

Symbolic Representation and Cultural Meaning in Culinary Vocabulary Processed Marine Products in Anyer Beach Ecotourism Area

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Abstract

From a linguistic perspective, traditional food or local culinary processed seafood traded in the Anyer Beach tourist area is an interesting phenomenon and is important to study in depth. The culinary name represents a rich symbolic form with a unique cultural meaning. This article discusses lingual units and cultural meanings in naming seafood processed culinary at the Anyer Beach tourist attraction. This article was produced through an in-depth study using qualitative methods using an anthropolinguistic theory approach. Data was collected by means of participant observation and in-depth interviews with recording techniques. The data is classified and analyzed according to the focus of the problem that has been formulated and interpreted according to the situational context and cultural context. The results of this study indicate that the lingual units used in naming the processed seafood are the Sundanese lexicon and the Banten dialect of the Javanese language in the category of words and phrases. The lexicon embodies cultural meanings that represent the ecosystem and life of a typical coastal community.

Keywords: culinary, symbols, maritime and culture

1. Introduction

Food occupies an important place in the existence of human life so that it becomes one of the topics of conversation that is widely expressed in a number of disciplines, especially in the second half or the end of the 20th century. The study of food shows the birth of several recent paradigms, such as behaviorism, structuralism, and functionalism. Many philosophers, sociologists, and anthropologists have tried to ask questions and provide answers to problems related to food in their academic work related to human nature (Gerhardt, Frobenius, and Ley, 2013: 4). The eating habits of a community group reflect cultural concepts related to food. The habit becomes a pattern and is greatly influenced by the social and cultural elements prevailing in the community (Intan, 2018: 234). According to Santoso and Ranti (2004: 8-9), the eating habits or patterns of a society provide a description of the type and amount of food consumed every day that is unique to certain community groups. It also shows that eating patterns are behaviors that are followed by a person or group in the practice of choosing and using food ingredients in daily consumption activities, including types, quantities, and frequencies based on social and cultural variables that apply in their place of life.

Nurti (2013:3) emphasizes that eating habits are a complex cooking activity related to food ingredients, processing processes, and the technology used. Although culture determines what can be eaten and what cannot, the availability of food and food is also influenced by ecological and human physiological factors. In this regard, the territory of Indonesia consists of land and sea. Indonesia has many islands, both large and small, which are connected, so that Indonesia is called Nusantara (Utomo, 2017:141). Indonesia's natural and maritime wealth are very abundant, including geo-biological, socio-economic, socio-political, and socio-cultural. Indonesia's geographic potential consists of 17,508 islands with a beach length of 81,000 km; land area reaches 2,027,087 km²; and the sea 5,800.00 km². The sea area consists of 3,166,163 km² of archipelago and territorial waters and 2,500,000 km² of the Exclusive Economic Zone (EEZ) (before East Timor was separated from the Unitary State of the Republic of Indonesia) (Lampe, 2016:234). Indonesia's position and potential are proof that Indonesia is a maritime country. The character and maritime spirit of the Indonesian nation have been reflected since the days of the previous kingdom (Chairunnisa, et al. 2019:199).

As the largest maritime and archipelagic country in the world, Indonesia has diverse marine resources. Indonesia is the largest center of marine biodiversity in the world with more than 4500 species of fish, more than 70 genera of coral

animals, 18% of the world's coral reefs, 30% of the world's mangrove forests, 13 species of seagrass from 16 species in the world, and the most species of seaweed in the world (Mattiro, Nasrullah, and Reski, 2021: 220). With its maritime potential, Indonesia should be one of the largest maritime countries in the world whose roots of development and main economic income come from marine wealth (Setiawati, 2019:436). A maritime community or maritime community can be defined as a community unit whose life activities are centered on the sea. They live on the coast or on boats around the coast. Their socio-cultural life is oriented towards the sea, especially in terms of their livelihood activities. The maritime community is not just a fisherman (fisherman), let alone a livelihood that is defined as a side activity. Instead, they put their energy and minds into exploring the sea for survival. This community has cultural values, views, and attitudes to life that emphasize the importance of the sea as a source of life, including how to develop technology for catching and processing marine products (Thalib, 2016:2). In this regard, in the area of Banten Province, there are many areas that have sea or beaches as tourist destinations, one of which is Anyer District, Serang Regency. In this area, there are many beaches that are very famous and visited by both local and international tourists, such as Carita Beach, Sambolo Beach, Marbella Beach, Florida Beach, Sirih White Sand Beach, Karang Bolong Beach, and Pulau Umang Beach. As in other tourist attractions, the tourism ecosystem also stimulates the economic life of the surrounding community, including in the Anyer Beach ecotourism area. In that context, the growth and development of tourism in this region has helped shape economic activity in the form of producing and selling local culinary products as souvenirs or special gifts.

In recent years, there has been much research related to traditional food or local culinary from various aspects. For example, a number of studies examining food in relation to language have been carried out by many researchers in various languages of the world, for example, vocabulary related to cooking (Lehrer, 1972); eating and drinking activity verbs (Newmans, 2009); eating in Chinese (Zhengdao, 2010); flavors and spices of cuisine in Southeast Asia (Enfield, 2011); food metaphor (Lopez, 2014); the culinary vocabulary of the Tatar people (Nurmukhametova & Sattarova, 2015); and culinary linguistics of Filipino food and language (Jabonillo, 2016). In addition to these studies, there are other studies, namely culinary practices and terminology in the Kashmiri language (Sheikh & Shabina, 2016); traces of the taste of the archipelago (Rahman, 2016); development of the red soy milk (sufu) lexicon (He, Chen, & Chung, 2018); traditional food in the perspective of Culinary Linguistics (Fitrisia, et al., 2019); Sundanese culinary (Gardjito, Pridia, & Millaty, 2019); the culinary treasures of the Cirebon Sultanate (Darwis, 2019); traditional spices and cooking utensils in Balinese (Kasni & Budiarta, 2020); naming the culinary Mandailing (Rahmawati & Mulyadi, 2021); names of banana processed foods (Mahendra, Azzahra, & Khasanah, 2021); multimodal discourse on food through narrative analysis (Pang, 2022); preservation of the culinary traditions of Romanian citizens in Parma (Italy) (Casangiu, 2020); the traditional culinary lexicon of the people of Pandeglang Regency (Rosidin, Muhyidin, and Riansi (2021); and publication of research results on traditional culinary arts in the context of tourism in Indonesia (Darsana & Susanti, 2022). It is unfortunate that so far there has been no in-depth study that focuses on the study of naming traditional foods or local culinary specialties of Banten in the form of processed seafood or fishermen's catch. In fact, the preservation and development of local culinary traditions in the context of tourism is absolutely essential. In that context, knowledge of traditional culinary names, making tools, ingredients, and how to serve them is an important part of culinary preservation efforts (Susanthi & Umiyati, 2021:15). The existence of local food is very important as an indicator that characterizes the specificity of a community so that it is different from other communities (Darsana & Susanti, 2022: 6665).

2. Research Methods

This article describes the results of research designed with a qualitative approach. The methods used for data collection are participant observation and in-depth interviews using recording techniques. In-depth interviews were conducted with several informants. The data obtained from the informants was then confirmed by the key informants. Participant observations were made at Sambolo Beach, Florida White Sand Beach, Sirih White Sand Beach, Cibeureum Beach, Jambu Beach, Carita Beach, Karang Bolong Beach, Cikoneng Beach, Zero Point Beach, Bandulu Beach, and Batu Saung Beach. This observation was carried out to obtain data in the form of field notes related to a traditional culinary lexicon made primarily of marine products or fisherman's catch, which is sold or marketed as a souvenir commodity typical of Banten in the ecotourism area of Anyer Beach. The collected data is then classified and systematically analyzed in accordance with the problem's focus. The form and meaning of the lexicon are classified into several categories and analyzed according to the situational context and cultural context.

3. Results and Discussion

3.1 Food Name Lexicon

Every cultural society has a unique culinary tradition. As part of the cultural domain, culinary culture represents two structures, namely the surface structure that can be observed and felt and the inner structure that reflects complex codes as the embodiment of ideas, attitudes, and norms in relation to social life (Buccini & Dahlstrom, 2020:2). In line with that, the culinary culture of a community group can be observed through the treasures of the culinary lexicon found. As a coastal area, Anyer Beach has abundant marine wealth. This can be seen from the lexicon of names for typical Banten souvenirs in

the form of marine products, both fish catch and cultivation, and their processed products, which are traded in the ecotourism area of Anyer Beach as presented in table 1 below.

Table 1: Lexicon of Typical Banten Food Names in the Form of Seafood

No.	Food Name Lexicon	
	Bahasa Daerah	Bahasa Inggris
1.	bandeng asinan	pickled milkfish
2.	bandeng presto	presto milkfish presto
3.	cumi	squid
4.	gesek	salted fish
5.	hurang	shrimp
6.	ikan asin	salted fish
7.	iwak asin jambal	jambal salted fish
8.	iwak asin jambrong	jambrong salted fish
9.	iwak asin teri	anchovy salted fish
10.	iwak asing gabus	cork salted fish
11.	iwak cue	cue cooked fish
12.	iwak ekor kuning	yellow tail fish
13.	iwak tenggiri	mackerel fish
14.	iwak tongkol	tuna fish
15.	iwak tunu	grilled fish
16.	kakap	snapper
17.	kepiting	crab
18.	keuyeup	crab
19.	kuwe	pompane
20.	lauk manyung	catfish
21.	layur	slug fish
22.	pecak bandeng	pecak milkfish
23.	rajungan	crab
24.	suket laut	seaweed
25.	teri	anchovies
26.	udang	shrimp

3.2 Lingual Unit Overview

Based on the review of the lingual units used in the planting, the lexicon of names for typical Banten souvenirs in the form of seafood can be classified into words and phrases as presented in table 2 below.

Table 2. Language Unit Lexicon Food names are typical souvenirs of Banten in the form of seafood.

No.	Word		Phrase	
1.	cumi	squid	bandeng asinan	pickled milkfish
2.	gesek	salted fish	bandeng presto	presto milkfish
3.	hurang	shrimp	ikan asin	salted fish
4.	kakap	snapper	iwak asin jambal	jambal salted fish
5.	kepiting	crab	iwak asin jambrong	jambrong salted fish
6.	keuyeup	crab	iwak asin teri	anchovy salted fish
7.	kuwe	pompano	iwak asin gabus	salted cork fish
8.	layur	slugfish	iwak cue	cue cooked fish
9.	rajungan	crab	iwak ekor kuning	yellow tail fish
10.	teri	anchovy	iwak tenggiri	mackerel
11.	udang	shrimp	iwak tongkol	mackarel tuna

12.			iwak tunu	grilled fish
13.			lauk manyung	catfish side dish
14.			pecak bandeng	milkfish
15.			suket laut	seaweed
Jumlah	11		15	

One example of the uniqueness and creativity of a cultural society can be seen from the name. A name is a word that refers to people, places, objects, animals, and other entities (Bandana, 2015:2; Sibarani, 1993:8; Rahmawati & Mulyadi, 2021:486). In line with that statement, the name lexicon of typical Banten souvenirs in the form of sea products in the form of a word is formed from one morpheme so that it is included in the monomorphemic word. The word-shaped name lexicon can be categorized into three source languages, namely as follows: (1) Sundanese words, namely hurang and keuyeup; (2) the words in the Javanese dialect of Banten, namely friction; and (3) the lexicon in Indonesian, namely squid, snapper, crab, kuwe, layur, crab, anchovies, and shrimp.

The lexicon in the form of the phrase used in naming the typical Banten souvenirs above is formed by two words and three words. In the construction of the phrase, there are elements that occupy the core and pewatas positions, which are as follows:

- (1) milkfish (N) in the phrase pickled milkfish;
- (2) milkfish (N) in the phrase milkfish presto;
- (3) fish (N) in the phrase salted fish;
- (4) salted iwak (FN) in the phrases jambal salted iwak, jambrong salted fish, anchovy salted fish, and cork salted fish; and
- (5) iwak (N) in the phrases iwak cue, yellow tail iwak, mackerel;
- (6) manyung side dish (N);
- (7) pecak (N) in the phrase pecak milkfish and
- (8) suket (N) in the phrase suket sea.

The elements that occupy the core position are milkfish, fish, fish, side dishes, pecak, and suket. There are core elements that explain the type of flora, namely suket; there are those who explain the types of fauna, namely fish (Indonesian), iwak (Javanese dialect of Banten), and side dishes (Sundanese); and there is an explanation of the type of cuisine or seasoning, namely pecak. The elements that occupy the pewatas position in the construction of the phrase above are asinan, presto, asin, asin jambal, asin jambrong, asin anchovies, salty cork, cue, yellow tail, mackerel, cob, tunu, manyung, milkfish, and sea. The lexicon becomes an attribute that has the following meanings:

- (1) specifically, presto as in milkfish presto and cue as in iwak cue. In particular, the words presto and cue imply the meanings of being processed by means of cooking using a pressure cooker;
- (2) the type of processing by means of preservation using salt, namely salty in the phrase asinan milkfish, salted fish; jambal salted fish; jambrong salted fish; anchovy salted fish; and cork salted fish;
- (3) types of fish caught by fishermen, namely yellow tail in the phrase yellow tail iwak; mackerel in the phrase iwak mackerel; tongkol in the phrase iwak tongkol; tunu in the phrase iwak tunu in the phrase iwak tunu in the phrase iwak catfish;
- (4) types of fish cooked to be served with pecak (sambal), namely pecak namely pecak (sambal) and
- (5) low-level plant species that live in the sea, namely seaweed.

4. Conclusion

The lexicon of names for typical Banten souvenirs in the form of seafood, both in the form of words and phrases above, shows the local knowledge of the community in utilizing marine products for consumption needs with various processing methods or processes and spices used to produce a variety of culinary delights with various tastes. In fact, fish is not only cooked to be used as a side dish but also processed to be made into snacks or snacks. It also indicates the level of cultural development of the Anyer community as a representation of coastal communities in the use of marine products by processing them through certain techniques so as to produce unique cultural products because they are not the same as processed sea products from other regions, even though they are made with the same raw materials. As a traditional food entity, food that is processed from marine sources certainly demonstrates processing that is traditional or inherited from the previous generation, in terms of methods, spices, and equipment used.

However, modernism seems to have influenced the transformation or shift in the way of processing marine products, resulting in innovation, as shown in the presto milkfish lexicon, which shows the use of modern tools in the form of a pressure cooker. In that case, presto is defined as the process of cooking food by using water or other cooking liquid that is carried out in a container known as a pressure cooker.

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