

## Health Protocol Standart Warung Semawis Semarang

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### KEYWORDS

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### ABSTRACT

Semawis Market, which we know as *Warung Semawis*, is a night market held by residents of Chinatown in Semarang City. The semawis stall opened on July 15, 2005, and every Friday- Sunday. In 2020, there were obstacles to semawis stall tourism. The question studied in the formulation of this research problem is how are the standard health protocols inherited? the purpose of the theme of this report is to examine standard health protocols based on their causes;(1) Accessibility, (2) Accommodation, and (3) Tourists. The facilities in this study are;(1) to examine the advantages and disadvantages of standardized health protocols in *warung semawis*, (2) to examine the standard components of semawis stalls, (3) to the causes of health protocol standards being in *warung semawis*. The data collection method uses observation and interview techniques. The collected data were analyzed using qualitative descriptive methods. The result of this study is the description of a trigger for the existence of standard health protocols in Semarang city. The results of this study can later provide input in the development of semawis stall tourist attractions. This input is intended for the tourism managers of semawis stalls and the Central Java Tourism Office. So the conclusion that can be obtained from the results of this study is that the standard health protocols offered as long as necessary to be applied to increase potential in the economic field. As well as making the tourist attraction a safe and comfortable place to increase knowledge, especially regarding cultural uniformity.

### INTRODUCTION

Semawis village is one of the places of tourism or a destination for traveling. One of them is the type of culinary tour that is in the semawis stall. Culinary tourism is a tour that serves a variety of cuisines. The Covid-19 pandemic has shocked the entire world, including Indonesia. This pandemic Coronavirus Disease 2019 (Covid-19) was announced by WHO (World Health Organization) for the first time on March 11, 2020. In Indonesia itself, President Joko Widodo announced that he was affected by the Covid-19 virus on March 2, 2020, and called it a disaster. impact on the semawis stalls in the city of Semarang. The National Disaster Management Agency (BNPB) specifically also stated that Covid-19 was a non-natural disaster on a national scale (Arifin, 2020). The spread and increase in the number of positive cases of Covid-19 occurred very quickly and quickly. impact on the decline in the Indonesian economy. Based on this, economic growth has decreased due to the Covid-19 pandemic that occurred simultaneously and was greatly felt by Semawis Villages needed mass crowds, groups of casual daily workers, street vendors, workers affected by layoffs, farmers, and the poor. Seeing the fairly high level of distribution and the impact of the economic downturn requires the

government to immediately take strategic steps. Some policies were taken by the government to prevent the spread of the virus. Some of them by closing all tours, one of which is the semawis stall. The implementation of policies that have been implemented by the government to reduce the number of positive cases and respond to the widespread Covid-19 pandemic, of course, creates new problems. As a result of this policy, it is seen in the middle-class economic community, one of which is street vendors. Which is in the semawis village (Maharani, 2018). According to previous research by Christina Purbawati et al, the Covid-19 pandemic hampered the economy, especially for traders in Semawis Village which had an impact on market conditions where buyers were empty, people's purchasing power decreased due to not being allowed to hold events that invited many people so that buyers only shopped for their daily needs. only, and also have an impact on the distribution of materials that are hampered. (Purbawati, Christina; Hidayah, Lathifah Nurul; Markhamah, 2020) The tourism sector as an economic activity has become a mainstay and development priority for some countries (Prayogi, 2017). Semawis village is an activity that directly touches and involves the community, (Juliana, 2019). In developing the Semawis village, of course, it cannot be separated from the role of tourism organizations, especially government tourism organizations, namely the Tourism and Culture Office (Disparbud) which has the duties and authorities and obligations to develop, promote, and utilize regional assets in the form of tourist objects. (Rochmawati et al., 2013). Economically, tourism has an impact on the expansion of business fields and employment opportunities. Currently, the city of Semarang has become an icon of tourism in Central Java, especially food products in *Kampoeng* semawis. The city of Semarang has various natural products such as agricultural, plantation, and marine products as food ingredients. Therefore, the traditional food of Semarang City needs to be re-excavated and reintroduced to the community so that its existence still exists. In addition, the people who live in the Semawis village consist of several ethnicities and tribes, so the impact of the ethnic and tribal diversity produces the typical food of the city of Semarang which is diverse (Rochmawati et al., 2013). *Warung* semawis offers unique and diverse culinary offerings. Many tourists include the city of Semarang in the list of tourist destinations because of its uniqueness and diversity. The original cuisine of *Warung* Semawis has unique characteristics, especially in terms of taste. The ingredients used in culinary processing generally use traditional recipes. This also makes culinary tourism in Semawis Village a memorable tourist destination, both in taste and price. Culinary tourism is an alternative in addition to other types of tourism, such as cultural tourism, nature tourism, and shopping tourism which is already known by tourists. On that basis, the author is interested in analyzing more deeply the potential.

## LITERATURE REVIEW

After two years of vacuum due to the Covid-19 pandemic, Semawis Market in the Chinatown area, Kranggan, Central Semarang has been reopened since last Friday (27/5). However, the number of stalls is limited to around 50 traders. However, visitors to this night market are still booming. "Now there are 47 traders. In the past, there were more than 100 traders. Because this is still limited in number. Maybe it's still in the pandemic period," said one of the security officers at Semawis Sumaji Market to Jawa Pos Radar Semarang, Sunday (29/5). In contrast to the implementation of the Semawis Market before the pandemic, this time the food stalls that were lined up neatly in *Gang Warung* had to be on wheels. The latest regulation was implemented to make it more effective in moving stalls.

"Trader's stall is on wheels to make it easier to clean when it's finished. In addition, it also does not interfere with the activities of the local community during the day," said the Chairman of the Semarang Semawis Chinatown Community, Harjanto Halim, to reporters. In addition, he continued, all activities at the Semawis Market in Semarang must also implement health protocols (prokes). For operations, Semawis Market is open on Fridays, Saturdays, and Sundays from 18.00 to 22.00. On the first day of the opening of Semawis Market, last Friday (27/5), only 47 stalls were opened. However, in the future, up to 125 stalls will be opened. "If it can be fulfilled again. Even though it can't be as busy as it used to be, at least there will be 100 stalls later," said Harjanto.

Semarang Mayor Hendrar Prihadi appreciated and supported the reopening of Semawis Market. Hendi – as he is familiarly called – said that the new concept of Semawis Market would of course still implement health protocols. "With the active Semawis Market, it is hoped that tourism and the economy will grow and develop. So my prayers and hopes can run and continue to apply the health protocols," he hoped. When *Jawa Pos Radar* Semarang arrived at 17.00 yesterday, the traders began to arrange the equipment, including the merchandise in their stalls. Even though it opens at 18.00, some visitors have come just for a walk to enjoy the atmosphere. "At this hour the new traders are ready. Later after maghrib, they started to serve buyers. Traders who are not residents, and some who are not residents of Kranggan. They first registered with the Semawis Market committee," added Sumaji.

Sumaji said that the culinary offerings were varied. There are Javanese specialties, such as *pecel* rice, *gudeg*, chicken rice, and *wedang ronde*. The price offered is also very affordable. According to the *gudeg* trader, Tio, he sells a portion of Rp. 25 thousand. "If it's complete, eggs, shredded chicken, crackers, a portion of Rp. 25 thousand. Thank God we can open again, it's quite crowded," he said. (mha/aro)s.

## METHOD

This study uses a qualitative-descriptive research method. Qualitative research is a research method based on the post-positivism philosophy, used to examine the condition of natural objects where the researcher is the key instrument, qualitative data is data in the form of words in the form of interviews, focus group discussions, transcription of video recordings, experience reports (Sekaran , Uma and Bougie, 2016). 2.1 Data Collection Techniques In this study, the authors used interview techniques, observation, and collecting information obtained from the Semawis village, Semarang City Culture and Tourism Office. In the interview technique, the author chose direct interviews with several culinary actors in the Semawis village, and several people who like culinary tourism such as the Head of the Semarang City Culture and Tourism Office, the Head of Tourism at the Semarang City Culture and Tourism Office, and several employees of the Culture and Tourism Office. Semarang City Tourism. 2.2 Types and Sources of Data In this study, two types of data were used, namely secondary data and primary data. Secondary data was obtained from several culinary actors in the Semawis village, and several people who like culinary tourism such as the Head of the Semarang City Culture and Tourism Office, the Head of Tourism at the Semarang City Culture and Tourism Office, and several employees of the Semarang City Culture and Tourism Office. 2.3 Data Analysis This type of research is a qualitative research type, so the data that has been collected will be analyzed more deeply in a qualitative descriptive manner. The data will be arranged systematically and explained in words that provide a clear picture. The author uses a SWOT analysis to know the potential of Culinary Tourism in Semawis Village.

## RESULTS AND DISCUSSION

Results and Discussion Description *Warung* Semawis is a well-known tourist destination, especially in cultural tourism in Central Java. Currently, Semawis village has become an icon of tourism in Central Java, especially its food products. The city of Semarang has a variety of natural products such as agricultural products, plantations, and seafood as local food ingredients. This activity is used to find out marketing strategies by looking at the data that has been collected and SWOT analysis, which is then interpreted descriptively through the results of interviews and observations (Setya, 2017). The diversity of culinary types reflects how the character and characteristics of the people of Semarang. A special feature or characteristic that is reflected in Semarang cuisine is spicy food, minimal spices, and served hot. This is because the city of Semarang is a coastal area where the climate and weather are hot. In addition to this, Semarang's culinary specialties are prepared with simple and minimalist spices because the people of Semarang are simple people who are not adventurous. The peculiarities of culinary tourism in Semarang include (Ahmadi, 2019)

Culinary sold in Semawis Village:

a. *Pindang Serani*

Semarang can be seen in one of the dishes called *Pindang Serani*. *Pindang Serani* is one of Semarang's specialty dishes made in a very simple and easy way. The ingredients are not difficult to find and find. The ingredients for the dish are only *pindang* fish boiled with minimal kitchen spices in the form of salt, garlic, shallots, chilies, tomatoes, and lemongrass. All these spices are only boiled together with *pindang* fish and served when warm.

b. *Gimbal*

Tofu Dreaded tofu is a typical Semarang dish made from fried tofu, vegetables, and prawn *bakwan*. This dish is also added with peanut sauce made from coarsely ground-fried peanuts. There are pieces of *lontong* that are also served on a plate of dreadlocks tofu, making the Socio-Cultural Dynamics of this dish even more filling.

c. *Lumpia Gang Lombok*

It is not without reason that Semarang is called the city of *lumpia*. *Lumpia* has become one of the typical foods of the city of Semarang since the administration of President Soekarno. Semarang Culinary The result of the combination of Chinese and Javanese culture is a kind of fried food containing bamboo shoots, eggs, chicken, or shrimp.

d. *Tripe Gongso Pak Karmin*

Another legendary culinary specialty of Kampung Semawis that Toppers must taste is tripe *gongso*. Unlike spring rolls or tofu dreadlocks which are easy to find, not many places provide tripe *gongso*. Tripe *gongso* itself is a dish in the form of tripe and beef offal mixed with various spices and *petis*. Although the spicy, savory, and sweet taste is hard to resist.

e. *Es Cong Lik*

After being tired of hunting for various culinary delights in the city of Semarang, it is the most fitting to enjoy the fresh *ice cong lik*. This favorite *ice puter* in the city of Semarang consists of 2 scoops, white bread, Chinese girlfriend, jelly, and young coconut shavings. For durian lovers, you can also add durian fruit to your iced cong lik, you know. What makes this Semarang culinary destination special is that there is no use of flavorings or preservatives in this ice.

f. *Mie Kopyok Pak Dhuwur A*

culinary tour to Semarang is not complete if you haven't tasted *Mie Kopyok*. The hallmark of Semarang's culinary specialties lies in the sliced pieces of meat, rice cake, bean sprouts, and additional tofu and *gendar* crackers. It is called *Mie Kopyok* because the method of making this noodle is by stirring or shaking it in hot water.

g. *Kue Lekker The*

next culinary tourism destination in Semarang is *Kue Leker*. Even though it is only sold by cart, the deliciousness of the *Lekker* Cake is no doubt. If usually the lekker cake only contains milk or chocolate meses, this *Lekker* cake has dozens of flavors, ranging from chocolate banana, and cheese, to *lekker* filled with tuna

and mozzarella sausages available here. Because it includes school snacks, the prices offered are quite affordable, from IDR 1,000 to the most expensive IDR 15 thousand.

#### h. Banana *Plenet*

Eating fried bananas is normal, but if you have banana *plenet*, Toppers will be curious about the taste. *Plenet* bananas are *kepok* bananas that are burned on charcoal and then flattened by pressing until they are flat. To add flavor, banana *plenet* is also sprinkled with powdered sugar, chocolate meses, or pineapple jam. This Semawis Village Culinary is best enjoyed in the afternoon while accompanied by hot tea or coffee.

### CONCLUSION

Warung Semawis is a place that has a lot of special foods that are well known to tourists that can be visited and are in great demand by tourists and it makes the icon of culinary tourism in this city. The culinary tourism icons of *Waroeng* Semawis are *Pindang Serani*, Tofu Dreads, *Lumpia Gang Lombok*, Tripe *Gongso Pak Karmin*, *Es Cong Lik*, *Mie Kopyok Pak Dhuwur*, *Cake Lekker Paimo*, *Banana Plenet*, and many others. As one of the advantages in the field of tourism, culinary tourism has enormous potential to be developed and utilized if managed professionally and organized, it may even be a special attraction that can increase the interest of tourists to come to visit *Warung* Semawis in particular and generate foreign exchange in the sector. tourist. The existence of culinary tourism also plays a role in the development of the tourism industry. Culinary tourism actors at *Warung* Semawis also face obstacles, so culinary tourism actors still need to make improvements to further improve quality and attractiveness to keep up with the times. The efforts made by the Semarang City Culture and Tourism Office in developing the culinary tourism industry have been quite good, although not optimal. So that the role of the Semarang City Culture and Tourism Office in developing the culinary tourism industry should receive support from the government. Culinary at *Warung* Semawis can follow developments but does not leave the characteristics of an area.

### SUGGESTION

The suggestions from the researchers related to the establishment of the tourism industry in the culinary tourism area include:

- a. It is necessary to make a Regional Regulation related to the management of halal tourism following the Guidelines for the Implementation of Halal Tourism.
- b. There needs to be assistance from the government, both central and regional so that this industry can survive. In addition, assistance must be carried out directly involving managers in each activity.

The following are recommendations that can be given by researchers to the development of

culinary tourism areas: Increase Promotion, and Information related to Culinary tourism. Promotion and

information related to culinary tourism are not yet visible in the city of Malang, this needs to be considered again by the Semarang city government because the development of culinary tourism is a potential thing that the city of Semarang has

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