Banua Anyar Culinary Tourism Area: Study Of Economic Activities As A Learning Resource on Social Studies

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Abstract. Research Economic activities in the culinary tourism area of Banua Anyar as a social science learning resource are intended so that students not only gain knowledge of economic activities in the form of production, distribution and consumption theoretically, but can understand economic activities in the social studies learning-based student environment as contextual learning. A qualitative approach with a descriptive method is used in this research with data collection techniques through observation, interviews, and documentation. Data analysis using Miles and Huberman's model: data reduction, data presentation, and verification by testing the validity of the data by triangulating techniques, sources, and time. The research results confirm: (1) economic activity in the culinary tourism area of Banua Anyar includes three aspects, namely production, distribution, and consumption is carried out by business owners in collaboration with the community around the culinary area and the city government of Banjarmasin to produce culinary products in the form of staple foods, side dishes and traditional cakes that are traded at restaurants in the culinary tourism area of Banua Anyar and through social media, (2) economic activities in the area Banua Anyar culinary tourism is relevant as a source of social studies learning in the sub-material of economic activities, the role of science and technology in economic activities, and developing the creative economy based on the regional potential to improve the welfare of the community. Conformity This is based on the analysis of social studies subject material content in grade VII at the junior high school level.

1. Introduction

Social Sciences (IPS) is a subject at the primary and secondary levels. Social studies learning in schools aims to help students develop the knowledge, attitudes, and skills needed to participate in community life at the local, national, and global levels. Cultivating knowledge, attitudes, and skills simultaneously become the focus of social studies learning [1], [2]. Therefore, social studies learning outcomes refer to two aspects, namely first, the ability to understand social studies concepts. Second, the ability to apply social studies understanding, such as the ability to think critically (critical thinking) and creative (creative), the ability to understand and solve social problems (problem-solving), and the ability to make correct decisions (decision-making process).

The achievement of the learning objectives mentioned above is related to the learning resources used by the teacher in the learning process. Therefore, innovation and variation of learning resources is an action that must be taken by social studies subject to teachers. This innovation can be done by utilizing the environment of students in the form of natural, social, and cultural conditions that are integrated as material content in social studies learning in schools [3] - [6]. As the scientific learning approach in the 2013 curriculum, it is intended that students can solve problems around them [7]. The application of an environmental-based scientific approach as a learning resource to provide stimulus and understanding by observing everything that is happening in the local environment and related to the subject matter [8].
Community economic activities are one of them that can be used as a social science learning resource. One of the several themes in social studies learning is related to the concept of economic activity. In the concept of economic activity, three main things are taught to students, namely about production, distribution, and consumption activities. As stated [9] "Because people have wanted that often exceed the resources available to them, a variety of ways have evolved to answer such questions as What is to be produced? How is production to be organized? How are goods and services to be distributed? What is the most effective allocation of the factors of production (land, labor, capital, and management)? In schools, this theme typically appears in units and courses dealing with economic concepts and issues”.

Economic activity can be found in a place with various activities in it such as production, distribution, and consumption [10], [11]. One of them can be found in the culinary area. In Banjarmasin, the culinary area can be found in Banua Anyar Village, which is known as the Banua Anyar Culinary Area. This area is part of the tourist area in the city of Banjarmasin. In this area, the economic activity takes place, marked by a culinary business stand that sells various types of traditional culinary delights typical of the Banjar tribe as well as modern culinary delights.

Banua Anyar culinary tourism area with economic activities that take place in it can be part of social studies learning resources. Research related to the use of economic activities in the community as a source of social studies learning has been conducted by previous researchers. As a form of comparison such as research by [12] with the title Production Activities of Kampung Purun Banjarbaru as a Learning Resource on Social Studies. The results of the study describe that economic activities in the form of production activities of purun craftsmen in Kampung Purun Banjarbaru are by the teaching material in the social studies subject in the production theme.

In contrast to the research above, this article focuses on the study of economic activities in the Banua Anyar Culinary Area. The identification of economic activities taking place in the culinary area of Banua Anyar is intended to increase the study of social studies learning resources, so that social studies learning does not only focus on concepts by utilizing textbooks but can take advantage of community activities. Thus, social studies education is expected to be able to shape students to realize themselves as part of citizens who must understand social life with various activities, one of which is economic activities.

2. Methods
This research uses a qualitative approach with descriptive methods. The research objective was to describe the economic activity in the culinary area of Banua Anyar, Banjarmasin City, and to identify its suitability as a social science learning resource. Data collection was carried out by interview, observation, and documentation. Various data collection techniques are carried out in research activities to obtain data relevant to research [13], [14].

Data sources consist of primary data and secondary data. Primary data in this study is data obtained directly from research informants, namely culinary business owners, local communities, and tourists in Banua Anyar Village, Banjarmasin City. The informants are Muhammad Saleh, Hatmawati, Nasrulah, Rosidi, Yandi, and Armawati. Secondary data were obtained from several literature studies and information relevant to the research objectives, namely Banjarmasin City Tourism Office data, culinary business name data obtained from Banua Anyar Village data, 2013 curriculum documents, Social Science subject teacher books for VII grade junior high school.

The data analysis technique was carried out following the pattern of Miles and Huberman which began with data reduction, data presentation, then verification [15]. In the process of analyzing the data, it is carried out by selecting data that is relevant to the focus of the research, then the data is presented in narrative form, schemes, and tables to conclude. In the process of analyzing data until it reaches the verification stage, researchers also continue to test the validity of the data. In this study, the researcher used the extension of the observation and the triangulation of sources, techniques, and time as a technique to test the validity of the data.
3. Results and Discussion

Food is a basic human need. Nowadays, food is not only fulfilling basic needs, but the existence of food has become part of the industry in society known as culinary tourism. The development of culinary tourism provides various benefits. Culinary tourism, can be used as a tool to introduce local culture. Culinary tourism also provides new opportunities for destinations and promotional tools. The culinary business is quite in demand by the community. Even when culinary delights have developed into a part of tourism. Culinary business is an activity to process raw materials into various culinary products that are ready to be marketed. Therefore, the purpose of consuming culinary is not only to fulfill basic human needs, but to consume food also aims to enjoy the taste even to learn how to produce a culinary [4].

In Banjarmasin, the development of a culinary business has been carried out with the existence of the Banua Anyar culinary area. This culinary area is a part of tourism in Banjarmasin City, which was formed in 2017 and is operational until now. During the current pandemic, there are 14 culinary spots that are active in providing culinary products in the Banua Anyar culinary area (Abbas & Jumriani, 2020). As tourism is an industry which has complex regulatory mechanisms. Various kinds of tourism activities are supported by various facilities not only by the government but also business actors. The tourism industry itself plays a very important role in the development of tourism [6].

The Banua Anyar Culinary Area is an area developed by the city government and local communities to support tourism in the city of Banjarmasin. The existence of the Banua Anyar culinary area is not only accessible via land transportation, but also through river transportation, making the area part of the area and point of river tourism destinations in Banjarmasin City [3], [4], [16]. In the Banua Anyar culinary area, there are culinary spots that can be visited. During the current pandemic, 14 restaurants can be visited by tourists for a culinary tour. The position of the restaurant, which is partly located on the riverbank, is a distinctive feature of the Banua Anyar culinary tourism area.

3.1. Economic Activities in the Culinary Area of Banua Anyar, Banjarmasin City

The development of the culinary area in an area does not only cause food consumption not only to fulfill the needs of life but more than that they consume food to enjoy the taste of food, to study the production of each food consumed. Food is changing part of the industry when it comes to taste [17] - [19]. The existence of the culinary area also contributes to the economic development of the community. With the existence of the culinary area, economic activities of the community have emerged which are focused on production activities, distribution, and culinary consumption.

In Banjarmasin, the culinary area can be found in Banua Anyar Village, which is known as the Banua Anyar Culinary Area. Specifically, the economic activities that take place in the Banua Anyar Culinary Area are illustrated in the following Figure 1:

![Figure 1. Scheme Economic Activities in the Banua Anyar Culinary Area](image-url)

Source: Personal Documents (Data Processed, 2020)
In the culinary production activities in the Banua Anyar Culinary Area, traditional and non-traditional culinary products are produced. A product is something that is offered by producers to consumers to fulfill their needs and desires, a product can be in the form of goods (something tangible), namely something that is physically produced from the production process [20]. The various types of culinary available, namely staple foods, side dishes, and traditional cakes are a potential that can be developed into an attraction for tourists, especially as a support for the needs of tourists for food during their tour [3], [4], [16], [21]. Specifically, here are various culinary lists available in the Banua Anyar Culinary Area, Banjarmasin City.

| No. | Business Name         | Culinary List                                                                 |
|-----|-----------------------|-------------------------------------------------------------------------------|
| 1   | Podang's              | Pizza, steak, pasta, beverage, suki, and Korean barbeque.                     |
| 2   | Warung Nisa           | Yellow rice, lontong, laksa, putu mayang, and kokoleh.                        |
| 3   | Warung Acil Ifah      | Yellow rice, ketupat kandangan, chicken porridge.                            |
| 4   | Warung Ibu Dana       | Yellow rice, lontong, haruan masak habang, aynam masak habang, dan mie habang|
| 5   | Soto Under the Bridge | Soto banjar, nasi sop banjar and chicken satay.                               |
| 6   | Warung Wadai Banjar   | Putu Mayang, Laksa, Lupis and Salada Gumbili.                                |
| 7   | Warung Batang Banyu   | Soto Banjar, bone soup, chicken satay, rawon, yellow rice, Ketupat Betumis, Mie Banjar Selada Banjar, fried chicken, fried duck, and lempeng hangit. |
| 8   | Jukung Julak          | Soto banjar, nasi sop, grilled / fried fish (river / sea), chicken (fried / grilled) and duck (fried / grilled). |
| 9   | Warung Mama Ana Jaya  | Grilled/fried fish (river/sea), fish dishes, Gangan Balamak.                 |
| 10  | Warung Adhat          | Lalapan, tofu, Bakwan and fried banana.                                      |
| 11  | Tak Knit Food Stalls  | Fried chicken, fried tilapia, fried rice, fried noodles, geprek chicken.     |
| 12  | Warung Nini Banjar    | Soto Banjar, Banjar soup rice and chicken satay.                              |
| 13  | Warung Babeh Amak     | Soto Betawi.                                                                  |
| 14  | Soto Bang Amat        | Soto Banjar, Banjar soup rice, satay, rawon, beef rib tongseng, rib soup rice, tilapia fresh rice, and Selada Banjar. |

Source: Personal Documents (Data Processed, 2020)

The table shows a variety of culinary products. However, the main culinary specialty is Soto Banjar. Almost every culinary business in the area provides Soto Banjar. Distribution activities are not only carried out through restaurants located in the culinary area, as seen in the table above, business owners also use social media as a means of distribution. Distribution is carried out as an effort to distribute goods produced by producers or craftsmen to target consumers. This is in line with the distribution in the Indonesian Dictionary, which is the distribution of goods sent to many people or several places [22] - [24]. The purpose of distribution itself is the delivery of goods or products to users as needed, including time, place, quantity, price, and type required [25].
The facilitator in the distribution of culinary products in the Banua Anyar Culinary Area involved various parties, including the government of Banjarmasin City. The role of the tourism and culture office in integrating tourism activities by making the Banua Anyar Culinary Tourism Area a part of the tourist area in the City of Banjarmasin is stipulated in Banjarmasin Mayor Regulation Number 25 of 2016 concerning the management and development of river-based tourism. The Banua Anyar Culinary Area is included in the northern zone of river-based tourism in Banjarmasin City, with a focus on the destinations of Soto Banjar Bawah Jembatan and Soto Banjar Abang Amat. With this provision, culinary consumers in the Banua Anyar Culinary area are not only local people.

3.2. The suitability of economic activities in the Banua Anyar culinary area as a social science learning resource.

Social Science is a subject that focuses on the study of humans with all their aspects in the social life system which is used for pedagogical purposes to increase competence as citizens. Efforts to achieve the objectives of social studies subjects in recognizing the concept of community life and providing basic skills in logical and productive thinking require the use of learning resources that are not only focused on textbooks. But it must be developed by integrating community activities that are developed as material content by social studies learning.

Table 2. Identification of the suitability of economic activities in the Banua Anyar culinary area as a social science learning resource

| Basic competencies | Learning materials | Economic Activities in the Banua Anyar Culinary Area |
|--------------------|--------------------|-----------------------------------------------------|
| 3.3 Analyzing the concept of interaction between humans and space resulting in various economic activities (production, distribution, consumption, supply-demand) and interactions between spaces for the Economic activity; (production, distribution, and consumption) | Production activities in the Banua Anyar Culinary Area are in the form of types of products that are traded, namely traditional and non-traditional culinary. Distribution activities are carried out directly and indirectly by culinary entrepreneurs in the Banua Anyar Culinary Area Consumption Activities: Consumers who are not only local |
sustainability of Indonesia's economic, social and cultural life

The Role of Science and Technology in Economic Activity

The use of social media by business actors in the Banua Anyar Culinary Area as a means of distribution by culinary entrepreneurs. The development of Science and Technology is also used as a promotion for culinary tourism areas by the local government.

Developing a Creative Economy Based on Regional Potentials to Improve Community Welfare

-Culinary products that are traded are focused on local culinary delights so that these culinary delights are not only a local identity but a part of the community's economy.

Source: Personal Documents (Data Processed, 2020)

By the results of the identification above, the economic activity in the Banua Anyar Culinary Area of Banjarmasin City which is marked by the existence of production, distribution, and consumption activities is suitable to be used as a social science learning resource. These activities can be a source of material contained on the sub-theme of economic activity, the role of science and technology in economic activities, and develop a creative economy based on the regional potential to improve community welfare.

The suitability of this material when implemented is expected to be able to provide understanding to students that production activities are not only activities to make or change the value of an item but also take place various activities in the production process. Distribution activities are not only an act of distributing production products to consumers, and not only illustrating that consumption activities are the act of reducing or consuming the use-value of a good [26]. The delivery of material by integrating economic activities in the Banua Anyar Culinary Area can give students meaning that in production, distribution, and consumption activities various processes are passed through, and actions taken by a business actor. As written by [27] that if social activity-based social studies education can be realized in social studies learning, social studies education plays an important role in fostering good citizens, mental and moral attitudes of students [28]. Therefore, the social studies teaching process does not only emphasize learning that is limited to cognitive aspects, but also affective and psychomotor aspects. Likewise, that including activities that grow and develop in the environment of students as study material in learning is one of the means to create quality social studies learning.

4. Conclusion

The Banua Anyar Culinary Area is an area developed by the city government and local communities to support tourism in the city of Banjarmasin. During the current pandemic, there are 14 culinary stands available in the area. The economic activities that take place in the Banua Anyar Culinary Area include production, distribution, and consumption activities. Production activities carried out by culinary business owners produce traditional and non-traditional culinary products. The culinary products available in the Banua Anyar Culinary Area are distributed directly through the restaurants available in the Banua Anyar Culinary Area.
Also, distribution activities are also carried out indirectly by marketing through social media. The existence of a local government regulation that stipulates the Banua Anyar Culinary Area as part of a tourist attraction in Banjarmasin City causes consumers not only to come from the local community but also local tourists and non-local tourists. From the perspective of learning Social Sciences (IPS), economic activities that take place in the Banua Anyar culinary area are suitable to be used as a source of social studies learning at the junior high school level (SMP) on economic activity material, the role of science and technology in economic activities, and materials. develop a creative economy based on the regional potential to improve community welfare

Acknowledgments
The author would like to thank Lambung Mangkurat University for funding research through the compulsory research lecturer program. The author also thanks the informants who were involved in the research.

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