Character analysis of culinary space in Simpang Limun area, Medan city

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Abstract. Consumption food is one of the most important necessity in human being. Humans have a tendency to eat by way of grouping. These human groups form characteristic spaces. The hallmark of each space depicts the status and culture found in the groups. Space that becomes a place to eat and process food is also called a culinary space. This research takes place in one of the area of goods and services provider in Medan city that is Simpang Limun area. The purpose of this research is to show the various categories of culinary places based on the characteristics conveyed by Lynn. However, from the observations that have been made, there are some culinary spaces that do not fit the characteristics that have been determined and this culinary space is classified as low class. Findings and benefits in this research are written for the government as a reference to city regulation and structuring.

1. Introduction
The city of Medan is known for its culinary diversity. Not only its culinary diversity but also the diversity of cultures within it. This cultural diversity forms their own distinctive features. In the present day also not only on the culture but also the lifestyle of urban society. So that some classes appear to distinguish their lifestyle. All these differences form different types of culinary venues that can be seen and felt. Variety of culinary places are often found in trading areas and services. One of the areas of trade and services in the city of Medan is the Simpang Limun area located within the district of Medan City. Simpang Limun area is also known for its traditional market hub to allow some occupation in the area around the area to build their trading place in this area. Simpang Limun area has a big road that has a function as a primary arterial road of Medan city that is Jalan Sisingamangaraja. The road that surrounds this road is a road that has a secondary collector function, Jalan M. Nawi Harahap which is often known as Jalan Seksama and other secondary collector road is Jalan Bahagia by Pass. On these streets are often encountered various types of trade goods and services including trade in restaurant services called culinary places. Culinary places are also often found in the street of people's houses such as Jalan Saudara. Various types and forms of this culinary form various types of culinary characters.

The basic theory of this research is the theory put forward [4]. Of the various forms of characters that she has pointed out, researchers see there are some culinary places that are not in tune with the character. Thus, the researchers analyzed the culinary place in Simpang Limun area to find out the character.
2. Research Method

This research uses descriptive method. Where this method is a way of solving problems by describing the present situation in accordance with the facts that occur in the field [1]. This study aims to describe the experience based on the existing situation in the period when the study was conducted [2].

Researchers go directly to each culinary place and then take data with pictures, prices, and see how the atmosphere of each place. According to Lawson, a place is formed because of interaction between humans. Humans need communication where communication is the same as communication using phone. Communication will be clear when the communication is done with direct face to face. Similar to eating together, some people who gather and eat together or just by themselves can already form a place [3].

After taking the data directly, the researchers based on the characters who each culinary work based on the theory put forward by Lynn in his book entitled "Begin Own: Restaurant and More" which was published in 2006 ago. In this book, Lynn writes several classes of each culinary place as follows:

2.1. Culinary Places Class

2.1.1. Quick Services
This place is often called fast food restaurants. This dining place offers a limited menu with low prices. This place also provides a drive-thru facility and a "take-home" service.

2.1.2. Middle Class
This service is between fast and high-end services. This dining place offers a full meal menu but the prices offered are not expensive or appropriate. This middle-class dining area also provides full service options and limited services. For full service, customers order and receive their food on their table. As for limited services, customers order food at the cashier and receive their food at the table. The middle class also has diverse concepts such as steakhouses, casual dining, family dining and ethnic restaurants.

2.1.3. High Class
The high class restaurant offers full table service. They focus on the quality of the cuisine and atmosphere of their facilities and they have a high food price value according to the quality provided.

Lynn also explained about the various types of culinary places as follows:

2.2. Type of Culinary Places

2.2.1. Restaurant
For this type of culinary place, the restaurant can be further divided as follows:

- Seafood Restaurant
  This restaurant serves seafood-based meals. This restaurant can be seen from marine décor such as fishing nets, buoys and aquariums. The restaurant is also often found on the seafront or has a place on the edge of the water to add to the impression of a distinctive atmosphere.

- Steakhouse
  Middle class Steakhouse is a family restaurant type and gives a simple impression of the size of the flesh that fits or taste. In decoration, this restaurant emphasizes on the standard of comfort and often use the theme of cowboys in the room. For the high class restaurant more formal impression and serve the meat with a larger size with better quality than the type of its middle class. This restaurant usually has an expensive price with a decor similar to elite restaurants in genera.

- Family Style Restaurant
  As the name suggests, this restaurant is focused on the family visitors. This restaurant caters to all ages, ranging from children to elderly. They serve between fast service and full service.
The menu at this restaurant varies as it adapts to their visitors, so their menu can be consumed all ages. The decoration of this family restaurant is made as comfortable as possible, with simple design, many spacious booths and chairs.

- **Casual Dining Restaurant**
  This restaurant caters to all visitors with all ages. This type of restaurant provides a variety of foods with salads and desserts. The prices on the food at this restaurant are not too expensive. Many themes are applied to the food menu as well as the decor of the room.

- **Ethnic Restaurant**
  This restaurant provides a traditional menu. The decor inside the restaurant is also a traditional nuance. Usually at this restaurant always prioritize on one culture only, for example in Indonesia is Batak restaurant. Batak is one of Indonesia cultures.

2.2.2. **Café of Coffee Shop**
This culinary type is a culinary place that sells drinks like coffee. Although sometimes not all the menu in this culinary place is coffee. Other menu commonly served in this culinary place is milk and tea. The decor at this culinary place is influenced by the menu offered.

In Indonesia, there is a culinary place known as PKL (Pedagang Kaki Lima/ Street Vendors)

2.2.3. **Street Vendors**
In Peraturan Menteri dalam Negeri or Domestic Ministerial Regulation no. 41 of 2012 (Gunawan, 2016), street vendors are traders using mobile and immovable means, using municipal and public facilities, government land and buildings that are temporary.

3. **Grouping by Road Function**
This study looks at how different forms of culinary places in one area. Samples taken are culinary places with different location in one area. Different locations are seen from different regional functions based on the types of roads in the area. As described by Zahnd, the path is formed when flanked by two rows of masses on the left and right and has a function to connect the two regions, such as [5]:

- **Jalan Sisingamangaraja** is the Primary Arterial road
  This road has the function of serving public transport that travels long distances, the average speed of the vehicle is high, and the number of entrances is limited in efficient manner.

- **Jalan M. Nawi Harahap** is the Secondary Collector road
  Collector road is a public road that serves to serve collecting or splitting carrier with medium distance features, average speed of medium vehicle and limited number of entrances

- **Jalan Bahagia by Pass I** the secondary Collector road
  This road has the same function as Jalan M. Nawi Harahap

- **Jalan Saudara** is the road which connecting the Primary Arterial road, Jalan Sisingamaraja and the Secondary Collector road, Jalan Bahagia by Pass
  Local roads are public roads that serve local transport with characteristics of short-distance travel, low average speed and unlimited number of entrances.

You can see the roads in the picture below:

![Figure1. Roads position in Simpang Limun Area.](image-url)
4. Analysis and Results
Researchers take data based on each road around the area. The data obtained looks like below:

**Figure 2.** describe Jalan Sisingamangaraja data and analysis table

**Figure 3.** describe Jalan M.Nawi Harahap data and analysis table

**Figure 4.** Pict.3 describe Jalan Bahagia by Pass data and analysis table

**Figure 5.** Pict.4 describe Jalan Saudara data and analysis table

From the tables above, we can concluded that the categories of culinary places that exist in this area is Low Class and Middle Class. The price range in each category is Rp 1,000,- to Rp 20,000,- for Low
Class while Rp 5.000, - to Rp 50.000, - for Middle Class. For the Low Class Category, the facilities needed in a culinary place are not complete, the price range at this cafe is also very affordable, the menu is not much and has a simple form of building and there are even built adjacent to the store (store), home residents or courtyard houses. For the Middle Class category, the facilities provided are quite complete and varied, the visitors vary depending on the type of culinary place, the theme on the building looks clear, the atmosphere is comfortable, and the building stands not side by side with other buildings such as the Low Class category or has a single building (own) Or purchased. Culinary places also have differences based on the location and function of the city road. Here are the differences based on each city street:

| Table1. Number Comparisons at Each Location |
|-------------------------------------------|
| Number Comparisons at Each Location       |
|                                          |
| Jalan Sisimangaraja                      |
| Jalan M. Nawi Harahap (Seksama)           |
| Jalan Bahagia by pass                     |
| Jalan Saudara                            |
| Low Class                                |
| Middle Class                             |

Based on the graph above the average culinary place with the category of Low Class is very much found in this area. For the Middle Class category more commonly found in the big road of Jalan Sisingamangaraja than other streets. The road is very close to Simpang Limun Market, M. Nawi Harahap Street (Seksama), it is not found the middle class categories. Each category of culinary places has different laying features in each corridor. As seen on the map, Jalan Sisingamangaraja has a culinary place in the middle to lower category adjacent to office buildings, banks, and vacant lots. Meanwhile, the upper middle category in this corridor is built adjacent to hotels and other commercial buildings. For Jalan M. Nawi Harahap, a culinary place in the middle to lower category is built adjacent to the Simpang Lemun market border and upper middle category is built adjacent to the residents' house. The Happy Path by pass has a middle-down culinary place adjacent to a residential home and an upmarket culinary place adjacent to a commercial building. Your street has a culinary place in the middle to lower category adjacent to the residents' house while the upper middle category is in front of the building with the function of public facilities and building of worship.

5. Findings
Simpang Limun area has four main corridors that surround it, namely Jalan Sisingamangaraja, Jalan M. Nawi Harahap, Jalan Bahagia by pass, and Jalan Saudara. Of these four corridors are found culinary places that do not fit the characteristics of the middle class category, as described in the book by Lynn, therefore the category can be regarded as the category Low Class.

References
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