

REKONSTRUKSI TEORI DAN SENI KULINER AYAM BETUTU:

PROMOSI DAN EDUKASI PARIWISATA

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ABSTRAK

Ayam betutu merupakan salah satu kuliner tradisional khas Bali yang telah diakui sebagai bagian dari warisan budaya tak benda Indonesia. Hidangan ini tidak hanya dikenal karena cita rasanya yang khas dan kaya, tetapi juga karena keterkaitannya dengan sejarah panjang tradisi adat dan keagamaan masyarakat Bali. Penelitian ini bertujuan untuk merekonstruksi teori dan seni kuliner ayam betutu serta mengembangkan strategi promosi dan edukasi pariwisata melalui pemanfaatan media digital. Studi ini mengidentifikasi karakteristik ayam betutu dari berbagai wilayah di Bali, seperti Gilimanuk, Gianyar, Denpasar, dan Bangli, yang masing-masing memiliki kekhasan dalam hal bahan, teknik pengolahan, peralatan, dan penyajiannya. Awalnya, ayam betutu disajikan sebagai hidangan persembahan dalam upacara adat Hindu Bali sebelum kemudian berkembang menjadi sajian yang dinikmati oleh berbagai kalangan. Proses pembuatannya menggunakan bumbu khas Bali (*base genep*) serta teknik memasak tradisional seperti pemanggangan dengan bara sekam atau pembakaran langsung. Variasi dalam karakteristik ayam betutu di setiap daerah mencerminkan keragaman budaya Bali, yang menjadi potensi besar dalam pengembangan wisata kuliner. Penelitian ini menghasilkan rekonstruksi teori dan seni kuliner ayam betutu sebagai panduan bagi para pelaku industri kuliner dalam menciptakan produk berkualitas tinggi sekaligus meningkatkan daya tarik pariwisata kuliner Bali. Rekonstruksi teorinya mencakup teori konsumsi kontekstual, teori ekonomi budaya partisipatif, teori edukasi pariwisata berbasis warisan, teori promosi interaktif berbasis kearifan lokal, serta model integratif promosi dan edukasi. Sementara itu, rekonstruksi seni kulinernya meliputi kuliner sebagai representasi budaya, estetika yang bersifat fungsional dan edukatif, seni partisipatif dalam edukasi wisatawan, digitalisasi seni kuliner tradisional, serta seni sebagai medium dialog budaya. Penelitian ini berkontribusi terhadap pelestarian kuliner tradisional Bali sekaligus mendukung perkembangan teknologi pendidikan dan industri pariwisata. Melalui pemanfaatan media digital sebagai sarana promosi dan edukasi, ayam betutu berpotensi diperkenalkan secara lebih luas sebagai ikon kuliner Bali di tingkat global.

Keywords: ayam betutu, promosi, dekonstruksi, rekonstruksi, seni.

RECONSTRUCTION OF THE THEORY AND CULINARY ART OF AYAM BETUTU:

PROMOTION AND TOURISM EDUCATION

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ABSTRACT

Ayam Betutu is one of Bali's traditional culinary dishes that has been recognized as part of Indonesia's intangible cultural heritage. This dish is not only known for its distinctive and rich flavor but also for its deep connection to the long-standing traditions and religious practices of the Balinese people. This study aims to reconstruct the theory and culinary art of Ayam Betutu, as well as to develop promotion and tourism education strategies through the use of digital media. The study identifies the unique characteristics of Ayam Betutu from various regions in Bali, such as Gilimanuk, Gianyar, Denpasar, and Bangli—each of which has its own uniqueness in terms of ingredients, processing techniques, equipment, and presentation. Originally, Ayam Betutu was served as an offering dish during Balinese Hindu ceremonies before it later evolved into a meal enjoyed by people from all walks of life. Its preparation involves the use of Balinese spices (*base genep*) and traditional cooking methods such as roasting with husk embers or direct fire. The variations in Ayam Betutu across different regions reflect the cultural diversity of Bali, which presents a great potential for culinary tourism development. This research results in the reconstruction of the theory and culinary art of Ayam Betutu, serving as a guide for culinary industry practitioners to create high-quality products while also enhancing the appeal of Bali's culinary tourism. The theoretical reconstruction includes contextual consumption theory, participatory cultural economy theory, heritage-based tourism education theory, interactive promotion theory grounded in local wisdom, and an integrative model of promotion and education. Meanwhile, the reconstruction of its culinary art encompasses food as a cultural representation, functional and educational aesthetics, participatory art in tourist education, the digitalization of traditional culinary art, and art as a medium for cultural dialogue. This study contributes to the preservation of traditional Balinese cuisine while also supporting the development of educational technology and the tourism industry. Through the use of digital media as a means of promotion and education, Ayam Betutu holds the potential to be introduced more widely as a culinary icon of Bali on a global scale.

Keywords: *ayam betutu, promotion, deconstruction, reconstruction, art.*