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## **SUSTAINABLE GASTRONOMY PRACTICES IN INDONESIA’S ISLAND TOURISM: A FOCUS ON BALI AND LABUAN BAJO**

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### **Abstract**

Sustainable tourism, according to the United Nations Environment Program and the World Tourism Organization, involves developing tourism that considers economic, social, and also environmental impacts, ensuring the benefits for current and future generations. The 2 iconic islands destination in Indonesia, Bali and Labuan Bajo, has offered distinctive opportunities in implementing sustainable tourism practices through their specialty beverage products. The study aims to explore how the traditional practices and natural resources in these islands contribute to sustainable tourism development. Labuan Bajo highlights Sopi wine, a distilled beverage from the plants of lontar palm which are deeply rooted in cultural heritage and community livelihoods. Whereas in Bali, a well know herbal drink called Loloh Cemcem sourced from Penglipuran Village, showcasing the commitment to cultural preservation and sustainable resource use. This research employs a qualitative approach, combining descriptive analysis and focus group discussions. The results reveal that both islands make good use of their geographic and cultural contexts to develop sustainable specialty products, enhancing tourism appeal, supporting local economic, and ensuring long-term resource viability.

**Keywords:** Sustainable Tourism, Specialty Products, Sopi Wine, Loloh Cemcem, Cultural Preservation

### **1. INTRODUCTION**

Seen through global perspective, tourism industry is considered one of the fastest growing industries. Tourism also plays a pivotal role in economic development while exerting considerable pressure on natural resources, consumer behavior, pollution, and socio-economic systems. In Indonesia, the tourism sector generated \$3.53 billion in revenue in 2020, contributing 0.33% to the nation’s GDP and accounting for nearly 12% of Southeast Asia's foreign tourist earnings (World Data, 2020). The phenomena are an advent of tourism as a major industry, marked the changes in global economic activity (Dewi, et al., 2023). Over time, several tourist attractions have deteriorated, leading to decreased visitor numbers and diminished revenues (World Resources Institute, 2020). According to Yamin et al. (2021), Covid-19 pandemic has shaped the way human do their

activity and has revoke the point of view in doing activities including trades, and travel related to the sustainability of the forthcoming tourism industry. The COVID-19 pandemic has also significantly disrupted tourism sector, with regions like Labuan Bajo—a gateway to Komodo National Park—experiencing over 45,000 trip cancellations in early 2020 (Makur, 2020). This highlights the vulnerability of tourism-dependent economies and underscores the necessity for sustainable practices.

Indonesia's ecological and cultural wealth positions it as a premier destination, but its biodiversity and heritage face threats from unsustainable practices. With the current development, Indonesia's food and drink culture and traditions are at risk within its gastronomy practices. The presence of traditional beverages has seemed to be overshadowed by mass production drinks sold within the surrounding area, and seemed to be more favored by younger generations. Addressing these issues requires a shift toward sustainable tourism development that balances short-term gains with long-term ecological preservation and societal well-being of the surrounding local (Curren & Metzger, 2017).

Tourism Industry has kept on growing and developing. With the current growth in food tourism, food and gastronomy are also increasingly recognized as a potential deciding element for a sustainable destination development (Rinaldi, 2017). Among other factors in sustainable tourism, the global food system has also significantly contributed to the climate change and also degradation of environment (Richardson & Fernqvist, 2022). According to (Paunic, et al., 2024), gastronomic identity is an important factor towards tourism development, as it gave birth to an authentic culinary experiences seek by many tourists, even if this reason is not their highest motivation to the travel in the first place.

Bali, often called "The Island of Gods," has long been one of the icons of cultural and natural tourism of Indonesia. Since the early 20th century, it has attracted worldwide attention, evolving into a leading international destination. The growth of tourism industry still undeniably continues to take place, and possibly have positive impacts on the economy, but as well raise concern on how the environment is impacted (Dewi, Rahayu, & Wibisana, 2023). Especially, the growth in gastronomy tourism, resulted in the unsustainable food system contribution resulting in a major force in biodiversity loss and the degradation of land and freshwater (Richardson & Fernqvist, 2022). This longing growth of tourism might has caused more than environmental changes, which also lead not only to physical but also to social challenges in the island's dynamics, such as the conversion farmlands of many local residents in Jatiluwih area into tourists' accommodation, while as well ruining the pathways between the rice-fields without any concessions. To address these issues, the local administration has introduced policies promoting the integration and harmonious development of agriculture and tourism (Mayuzumi, 2022). Despite the sustainability effort in many areas in Bali, a sustainable gastronomy effort has been shown in one of the areas called Penglipuran village, preserving Loloh Cemcem as its traditional herbal drink favored by locals while as well building sustainable economic for the surrounding society. Penglipuran village local's ethnicity is regarded as one of the oldest ethnicities in Bali whom has a strong tradition in using plants resources at its finest. This tradition has been passed down to many generations. The plants that are abundant in the Penglipuran village that are utilized for the healthy beverage by many generations are Cemcem (*Spondias Pinnata* Kurz) (Putri, et al., 2023). This rural tourism would apparently if developed further, would provide

employment opportunities, increasing local prosperity and environment preservations (Arismayanti & Suwena, 2022).

Labuan Bajo, another well-known island destination for sustainable gastronomy tourism has emerged as top destination in the past recent years. When visiting Labuan Bajo, we can find some unique and certainly delicious foods to eat and wine to drink. In Labuan Bajo, there is a traditional wine called Sopi which derived from Dutch word Zoopje which means liquid alcohol that has no color, and has no unique fragrance (Leha, 2015). Generally, Sopi is crafted from water infiltration from palm trees (*Arenga pinnata*). In a few areas, along with in Aimere and Bajawa, Sopi also are crafted from palm tree water. The palm tree produces fruit, sap, and starch or flour within its trunk. One part of the palm tree plant that is fully utilized is its flower stalk, which contains sap or *Sageru*. This sap (Locally named *Sageru*) can be processed into vinegar, palm sugar, and *Sopi* (a traditional alcoholic beverage). *Sageru* and vinegar are mostly used for personal needs, while palm sugar and *Sopi* serve as the sources of income for a certain community (Solissa & Imlabla, 2024).

Ecologically, lontar distillation into Sopi is the end of the chain of processing and utilization of lontar. The longer the processing and utilization of lontar, the higher and more strategic the value of the palm tree to care for and maintain. At the same time, the maintenance of this plant will be a joint action and guarantee the sustainability of the lontar is maintained. Moreover, palm trees are long-lived plants that can reach 60 years of age with a long productive life, which is not less than 40 years (Arif & Kiwang, 2020) and the cultivation and preservation of lontar palms in those spans of years would underscore the intertwined relationship between sustainability and local livelihoods.

As Indonesia continues its journey toward sustainable tourism, these examples from Bali and Labuan Bajo demonstrate how cultural richness passed down from one generation to the other generation, and natural resources, can coexist with environmental stewardship. These approaches offer valuable insights into creating tourism systems that are resilient, equitable, and mindful of future generations. The scope of this study is to analyze further the history and the process behind the creations of the drinks, that would have a part of sustainable act within the area of gastronomy tourism. The impact of both beverage production towards local society and the environment under the gastronomy tourism effort is analyzed further to see whether the sustainable gastronomy could be done by a simple act of creating one traditional beverage by the society, whilst providing tourism product that uses current resources sustainably as its main highlight of the area culture and tradition as well. The research objective is to understand the role of these 2 beverages processing in improving the sustainable gastronomy tourism in those islands.

## 2. LITERATURE REVIEW

The study revolves around the concept of sustainability, gastronomy, and tourism, which are then seen through the role of 2 beverages background and production sourcing from Bali and Labuan Bajo. The presence of local beverages produced as part of the local highlight of gastronomy can be examined through how the local perceive and utilize its surrounding resources and link them with tradition, culture, as well as knowledge that has been passed down from many generations just to perfect the creation of one drink that could highlight specific tourism area. Some of the previous studies are also highlighting the knowledge in tourism potential, development, and sustainability, which are then going to support this study through the perspective of gastronomy tourism.

**Table 1.** Previous Study and the Differences with the Current Study

No.	Name	Research Title	Research Result	Differences
1.	(Laurentius & Fios, 2018)	Human Capital Analysis on Regional Ecotourism Development Program in Indonesia: Case Study in Labuan Bajo-Flores-East Nusa Tenggara	Ecotourism in Labuan Bajo, Flores, East Nusa Tenggara, Indonesia, has kept growing and changing, but there hasn't been a lot of strategic planning in how it's been run. This causes a gap between the growth of tourism businesses and the well-being of the people who live there.	The Difference: Labuan Bajo's ecotourism development as an integrated ecosystem of marine, forest, mountain, and karst in West Flores, East Nusa Tenggara Province, <b>was the focus of this study</b> in order to gain an in-depth understanding of sustainable and innovative social, economic, and ecological empowerment based on strategies and synergies.
2	(Yamin, Darmawan, & Rosyadi, 2021)	Analysis of Indonesian Tourism Potential Through the Sustainable Tourism Perspective in the New Normal Era	Research resulted in covid 19 pandemic event that has changed the tourism industry. This phenomenon has pushed the cleanliness, health, safety and environment sustainability (CHSE) strategy that has been implemented by Indonesia's government to open an opportunity towards progressing the 3 principals of sustainable tourism. 3 of those principals are paying attention to the social sector in policy-making, keeping natural resources sustainable, integrating sustainable development as the growth of economy.	The differences are the sustainability here analyzed as a broad factor laid by the study in general. Whereas this current study analyzes the natural resources and social traditions through a beverage producing can create sustainability as well as developing economic within that area of tourism.
3.	(Rinaldi, 2017)	Food and Gastronomy for Sustainable Place Development: A Multidisciplinary Analysis of Different Theoretical Approaches	The result of this research is the food and gastronomy within one place are embedded in that place which are seen spatially and culturally. The destination of food and gastronomy are able to distinct the destination apart from other globally. The research has shown a strong link between the place (seen from territorial or geographical dimension) and the people (seen from the dimension of culture)	The differences of this study have shown in the specialty of the product in gastronomy. This research specifies the product of gastronomy and linked them to the process and the behind reason of the creations and its relations with culture, geographical, as well as the traditions.

Source: Researcher (2024)

## **2.1 Sustainable Environment Theory**

Sustainability entails addressing our own demands without jeopardizing future generations' abilities to fulfil their own. Apart from natural resources, we require social and economic resources as well. Sustainability is more than simply environmental activism. Concerns for social fairness and economic growth are incorporated into the majority of definitions of sustainability (Klarin, 2018).

Some environmental concerns are of local importance, while others are of regional or even worldwide importance. At the individual or household level, there are a variety of activities that people may do to contribute to environmental sustainability at home, when traveling or accessing services or commodities, at work, or while acting as a member of the community or as a citizen, or when investing personal assets.

Sustainable environment is an essential condition for a sustainable socioeconomic system, it should also make sense that the activities we take to eliminate risks to and promote environmental sustainability contribute to the development of such a system. Even though ecosystems may be divided into categories ranging from those that are generally undisturbed, such as natural woods, to landscapes with mixed patterns of human use, to ecosystems actively managed and modified by people, such as agricultural land and urban areas, the environmental focus proposed here designates the portion of that range in which there are major patterns of human activity.

## **2.2 Consumer Green Purchase Behavior**

It makes the community more aware of how important it is to protect our environment and live a healthy lifestyle by buying green products when we need to meet our wants and needs that is environmentally friendly. Consumer behavior is the behavior that consumers make when finding, purchasing, using, evaluating, and disposing of products and services that are expected to meet a variety of needs. Consumer behavior arises because all consumer behavior is based on the motivation that it is aimed at achieving goals that later lead to the satisfaction of the consumer's needs or desires. On the other hand, green purchasing behavior is the act of consuming environmentally friendly products in consideration of the environment. Green purchasing behavior refers to the consideration of environmental attributes or characteristics associated with a product in the purchasing process, especially in relation to people's purchasing behavior for environmentally friendly products (Afendi, 2021).

Environmental consumerism or green buying is a sort of environmentally conscious behavior that involves acquiring and consuming things that are friendly to the environment as opposed to harmful to it. According to Sharma et al. (2022), This green buying is based on several factors such as health conscious, green lifestyle, environment protection, social norms, and beliefs are proposed to have played a crucial role in influencing the purchase decisions for green products. The environmentally friendly items would include household items made with recycled plastics or paper, packaging that can be reused and recycled. These products also don't contain synthetic dyes or perfumes and don't pollute the environment. These sorts of environmentally friendly products are only a few of the numerous items that are already on the market that can assist in the long-term objective of safeguarding and conserving our natural surroundings (Sachdeva, et al., 2015).

### **2.3 Sustainable Gastronomy Tourism**

Gastronomy tourism may be beneficial to a location in terms of both social and economic advantages. Sustainable economic growth, poverty reduction, social inclusion, and employment are some of the benefits of this strategy. It also helps to preserve the culture, values, and traditions of the surrounding area. Because food is such an important aspect of a region's culture, individuals may learn more about the destination and its way of life by participating in food-related events (Yeoman, 2016).

Gastronomy considered as an intangible cultural heritage which plays a role to the destinations image creations. In tourist destinations, gastronomy factors are identified by the use of local grown agricultural products which are produced in the same area where they are consumed, also in the same area with the same religious principles, socio-cultural aspects, same food originality, same prepared & processed traditionally (Paunic, et al., 2024).

In a society where the vast majority of food is packaged and purchased from supermarkets, food tourism provides an opportunity to reconnect with the sources of the food we consume on a more personal level (Rachao, Breda, Fernandes, & Joukes, 2019). Through activities like as selecting, planting, or otherwise engaging in the food processing in the producing areas, and by consuming locally grown, unprocessed foods, the tourist may learn new things in an environmentally friendly manner. And, perhaps, implement new environmentally friendly behaviors into their daily routines as well (Niedbala, 2020).

The phrase "sustainable" can be used in a variety of contexts, including food goods and events, and its application can be difficult to discern. With regard to their research on "Food tourism events as instruments for social sustainability," De Jong and Varley discovered that, particularly with regard to large-scale events, it is extremely difficult to ensure that the community is included in the decision-making process. They also posed the topic of what "local" food meant in the context of, for example, local food festivals, which they found fascinating (Jong & Varley, 2018).

Moreover, attracting tourists isn't only about attractions like landmarks and museums; it's about the cuisine. In recent years, food tourism has gained appeal with growing pace. When it comes to deciding where to go, food is frequently the most important consideration. According to 2016 research by the World Food Travel Association, food rates inside the top five most essential considerations for travelers when planning a vacation (Rousta & Jamshidi, 2014). According to Hall and Mitchell, food tourism is defined as a "visitation to primary and secondary food producers, food festivals, restaurants and special locations for the desire to experience a particular type of food, the produce of a specific region". For the tourist, food is an attraction in itself and not just a means to prevent or overcome the feeling of hunger. Travelers want to try a destination's cuisine because it is shaped by the history of the place.

### **2.4 Gastronomy Tourism in Sustainable Tourism Development**

After talking about food tourism in general, it is important to state that there are several benefits regarding this type of tourism. As already stated above, the cuisine is always shaped or influenced by the unique history of a place. In the past, the further development of food tourism has actually been shown to save struggling farms because they were made into tourist attractions. In cases where especially local food is promoted, local food production's survival can be guaranteed. An additional possible outcome of

that concentration on local food is increased community pride by appreciating established culinary traditions.

The development of tourism that engages the community is critical to provide employment possibilities for residents, increase tourism awareness, and improve the community's economic conditions. Ecotourism currently accounts for around 35 percent of Indonesia's total tourism revenue. Tourism to Indonesia's conservation areas drew about 7.4 million visitors in 2018 (Statista, 2022). According to Shende et al. (2015), Sustainable tourism development has an impact on the environment and local culture, while also contributing to overall development by assisting in the creation of future job opportunities for local people and providing a great experience for both travel agencies and tourists.

### **3. RESEARCH METHODS**

This Study is using qualitative descriptive method on how sustainable wine and healthy drink making will impact towards environment sustainability and give economic benefit towards local community. The chosen qualitative descriptive method has been chosen due to mobility limitations, online data from literature review, and published article as well as online FGD would be gathered more efficiently.

#### **3.1 Data Gathering**

The data gathered from a focus group discussion (FGD) on the production and characteristics of Sopi wine conducted in Tv One in the series of "*PHRI: Australia Ada Wine, Kenapa Orang ke NTT Bisa Mencoba Sopi*". The participant of the FGD is thoughtfully selected: They are a professional who have already spent years in this field and has dealt with the subject. The participant of the FGD is Mr. Bambang Britono as Head Liaison of Lembaga PHRI, Mr. Bahlil Lahadalia as Head of the Investment Coordinating Board, Mrs. Enny Sri Hartati as Senior Economist of INDEF (Institute for Development of Economics and Finance), and Ms. Brigita Manohara as the moderator. The FGD are conducted in Tv One News Studio, and it lasting in total of 6 minutes in the video, but the duration on the pre-discussion with the similar topic lasting for 3 minutes with total of 9 minutes in general. Thus, a trustworthy statement can be obtained. Notes will be taken while conducting the FGD in order to capture the responses in detail. The Tv One platform has also been chosen to analyze further because the participants and the moderator has been experienced seen from their background to drive the discussion clearly. Selected literature was consulted as well to incorporate existing research of Loloh Cemcem and Sopi Wine making. Thus, this paper combines elements of field research and literature review.

### **4. FINDINGS AND DISCUSSION**

#### **4.1 Sustainability in the Use of Natural Resources**

Bali has Penglipuran village in Bali has been regarded as a traditional village that has unique culture and religious community, depicted in their building, architecture, and social lives (Arismayanti & Suwena, 2022). The presence landscape of Penglipuran village has been known to have a good amount of Kecemcem (*Spondias pinnata*), also known as a type of wild *Kedondong* (hog plum), grows naturally around Penglipuran Village (Rachmawati, 2021). According to Pramana et al. (2016), these resources of Cemcem leaves have been widely used by local to create the widely known healthy *Jamu* called Loloh Cemcem.



**Figure 1.** Cemcem Tree at Penglipuran Village  
Source: (Cahyawati, Lestari, Subrata, Dewi, & Wiadnyana, 2019)

Within the rural tourism expansion process, an active involvement of local communities is considered important for achieving sustainable rural tourism (Arismayanti & Suwena, 2022). According to Cahyawati et al. (2019), Local Balinese people create Loloh for personal consumption or to be sold in a small shop as a home industry. According to Pramana, Yuniastari, and Wiyati (2016), the demand of Loloh Cemcem is increasing, before the area of selling is only in Bangli area, now, Loloh Cemcem are also marketed to Denpasar and Gianyar to accommodate the demand in that area. From this activity, rural tourism has potential for its community to be able to generate its own income. With the available resources, community knowledge is an important tool to develop tourism further in this area and cultural activities (Arismayanti & Suwena, 2022). The activities could be in a form of making a good use of the Cemcem as widely available local plants in Penglipuran. Below are the image of Loloh Cemcem of Penglipuran Village.



**Figure 2.** Loloh Cemcem from Penglipuran.  
Source: (Oase, 2018)



Labuan Bajo, East Nusa Tenggara (NTT) is known for its Sopi wine, which is now officially being offered for sale in the market at a price of IDR 750,000 per bottle with a 750 milliliter capacity. Toko NAM is the sole retailer of this alcoholic beverage, which has a 40% alcohol content and is only available there. Sopi has already sold forty bottles since it was first made available for purchase on December 20, 2019, which also happened to be the anniversary of the establishment of the province of NTT. Customers for Sopi come not just from the island of NTT but also from a variety of other islands around Indonesia (Yutisia, 2020). In the year 2018, the Governor of NTT, Viktor Bungtilu Laiskodat, was the one who came up with the concept of making an original East Nusa Tenggara wine and selling it at an appropriate price. After that, Viktor took it upon himself to create a local wine that was indigenous to NTT, and he named it Sopi. Viktor was interested in Sopi's trade and governance system. He didn't want Sopi wine to be sold on the stalls. Residents need to be at least 21 years old before they are permitted to drink Sopi wine (Kompas, 2020).

Desert locations are home to the Lontar palm tree. In Indonesia's East Nusa Tenggara Province, you may find this plant in abundance. This plant's primary product, Sopi, which is a liquid that comes out of the stem, is consumed by humans. There are two ways to consume: either as a sweet drink, or as Sopi, a fermented beverage. Sopi production from lontar trees may be improved with proper care (Nasri, 2017). The by-products developed during the production process can potentially be used to increase the company's profits. It is possible that the lontar sector's full potential has yet to be realized, despite its importance to all parties involved. The following are the person's assets: Many people choose sap because of its distinct flavor when compared to other sweeteners. Liquid from the lontar tree is biodegradable and naturally produced. No chemicals are utilized; therefore, it doesn't include any potentially harmful ingredients like preservatives, colors, or other colorings, and no waste is generated. There is far less sugar in the diet, which is great news for your health (Sukamaluddin, et al., 2016).

There is a sufficient number of workers in the region. Family members work together to make Sopi wine. Because of their location in rural areas, they are able to employ a large number of people. Raw materials are easily available. Despite the fact that many towns do not produce wine, almost every household has a lontar tree in their backyard. Because of this, sap is an easily accessible raw resource. There are other flaws to be found as well. These are the specifics: In the old-fashioned way (Sudjatha & Wisaniyasa, 2017). In the filtration procedures, Sopi is created with rudimentary technology, resulting in a product that may still be full of pollutants. The cleanliness of the production equipment has been an issue. Firewood is costly and pollutes the kitchen and the environment, making it a poor choice for cooking. There is a seasonality to the supply of resources. Producing Sopi depends on having enough sap on hand. Sap production of Lontar trees is irregular since it occurs only for 7 to 8 months of the year, from April to November. The quality of the workers is low. Sopi-making skills and knowledge aren't taught in schools or colleges; rather, they are passed down orally from one generation to the next. Ecologically and economically, firewood waste may be used to manufacture charcoal and sold as a supplementary source of income. Overall, this implies the usage of natural resources, such as lontar, may be classified as efficient and ecologically benign, especially when compared to mass production in large enterprises (Baihaqi, 2022). Below is the product image of SOPI Wine resulted from the process.

#### 4.2 Conservation of Culture and Tradition

In Indonesia, each province is picturing their own culture that has been lived from generations to generations (Yubianto, 2023). According to Putri et al. (2023), Indonesia are also has long been known to use plants as herbal medicines to tackle health issues in the early days, and this herbal knowledge has long been passed down from one generation to the next generations. One of the traditional herbal drinks comes from the village of Penglipuran in Bali. This traditional Balinese drink has been known to be able to tackle certain diseases (Cahyawati et al., 2019). In traditions, this plants of *S. Pinnata* in Bali at the beginning called ‘catsjemtsjem’ or pronounced ‘*Kecemcem*’ and from the scientific report, this plant was the considered a native plant of Bali or Bali might have included itself in the natural distribution area of that plant (Laksemi, 2019). According to Laksemi (2019), Loloh is considered traditional drink from Bali and the one that is well known up until now is Loloh Cemcem which are made from Cemcem leaves which in other language called *S.Pinnata*. The Leave of *S. Pinnata* has been known to carry its benefit used in many countries as part of traditions, its shown on the figure below.

**Table 1.** *S. Pinnata* (Cemcem) Distribution, Known as its Traditional Medicinal Benefit

No	Part of plant	Country	Medicinal uses
1	Sap <sup>5</sup>	India	Analgesic, bronchitis, dysentery, ulcus, diarrhoea, skin disease
2	Leaves <sup>5</sup>	Nigeria	Diabetes mellitus
3	Leaves <sup>5</sup>	Indonesia	Health supplement, diabetes mellitus, menstruation, dysentery, gonorrhoea
4	Bark <sup>5</sup>	India	Ointment for join pain diarrhoea, dysentery, anti-emetic, antioxidant, free-radical scavenging, anti-mucositis
5	Root <sup>5</sup>	India	Menstruation regulation, gonorrhoea
6	Fruit <sup>2</sup>	Indonesia	Stomach health

Source: (Laksemi, 2019)

Traditional alcoholic drinks or Indonesian fermented drinks are alcoholic beverages made from fermented fruits and plants. This traditional fermented drink is basically the same, but the mention in each place is what makes it unique. It is impossible to separate the history of human progress from the history of alcoholic drinks. Traditional alcoholic beverages from each area of Indonesia may be found in Indonesia. Sopi is more than simply an alcoholic beverage to them; it is a treasured icon. As a companion to the ancient rites, Sopi is always present (Detik, 2020), as a result, Sopi will always be considered a part of the collective wisdom of the community. Sopi is a common greeting among the locals. Traditional celebrations in NTT have always included Sopi, which has been a constant presence since its inception. In the islands of NTT and Maluku, Sopi is a traditional drink that has been made for generations. Zoopje, the Dutch word for liquid alcohol, is the root of the Sopi drink name. Sopi is mostly grown in the islands of Rote, Sabu, Manggarai, and Flores in the NTT. There is no traditional ceremony without the presence of Sopi. That is why Sopi continues to exist in perpetuity as part of the community's indigenous wisdom (Pattiruhu & M.A. Therik, 2020).

Sopi is a common greeting among the locals. Guests are always given a Sopi as a sign of gratitude and goodwill when they arrive. In Indonesia, the practice of consuming alcoholic fermented beverages has been around for a long time and is still practiced in some locations where alcoholic beverages are still consumed. Traditional rites and cultural activities cannot be abolished from a place without the use of this alcoholic beverage (Soukatta, 2021). Then there are people who drink this alcoholic beverage every day to help warm the body and alleviate exhaustion. As part of traditional celebrations, this drink is used as well in many cultural events as well as rituals, and other religious event (Leha, 2015).

### **4.3 Supports Toward Local Community**

As the world health is realizing the danger of tremendous usage in synthetic drugs, a herbal medicine rise to become the substitutions in a healthier options, and Loloh Cemcem has been used for this purpose in a long time (Putri et al., 2023). The presence of Loloh Cemcem in preventing and curing many diseases has been induced as well with its many benefits such as high containment of vitamin C, organic acids, and terpenoids possess antioxidant and antibacterial properties. They are known to treat internal heat, boost appetite, maintain stamina, and, most notably, aid in improving bowel movements (Pebiana et al., 2021). This has been felt by many locals and because it has been passed from many generations, the benefits of this drink has made Loloh Cemcem become publicly sold in a form of healthy drinks and sold in many stores helping the local community to generates income as well.

The Government of East Nusa Tenggara welcomes the issuance of Presidential Decree No. 10/2021 on the Investment Sector. Presidential Decree Yasonna Laoly, issued by President Jokowi on February 2, 2021, and promulgated by the Minister of Justice and Human Rights, regulates the list of business segments with specific requirements, including spirits (alcohol). Presidential Decree 10/2021 can bridge NTT's investment in local alcoholic beverages. According to Salesman et al. (2018), you can control distribution and monitor production so that the entire process complies with health standards.

Sopi Wine is a form of cultural introduction that must be maintained by the community and the Government of Labuan Bajo. however, several years ago, the government issued a policy that threatened the existence of Sopi Wine. We can see from the quality provided by this Sopi drink that it has helped several MSMEs in NTT, more specifically in Labuan Bajo to improve the regional economy. Therefore, there was a bit of public fear when this policy of reducing alcohol was circulated."Alcohol has always been a trigger for crime, so alcohol control operations will continue to be carried out. Many criminal cases and traffic accidents that cause fatalities in Kupang City are due to alcohol," said the NTT Police Chief, Brigadier General Drs. Antonius Bambang Suedi when destroying liters of alcohol at that time.

This policy turned out to be looking bad for small businesses there. In the end, it was removed. For the tourists themselves, it will actually benefit the people who manage Sopi Wine because they will go to Labuan Bajo to try this Sopi Wine. We also see that there are indeed things that are in doubt in the processing of this liquor for some residents. This is because of the alcohol content contained in this Sopi Wine. However, the government thinks differently and takes advantage of attracting tourists to visit Labuan Bajo in order to boost the regional economy. In essence, we must realize that Indonesia is not inferior to other countries that have their own liquor like Australia. The process

involved in making Sopi Wine is unique to watch. The time for making Sopi Wine also takes quite a long time, making this drink even more unique and different from other countries.

In other words, a presidential directive allows Sopi wine to be used as the best natural resource to support the community from an economic point of view. The introduction of Sopi wine is also more liberal and more controlled. Indonesians may not have known much about Sopi Wine before, but now Sopi Wine will be one of the things that promote the economic prosperity of the community and attract immigrants to Labuan Bajo (Media NTT, 2021).

The findings of SOPI as a support for local community and to support the gastronomy tourism as well as Loloh Cemcem as the representative product of proud clean village of Penglipuran could be the highlight in turning local destination into sustainable gastronomy destination as well. The economic, the resources are there to be developed further and sustainable while as well attracting more customer using the culture, tradition, and stories each drink has to offer.

## **5. CONCLUSION**

The use of Sopi wine in Labuan Bajo and Loloh Cemcem in Bali highlights how traditional beverages can contribute significantly to sustainable tourism by preserving cultural heritage, supporting local economies, and maintaining ecological balance. In Labuan Bajo, Sopi wine exemplifies this synergy by fostering the preservation of lontar palms, vital to the region's ecology and cultural identity. Beyond its role as a traditional wine, Sopi strengthens social bonds within the community, supports local small and medium businesses, and fulfills the high demand for traditional rituals. Its unique flavor and cultural significance attract both domestic and international tourists, enhancing the area's appeal while contributing to the livelihood of local families. The benefits of this drink are enormous. This is proven by the attractiveness shown by Sopi Wine itself. Many newcomers visit or vacation in Labuan Bajo to try this Sopi Wine. Of course, with an increase in interest, the supply will also increase. Similarly, Bali's Loloh Cemcem, a traditional herbal drink from Penglipuran Village, underscores the importance of integrating natural resources with cultural preservation. The village's longstanding tradition of utilizing the abundant Cemcem (*Spondias Pinnata Kurz*) plants for health-promoting beverages reflects a deep respect for nature and ancestral knowledge. This practice, passed down through generations, not only sustains the environment but also enriches the cultural identity of Bali, offering visitors an authentic taste of its heritage. These examples from Labuan Bajo and Bali demonstrate how traditional beverages can play a pivotal role in sustainable Gastronomy tourism. By blending cultural, economic, and environmental values, these initiatives serve as models for integrating local heritage into tourism development, ensuring long-term benefits for both communities and ecosystems. Further research would be to ensure the sustainability in marketing both of the products as well as to highlight each income of each beverages potential value, related with the sustainable economic development to further develop the destination of Bali and NTT.

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