative tourist destinations in Banjarmasin. The response that was received was that Guntur as the Head of HPI South Kalimantan, emphasized several important points regarding what to pay attention to when the gastro concept was applied to tourism in Banjarmasin and also explained how the tourists who came to Banjarmasin had been with river tourism and Soto Banjar.

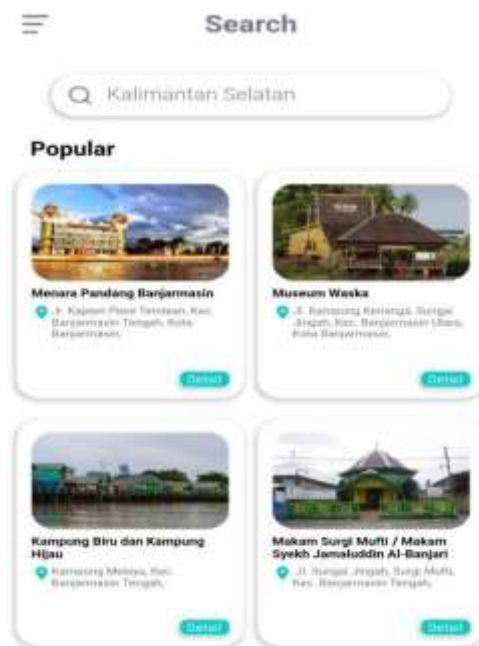
The author also met M. Faisal Rakhman, Planning Analyst, Bappeda of South Kalimantan Province, a regional marketing observer. The author describes the concept of a gastro destination along with its goals and application in the short and long term. In this explanation, Mr. Faisal gave related the course of the Webinar and the ideas presented during the Webinar. Mr. Faisal feels that the primary audience in the Webinar sees the gastro destination study as a long-term government program that needs time to realize it. However, regarding the purpose and utilization of river tourism and Soto Banjar, they strongly support the Government's agenda to make Banjarmasin a River City towards the gateway to Kalimantan 2025. According to Mr. Faisal, the cultural perspective on gastro destination studies is very interesting and provides support for preserving river culture in Banjarmasin.

Next, the author met Surya Wardana, an F&B entrepreneur in Banjarmasin. The author tries to offer the concept of a gastro destination to young entrepreneurs. The author also explains the impact that arises when regional culinary and mainstay tourism are combined. The author received a good response from the audience, who felt that the concept of gastro destination was suitable for new business actors who wanted to develop their business, especially those who wanted to provide innovation because, according to Surya, regional culinary in Banjarmasin was still monotonous as well as tourism.

The author also explained the concept of gastro destination within the scope of communication research to several academics, Mrs. Novaria Maulina and Mr. Fahrianoor, Lecturers of Communication Studies at Lambung Mangkurat University. Here the author explains how the Webinar process is carried out and the response related to the gastro destination study that is trying to be offered to local governments and Soto Banjar entrepreneurs and tourism. Mrs. Novaria Maulina and Mr. Fahrianoor feel that this research is in line with the local government program in the RPJMD, which includes the river Revitalization program and the vision mission of the Mayor of Banjarmasin. From the perspective of cultural studies, the study of gastro destinations also brings the natural treasures of Banjarmasin culture, river culture, and enjoying food on the river, which is the most authentic culture of Banjarmasin City. Gastro destination research from a communication perspective is considered exciting and comprehensive if it can be done proportionally in realizing it between cultural interests and socio-economic development.

Finally, the author met Rizky Cipta, Chairman of the FKP (Youth Entrepreneurship Forum) Banjarmasin. The latter is actively conducting entrepreneurship education through seminars with several governments and non-governments. The author tries to explain how the concept of a gastro destination can be a new study in the world of entrepreneurship, especially in culinary businesses in Banjarmasin.

Supporting this goal, the author provides a travel application that contains tourist routes in the city of Banjarmasin and the address of Soto Banjar around the tour.



**Figure 2. Front Page of the Application-Pergi Makan Banjarmasin**

The travel application "Pergi Makan Banjarmasin" has included the address of Soto Banjar around tourist attractions, making it easier for tourists to find the nearest Soto Banjar culinary. This application is a product form of application-based gastro destination. This "Pergi Makan Banjarmasin" application indirectly directs tourists to tourist attractions with Soto Banjar cuisine. The author provides this application to relevant stakeholders to use and develop again. This tourism application is one of the cultural artifacts which contains the cultural heritage of the river and the culinary arts of Soto Banjar. This application is a tangible form of the realization of the utilization of Gastro Destination.

The "Pergi Makan Banjarmasin" application is developmental, which can be developed and matured again according to current needs. The author has introduced this application to related stakeholders, namely, the Department of Culture and Tourism, Soto and tourism businesses in Banjarmasin, the Banjarmasin City Communication and Information Office, tourism organizations and forums, Banjarmasin city entrepreneurs, local media, and tourists. The author also emphasizes that this application is a medium of cultural and social articulation that develops in the community, where technological and intellectual progress is

contained in the dynamics of culture. Making this application is also inseparable from the view of ritual communication, which is formed from the existence of associations and shared beliefs. The people of Banjarmasin make the application "Pergi Makan Banjarmasin" a matter of pride and become a sustainable cultural identity.

This application received appreciation from the Head of the Banjarmasin City Tourism and Culture Office, and discussions will be held with the relevant agencies to develop the application. The application "Pergi Makan Banjarmasin" received a good response from various parties, and hopes that this application can be developed again in the future. The author also suggests to the entrepreneurship forum to use this application in integrating entrepreneurs in the culinary field, especially Banjarmasin culinary specialties. The author also asks for collaboration to conduct education related to the "Pergi Makan Banjarmasin" application through a webinar and integrated with the local Government.

This application can be accessed through the Playstore so that anyone can use this application. The existence of this application also received a good response from tourists who previously did not know of this application. According to them, this application makes it easier for them to find tourist attractions with Soto Banjar in Banjarmasin City. The author also conducted a media visit for discussions on the study of Gastro Destination and introduced the "Pergi Makan Banjarmasin" application. This media visit's primary purpose is to present applications that include river tours and Soto Banjar.

The first interview was conducted with the Head of the Banjarmasin City Culture and Tourism Office (2016-2021), Drs. Muhammad Ikhsan Alhak, M.Si. He expressed his pleasure in this study. He also recommends making books and improving writing and strengthening the historical and cultural side, which later this study can become an archive or regional asset. In addition, he also hopes that there can be a face-to-face seminar on Soto Banjar involving the Mayor in the future.

The author also conducted evaluation interviews with several owners of the Soto Banjar stall. The shop owners strongly agree with the gastro destination study and hope that it can be realized. According to them, this study will be able to increase sales. They also hope that the Government can support the existence of this Gastro Destination.

Not only that, but the author also asked about the existence of a Gastro Destination to stakeholders who participated in the previous Webinar. According to Mr. Mursalin, M.Pd, the Gastro Destination study further strengthens Soto Banjar's identity from Banjarmasin, indirectly making people outside Banjarmasin want to visit Banjarmasin City. In addition, it can lift the branding and tourism of the City of Banjarmasin.

This gastro destination concept can improve the branding of Banjarmasin City if it gets support from various related parties, especially the Government. Contributions from the Government in support and approaches are highly expected. After being asked again during the evaluation interview, all stakeholders who

attended the previous Webinar said they agreed with the Gastro Destination. According to them, Gastro Destination can improve the branding of the City of Banjarmasin in the country and abroad. Mr. Guntur, as the Head of HPI (Indonesian Tour Guide Association) revealed the obstacles in the field in the implementation of Gastro Destination. According to him, the application of this concept must be balanced with maintaining cleanliness and taste. The application of the Gastro Destination concept can be combined with social media and applications made by the author, considering the lack of technology application in the tourism sector in Banjarmasin. After the action research, the writer carried out an evaluation stage which aimed to determine to what extent the idea of a gastro destination could be accepted and what the next response was regarding the idea of a gastro destination that had been given in the seminar. The author again conducted interviews after the implementation of the Webinar and lobbying. Interviews with several webinar participants and other relevant stakeholders who are not Webinar participants. This evaluation was carried out from 20 December 2021 to 15 February 2022.

The author provides conclusions from the responses given after the Webinar and presents the idea of a gastro destination to the relevant stakeholders. The first is within the scope of the Government. The Government sees this concept as a long-term policy that requires massive planning and discussion so that it can be used as a sustainable and well-targeted program. The author feels that the idea or inspiration, for now, is not long-term because the main goal is to raise awareness of the potential for gastro destinations in Banjarmasin and to take advantage of that potential. According to the Government, the idea needs to have urgency and a data-based basis regarding the purpose of this concept so that it has a solid basis for discussion and execution.

Furthermore, from Soto entrepreneurs and people who work in the tourism sector, Seeing this concept or idea is very useful. They also enthusiastically welcome the new concept of Soto Banjar culinary, where the new concept is needed for business development. Government coordination needs to be carried out, so that the existing or existing ones are increasingly recognized and included in the promotion list from the local Government. This is what is meant where at least there is coordination to carry out promotions that are not independent and understand that what is being promoted is not just culinary or tourism, but combined into one. Ease can also be through a business license, encouragement, or concept suggestions, which are needed even though the concept of Soto Sungai already exists.

From the realm of academics, it is directed to do branding on the scope of wetlands. This branding is in accordance with the mission of a gastro destination where rivers are branded through a culinary perspective. The idea of a gastro destination is also in line with the vision and mission of the Mayor of Banjarmasin on the river revitalization program. In this idea, Soto is raised not only to be used as branding but through soto, the river tourism sector is also used, which in the end preserves the river. This idea became the beginning of awareness that Banjarmasin could compete with other cities and countries in terms of tourism and cuisine.



Historically it shows the culture of the river community. Doing all activities on the river is a culture that becomes an identity, a characteristic, which is finally authentic, and this is what is sold.

In this study, ritual communication becomes the basic theory adopted to determine the relationship between the identification process of a branding that involves cultural elements. As is the case in interpreting the presence of Soto Banjar as a typical food of the City of Banjarmasin and the river as the city's social and cultural life. The two elements of Soto and the river finally refer to one concept: a gastro destination. The idea of a gastro destination comes through the process of ritual communication. From a ritual perspective, communication does not directly disseminate messages in space. But more to the maintenance of a community at a time. The communication built is also not an act to provide information but to represent or bring back shared beliefs that are directed as a means of control in actions between humans (Carey, 1989) This understanding of the study of ritual communication can represent the conditions in which the gastro destination process was formed.

This study also adopts the Chicago School school of thought, where Chicago School research is close to research that provides solutions to problems in society. The primary assumption for the Chicago School is that qualitative methodologies, especially those used in naturalistic observations, are best suited to the study of urban and social phenomena (Lutter, 1996). The Chicago School's thinking is the basis of how the concept of a gastro destination can be used as a solution to what happened to the problems of river culture and the culinary specialties of Soto Banjar in Banjarmasin City.

After conducting action research and post-action research evaluation, the researcher found several essences of the relationship between ritual communication theory and the Chicago School school of thought regarding the importance of Gastro Destination studies and their uses. First, Soto Banjar as a culinary specialty and the river as an Icon of the City of Banjarmasin are elements that cannot be replaced in representing the identity of the city of Banjarmasin and the residents of the City of Banjarmasin. This is related to how the ritual communication process can form a common belief and eventually become a shared pride that cannot be separated—furthermore, overcoming problems in the field related to the preservation of river cultural life in Banjarmasin City. This is related to strengthening the identity of the city where the orientation of the people to land has begun to change. Through gastro destinations which is a tangible form of preserving the community's closeness to the river, selling on the river and enjoying food on boats is a habit of the Banjar people. It is proven that there were jukug rombongan in ancient times, ships on the water that sold various kinds of food, including Soto Banjar.

Furthermore, the concept of gastro destination is present in helping stakeholders related to non-government such as Soto Banjar business actors and tourism actors, to increase innovation further and establish good integration with local governments. It aims to get a potential gastro destination that can be used as a

bridge to the progress of the city of Banjarmasin. As well as a manifestation for humanists and historians in providing their cultural spirit in order to strengthen the identity of the city and the image of the city of Banjarmasin.

#### **D. CONCLUSION**

The potential of Soto Banjar and Sungai as a gastro destination through the thought of James W Carey's ritual communication can be one way of preserving river culture in Banjarmasin City because in practice it is closely related to traditional behavior, namely, constructing a river atmosphere by enjoying Banjar soto dishes, which is a form of collaboration that reflecting the habits of the previous Banjar residents and the desire to make it happen through this gastro destination so that the river is again needed by the community besides the gastro destination concept being a stimulus for local government programs in making river-based tourism policies in Banjarmasin which requires the collaboration of regional potential so that it is varied and increasingly interesting. Meanwhile, as a representation of the icon of the city of Banjarmasin, there are several perspectives. From the standpoint of the Government, the potential of other regions must also be formulated and considered, even though the river has already become the icon of the city of Banjarmasin. Still, in the concept of gastro destinations, combining the river with culinary Soto Banjar is a new thing if made a City Icon, and this must have careful discussion and planning. From the realm of academics, we welcome and fully support the study of gastro destinations to preserve river culture, maintain the existence of Soto Banjar as a regional culinary and strengthen regional identity in the context of city branding. And from a non-government perspective, such as Banjar Soto, business actors, tourists, cultural observers, related organizations, and forums feel that Soto and the river should be icons of the city of Banjarmasin, and the concept of a gastro destination reinforces this discourse because so far people outside of Banjarmasin are very familiar.

With these two elements, Banjarmasin has indirectly formed its own city identity, and this study is a step to further maximize it. In connection with the response to the action research that has been carried out, broadly, the action research in this research is welcomed and carried out in accordance with its aim to provide awareness of the potential for gastro destinations in the city of Banjarmasin and how the scope of ritual communication as cultural communication can represent how the process in identifying and create a branding that brings out the regional cultural identity rather than the potential outside of the uniqueness of the region itself. All stakeholders involved, from the beginning of the research to the end, are very supportive and welcome the gastro destination studies offered. All series of action research was well received and discussed for further discussion. However, for scheduled discussions, it is not specific, and in the long term, the existence of gastro destinations is returned to how the community and business actors in the field can interpret it and serve as the first step as tourism and culinary innovations in the City of Banjarmasin. It is hoped that further research, similar to this research, can be further sharpened regarding how historical and cultural correlations can provide

strength for social life to survive from time to time and ultimately become the identity of an area. And further research is expected to be able to choose other culinary specialties in Banjarmasin, which also have the potential to become a gastro destination.

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