

THE CHARACTERISTICS OF AYAM BETUTU IN DENPASAR AS AN EFFORT TO CONSERVE BALINESE CUISINE

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ABSTRACT

Ayam Betutu is a traditional Balinese dish well-known abroad. Even though it is well-known, it has different characteristics in Bali. Each region makes it with different characteristics. Considering those things, researchers were fascinated with exploring the characteristics of *Ayam Betutu* in one of the areas that is the busiest tourist destination in Bali, namely the municipality of Denpasar. The informants were culinary entrepreneurs of *Ayam Betutu* dishes in the municipality of Denpasar, Bali. Data were collected using observation, interview, and documentation methods, whereas qualitative data processing methods were conducted in four stages, namely data collection, data reduction, data display, and conclusion drawing/verification. In general, there are several types of *Ayam Betutu* dishes sold by culinary entrepreneurs in the municipality of Denpasar, namely *Ayam Betutu Gilimanuk (Men Tempeh)*, *Ayam Betutu Liku*, and *Ayam Betutu Pak Man*. *Ayam Betutu Gilimanuk* or *Men Tempeh*, has a very spicy taste, using local chicken. *Ayam Betutu Liku* has the characteristic of using broiler chicken with a different cooking technique from *Ayam Betutu Gilimanuk*. The technique is that before the chicken is given spices, it is roasted first and then cooked over low heat so that the spices are absorbed, it has a very delicious taste and is different from *Ayam Betutu* in general, it causes the daily turnover of the Liku stall to reach 40 million - 120 million per day, located at Gandapura III Street, East Denpasar, whereas Pak Man's food stall sells *Ayam Betutu Gilimanuk*. It can be concluded that two characteristics of *Ayam Betutu* exist in the municipality of Denpasar, namely *Ayam Betutu Gilimanuk (Men tempeh)* which has a very spicy taste, and *Ayam Betutu Liku* which has a distinctive taste because it is grilled using coconut fiber.

Keywords: cuisine, characteristics, *ayam betutu*

INTRODUCTION

Bali is one area with great potential in the cuisine sector. Traditional Balinese cuisine is one of the cultures that has also become one of the mainstay products in tourism development playing a very important role in meeting people's basic needs. It is because tourists who visit Bali not only look for natural beauty and cultural diversity, but tourists also enjoy traditional foods found in every tourist area they visit. Due to the important role of traditional food, it has become a culture that must be preserved and promoted to the community locally and abroad.

Traditional Balinese food has undergone several adaptations and modifications when it is served to tourists. The adaptations deal with its processing and presentation, cleanliness is being emphasized and shown to be more noticed by tourists, especially in the tourism industry (Hendriyana, Budiarsa, Antarab, & Sudiarta, 2020).

These differences caused researchers to explore knowledge about *Ayam Betutu* dishes in several areas of Bali, both in terms of equipment, ingredients, spices, processing techniques, and presentation techniques. Currently, Denpasar has become the research setting in which the municipality of Denpasar is the capital of the Bali province as the center of development in terms of education, economy, and tourism. Besides, Denpasar has become the second most tourist destination after Badung district, which means there will be many traditional Balinese dishes to be explored, especially *Ayam Betutu*.

Currently, there are several food stalls serving this traditional cuisine delight in the city of Denpasar. Therefore, researchers conducted more in-depth research regarding the characteristics of *Ayam Betutu*, which is one of the cuisines. A qualitative descriptive study of the *Ayam Betutu* dish was obtained from the municipality area Denpasar.

The development of tourism in a particular area must be balanced by developments in culinary tourism (Putri, Sulistyawati, Suark, & Ariani, 2013). Bali, which is well-known abroad, surely, for its traditional cuisine delights, is also a dream for tourists and they even want to make these dishes as souvenirs for relatives in their area of origin.

Traditional Balinese cuisine as culinary tourism is related to typical Balinese food which is defined as food that has been processed and made by local Balinese people from generation to generation, using a specific combination of food ingredients and spices that have taste, flavor, color, and texture that is not possessed by other regions (Suriani, 2018). Due to the increasing development of traditional regional cuisine specialties, it will provide opportunities for local communities to compete in the era of globalization, including Bali Island which has become a world tourist destination. Balinese cuisine art is one of the nation's treasures that needs to be recorded and preserved again through clear documentation regarding the existence of traditional Balinese recipes.

Based on the Big Indonesian Dictionary, characteristics are signs, traits, or features that can be used as identification. Characteristics can be also interpreted as something that can differentiate one thing from another. Meanwhile, based on the Merriam-Webster Dictionary, the definition of characteristic is something that reveals, differentiates, or is typical of an individual's character. In fact, characteristics apply to something that distinguishes a person, thing, or class.

The intended characteristics of *Ayam Betutu* are seen from the characteristics of the dish, ingredients, equipment for preparation, processing, serving, dish processing techniques, and how to serve *Ayam Betutu* (Suriani, 2021). Balinese cuisine has used traditional equipment from the past until now. However, it also follows technological developments that are currently trending. The development of metal chemical technology and other materials in the cooking utensil industry will make it easier for us to create new dishes, in terms of the final shape of the dish, the appearance of the dish, maintaining nutritional and health aspects as well as making cooking preparation, cooking to serving food easier.

RESEARCH METHOD

The object of this study was the *Ayam Betutu* dish, in terms of ingredients and seasonings, equipment, processing methods, and serving techniques. Meanwhile, the informants were culinary

entrepreneurs of Ayam Betutu dishes in the municipality of Denpasar, Bali. The determination of the sample (informants) was ethnographic qualitative research using purposive sampling and snowball sampling. It was done because the small number of data sources was not yet able to be used as a data source. The determination of informants is considered adequate if it has reached the level of "redundancy" (the data is saturated, and additional samples do not provide new information), meaning that by using further data sources, it can be said that no additional significant new information can be obtained. Data collection in qualitative research is conducted repeatedly, for several days and months until the data is saturated (Sugiyono, 2022). In the present study, the data collection methods used were:

1. Active Participatory Observation

Researchers do what informants do. In this study, the participation covered making spices and processing techniques for *Ayam Betutu* dishes, as well as serving the dishes.

2. Interview

An interview is a meeting of two people to exchange information and ideas through questions and answers, so that meaning can be constructed on a particular topic. In this study, in-depth interviews were used to obtain data about the characteristics of Balinese *Ayam Betutu*.

3. Documentation

The documentation was intended to complement data from existing literature in the form of books or menu lists and recipes regarding *Ayam Betutu* dishes.

4. Triangulation

Triangulation means that researchers use different data collection techniques to obtain data from the same source.

Miles and Huberman (in Sugiyono, 2022) suggest that qualitative data processing methods or techniques can be conducted in three stages, namely data reduction, data display, and conclusion drawing/verification.

RESULTS AND DISCUSSIONS

Denpasar is the capital of Bali Province which is also the center of government and economy. Etymologically the name Denpasar derives from the words "den" (north) and "pasar" (market) so that the overall meaning is "North of the Market". The origin of this word indicates the city's origins as a market town, currently called Kumbasari Market (formerly "Peken Payuk"), in the northern part of the modern city. The growth of the tourism industry on Bali Island has pushed Denpasar city to become a center of business activity and placed this city as an area with high income per capita and growth in the Bali Province. Denpasar City consists of 4 districts, 16 urban villages, and 27 villages.

Denpasar city, which is the capital of Bali province, is one of the world's tourist destinations. It makes the business movement in this city rapid, one of them is Balinese culinary tourism. Bali has a variety of traditional dishes that have been used in culinary tourism, one of them is *Ayam Betutu*. The dishes are very varied, such as *Ayam Betutu Men Tempeh* (*Ayam Betutu Gilimanuk*), *Ayam Betutu Liku*, and *Ayam Betutu Pak Man*.

1. Ayam Betutu Gilimanuk (Men Tempeh)

Ayam Betutu Men Tempeh (Gilimanuk) has been established since 1978, located at the station near Gilimanuk port. *Ayam Betutu Gilimanuk* has spread throughout Bali up until now. There are three *Ayam Betutu Gilimanuk* in the municipality of Denpasar, namely at Jalan Bulu Indah Number 51X, Jalan Merdeka No. 88, and Jalan Raya Tuban Number 2X, Kuta. The following are the results obtained from *Ayam Betutu Men Tempeh (Gilimanuk)*.

a. Types of Utensil/Equipment

The utensils needed to make *Ayam Betutu* are as follows.

1. A pan for boiling *Ayam Betutu*
2. Cutting board for chopping spices
3. Big knife of cleaver
4. Frying pan and saucepan for sautéing spices
5. Stove for cooking

b. Ingredients of Ayam Betutu Gilimanuk (Men Tempeh)

The main ingredients

- 1 young local chicken, approximately 6-7 ounces in size
- 3 crushed stalks of lemongrass
- 1 liter of water
- ¼ liter of cooking oil
- Spices
 - 15 cloves of shallots, 7 cloves of garlic, 2 red chilies, 13 cayenne peppers, 3 cm of galangal, 3 cm of ginger, 3 cm of turmeric, 3 cm of sand ginger, 1 tsp of coriander, 4 pieces of candlenuts, 1 tsp of pepper, 1 tsp of shrimp paste, 10 gr of brown sugar, and coconut oil.

c. Processing Techniques of Ayam Betutu Gilimanuk

1. Clean the chicken, leave it intact, massage it with salt, and leave for about 15 minutes.
2. While waiting, prepare the spices, chop all the spices then add salt, finely chopped brown sugar, shrimp paste, pour coconut oil, knead until evenly mixed, and add bay leaves.
3. Boil the chicken for 30 minutes, after 30 minutes add the mixed spices until the spices run out.
4. Then, cook again over low heat until soft and the spices are absorbed. Turn off the heat.
5. Leave the *Ayam Betutu* in the pan for approximately 1 hour to cool and allow the spices to penetrate better.
6. *Ayam Betutu Gilimanuk* is ready to be served with accompaniments.

d. Presentation Techniques

Ayam Betutu Gilimanuk is usually served in a besek (bamboo basket). The presentation is usually accompanied by:

1. Fried peanuts
2. *Plecing gonde* (looks like spinach)/ bean sprouts, spinach
3. *Sambal bawang matah* (sauce made from shallot)



Figure 1
Presentation of *Ayam Betutu Gilimanuk (Men Tempeh)*

2. *Ayam Betutu Liku*

The stall of *Ayam Betutu* is located in three places, namely Jalan Gandapura III F Kesiman, Tohpati intersection, and in Kuta area. They open from 8.00 A.M to 3.00 P.M. These stalls offer *Ayam Betutu* rice which is sold from IDR 15,000 to IDR 20,000. One *Ayam Betutu* is priced at IDR 80,000. Liku stall of *Ayam Betutu* is a very busy and popular stall. On certain days the orders can reach 1,000-1,500 heads per day. Meanwhile, on normal days it reaches 500-800 heads per day. During the observation, the stalls employed 60 employees in three different locations. The mainstay of the drink menu at this *Ayam Betutu Liku* stall is ice sugar which uses homemade green syrup plus a slice of lime.

One portion of the dish includes warm white rice, long beans, shredded *Ayam Betutu*, *pindang* eggs, fried potatoes, fried peanuts, cucumber, and *sambal bawang matah*. The following are the results of *Ayam Betutu* of Liku Stall.

a. Types of Utensil/Equipment

The utensils needed to make *Ayam Betutu* are as follows.

1. A pan for boiling *Ayam Betutu*
2. Cutting board for chopping spices
3. Big knife of cleaver
4. Frying pan and saucepan for sautéing spices
5. Stove for cooking
6. Grill pan to grill the chicken
7. Slip on spice
8. Mika for food pack.

b. Ingredients

- 5 broiler chickens (1 kg)
 - Bay leaves
 - 1/2 liter of cooking oil
- Spices: 250 gr of shallots, 100 gr of Balinese garlic (*Suna Bali*), 100 gr of green cayenne pepper, 300 gr of galangal, 75 gr of turmeric, 75 gr of ginger, 75 gr of sand ginger, 1 tsp of *Wangenan* (Balinese spices), 1 tbsp of shrimp paste.

c. Processing Techniques of *Ayam Betutu Liku*

1. Clean the chicken, then grill until cooked using coconut fiber.
2. All spices are mashed, except bay leaves and lemongrass.
3. Then saute all the spices. Add adequate water.

4. When it is boiling, add chicken and cook over low heat for about 2 hours until the water and spices are absorbed



Figure 2. *Ayam Betutu Liku* which is being cooked using the boiling technique

d. Presentation Techniques

One portion of *Ayam Betutu* in the Liku stall includes rice and *Ayam Betutu* served with the addition of:

1. *Urab kacang panjang* (long beans)
2. Fried peanuts
3. *Sambal Bawang Matah* (sauce made from shallot)
4. *Pindang* egg
5. Dry french fries



Figure 3. *Ayam Betutu* with rice of Liku Foodstall

3. *Ayam Betutu Pak Man Kuta*

Ayam Betutu Pak Man food stall is located in the Kuta area at Jalan Kubu Anyar No. 72X. Kuta has become a tourist and culinary destination for tourists and Balinese people in general. Pak Man Food stall operates from 8.00 A.M. to 10.30 P.M. This stall is certified halal. A portion of *Ayam Betutu* at this stall is sold for IDR 80,000. It also provides other typical Balinese menus, such as *sate lilit* (satay), various seafood, *lawar ayam* (mixed of vegetables, chicken, coconut), and so on. This *Ayam Betutu* can be classified as *Ayam Betutu Gilimanuk* because it takes the recipe from *Betutu Men Tempeh*, only it is called *Ayam Betutu Pak Man*. The recipe is the same as *Ayam Betutu Gilimanuk*, only the additional satay is added as an accompaniment.

Ayam Betutu Gilimanuk is a famous dish in Jembrana or typical of Gilimanuk which is also known as *Betutu Men Tempeh*. Apart from being spicy, the broth is very rich in spices. The ingredients used for *Betutu Men Tempeh* are the same as *Betutu Keren*, but use more chilies. *Ayam Betutu Men Tempeh* is prepared by boiling it for quite a long time, which in Indonesian food processing terms is called *mengungkep*. Meanwhile, *Ayam Betutu Liku* is very unique in that the chicken is grilled with coconut fiber then seasoned with typical Balinese spices (*base genep*), and boiled until the spices are absorbed. The municipality of Denpasar doesn't have its own characteristics but rather comes from other regions, such as from Negara, namely *Ayam Betutu Gilimanuk*, and the owner of *Ayam Betutu Liku* comes from Gianyar.

CONCLUSION

The characteristics of *Ayam Betutu* in the municipality of Denpasar consist of *Ayam Betutu Gilimanuk*, *Ayam Betutu Liku*, and *Ayam Betutu Pak Man*. *Ayam betutu Gilimanuk* and *Ayam Betutu Pak Man* take the same recipe from *Ayam Betutu Men Tempeh*. The characteristics of *Ayam Betutu Men Tempeh* have a specialty of very spicy flavors using a boiling processing technique until tender. Meanwhile, *Ayam Betutu Liku* is characterized by its distinctive taste because it uses a roasting processing technique with coconut fiber and then boiling it with complete spices until they are absorbed. This *Ayam Betutu Liku* is very popular in the Denpasar area, as proven by observations that daily turnover reaches 40-120 million per day.

This study only examines the characteristics of the *Ayam Betutu* dish in the municipality of Denpasar. The limitation of time, energy, and costs for researchers means that further research is needed to be conducted to find *Ayam Betutu* dishes in several areas that do have the dishes. The study is done to determine the characteristics of *Ayam Betutu* dishes in the Bali area so that this research contributes as a basis for subsequent research.

DECLARATION TEXT

a) Ethics Approval and Consent to Participate

This study was conducted in accordance with applicable research ethics guidelines. No human or animal participants involved in this study were subjected to violations of ethical principles. In specific cases, participant involvement (e.g., culinary entrepreneurs specializing in *Ayam Betutu*) was entirely voluntary, with informed consent provided after understanding the objectives of the research.

b) Consent for Publication

All authors involved in this manuscript have approved the text for publication. There are no objections or disagreements among the authors.

c) Availability of Data and Materials

All data and materials used in this study are original, with full ownership rights retained by the authors. For any additional data or materials sourced externally, proper permissions were obtained and appropriately cited.

d) Competing Interests

The authors declare no conflicts of interest regarding the research, writing, or publication of this manuscript.

e) Funding

This research did not receive external funding from any institutions, organizations, or individuals that might influence the outcomes or interpretations of the study.

f) Author's Contributions

The contributions of each author to this research are as follows:

Author 1 : Designed the study, conducted interviews with participants, and analyzed the data.

Author 2 : Developed the manuscript framework and wrote the main sections of the journal.

Author 3 : Performed the literature review and edited the manuscript to ensure academic quality.

Author 4 : Responsible for field data collection, documentation, and data visualization to support the research findings.

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