



## **Community-Based Research in Culinary Tourism: The Case of the International Fried Duck Festival Kartasura**

**Asep Maulana Rohimat<sup>1\*</sup>, M. Rahmawan Arifin<sup>2</sup>, Indah Piliyanti<sup>3</sup>,  
Ichsanul Ibad Ali<sup>4</sup>, Mahmudulhasan<sup>5</sup>  
UIN Raden Mas Said Surakarta, Indonesia<sup>1,2,3,4</sup>  
Islamic Arabic University, Bangladesh<sup>5</sup>  
e-mail: asepmaulanarohimat@staff.uinsaid.ac.id**

### **Abstract**

This study explores the development of Kartasura as a culinary tourism destination through the 2023 International Fried Duck Festival, using a Community-Based Participatory Research (CBPR) approach. The festival emerged from the collaboration between FEBI UIN Raden Mas Said, the Kartasura District Government, the Pawartos community, and the Fried Duck Vendors Association. CBPR methodology facilitated active participation of stakeholders throughout the planning and implementation stages. The findings reveal that the festival successfully engaged local SMEs, distributed 3,000 free portions of fried duck rice, and introduced Kartasura's culinary identity to an international audience, including representatives from five countries. Nevertheless, the study highlights a critical limitation in terms of sustainability, as the festival has not yet evolved into an annual agenda. More sustainable practices are observed in routine events such as Kartasura's Car Free Day and the Ambal Warsa Kartasura anniversary celebration. These findings underscore the need for strategic integration and continuous evaluation to strengthen Kartasura's position as an emerging international culinary destination.

**Keywords:** Kartasura fried duck; culinary tourism; sustainability

### **INTRODUCTION**

Kartasura is a region with a long and significant history in the development of Indonesia, particularly during the peak of the Islamic Mataram Kingdom. In the 17th century, Kartasura became the center of the Mataram Kingdom after the capital moved from Plered in 1680 under the reign of Amangkurat II. The Kartasura Palace stood as a symbol of political, economic, and cultural power until it collapsed following the Geger Pecinan in 1742, which forced the kingdom to move its capital to Surakarta (Ricklefs 1993). The remnants of this history are still visible today through the ruins of the Kartasura Fortress, a tangible reminder of Javanese political transformation. This historical legacy demonstrates that Kartasura holds not only cultural value but also strong potential to be developed as a cultural and culinary tourism destination, bridging its meaningful past with the dynamics of today's creative economy.

Since 1986, Kartasura has been widely recognized for its fried duck cuisine, pioneered by the legendary Bebek Goreng H. Slamet. This culinary icon not only introduced a distinctive taste but also established Kartasura's brand identity as a center of fried duck gastronomy (Rahmanto 2023). Over the past three decades, its success inspired the proliferation of dozens of fried duck

eateries across the region, making Kartasura a unique culinary hub (Prasetya 2019). This phenomenon highlights Kartasura's promising potential to position itself as a leading culinary destination with international appeal.

Fried duck cuisine in Kartasura also functions as a local economic driver. Beyond its consumptive value, it serves as a vehicle for community-based economic development. Previous studies emphasize that regional culinary specialties possess strong capacity for creating destination branding (Richards, 2015; Lin et al., 2011). Thus, with fried duck as its cultural and economic icon, Kartasura holds a strategic advantage to be transformed into a world-class culinary destination.

The realization of this potential relies on collaborative roles between academia, local government, and community stakeholders. In this regard, the Faculty of Islamic Economics and Business (FEBI) at UIN Raden Mas Said has acted as an academic stakeholder, contributing through research, mentoring, and empowerment of fried duck SMEs. Support from the Kartasura District Government, the Pawartos community, and the Fried Duck Vendors Association strengthens the social networks required to build a globally competitive culinary ecosystem (Rohimat 2023).

The rising competition among culinary destinations in Indonesia further necessitates serious efforts from Kartasura. Cities such as Surakarta with serabi Notosuman (Gardjito, Teviningrum, and Dewi 2018), Yogyakarta with gudeg (Yudhistira 2022a), and Semarang with lumpia (Ainezzahira et al. 2017) have proven that traditional cuisine can serve as an entry point for tourism. With its extensive and historic fried duck tradition, Kartasura has a strong opportunity to occupy this space. Strengthening the Kartasura Fried Duck brand as a form of culinary heritage will not only enhance the national creative economy but also expand the reach of international halal tourism.

Accordingly, this study emphasizes that the development of Kartasura's fried duck cuisine is not merely a local agenda but part of a broader strategy for building internationally recognized culinary tourism. The 2023 International Fried Duck Festival in Kartasura serves not only as a ceremonial event but also as a pilot project demonstrating how collaboration between academia, government, and community stakeholders can produce social innovation rooted in local wisdom. This aligns with the vision of establishing Kartasura as a Culinary Destination of Fried Duck Heritage, contributing to economic development, cultural promotion, and the strengthening of national identity.

Despite the growing body of literature on culinary tourism, several critical gaps remain, particularly concerning the role of community-based research (CBR) in the development of culinary destinations. Existing international studies on culinary tourism largely emphasize destination branding (Richards 2015), tourist motivation and experience (Ellis et al. 2018) and the commodification of food heritage (Bessière 1998). While these studies provide valuable insights into how local cuisine contributes to tourism attractiveness, they often adopt a top-down perspective, focusing on market-

driven strategies and institutional actors rather than community-led processes.

In the Indonesian context, research on culinary tourism has predominantly explored the contribution of traditional food to regional identity and tourism promotion, such as studies on gudeg in Yogyakarta, serabi in Surakarta, and lumpia in Semarang (Gardjito et al. 2018). These studies generally examine culinary products as cultural symbols and tourism assets (Gardjito et al. 2018; Yudhistira 2022). However, most of them remain descriptive and product-oriented, with limited attention to participatory research frameworks that actively involve local communities as co-producers of knowledge and development initiatives.

Furthermore, previous studies rarely investigate culinary festivals as living laboratories for community-based research. International literature tends to position food festivals primarily as tourism attractions, tools for place marketing, or platforms for visitor experience enhancement (Getz 2010). The role of festivals as spaces for social learning, community empowerment, and collaborative knowledge production among academia, government, and local entrepreneurs remains underexplored. This gap is particularly evident in studies addressing culinary tourism in developing countries, where local communities often possess rich cultural capital but limited access to structured research and policy influence.

Another notable gap lies in the integration of halal tourism and Islamic cultural values within culinary tourism research. While halal tourism has gained increasing scholarly attention, most studies focus on destination readiness, certification, and consumer behavior, rather than on how halal culinary heritage can be developed through community-based research approaches. As a region with strong Islamic historical roots and a halal culinary identity, Kartasura presents a unique case that has not been sufficiently addressed in existing literature.

In addition, empirical studies that document the process and impact of collaboration between universities and local culinary communities remain scarce. Although the triple helix or pentahelix models are frequently discussed conceptually, there is a lack of grounded case studies demonstrating how academic institutions can function as catalysts for culinary tourism development through research, mentoring, and community engagement. This limitation results in a weak methodological foundation for translating academic research into practical and sustainable culinary tourism initiatives.

Responding to these gaps, this study positions the International Fried Duck Festival Kartasura as a case study of community-based research in culinary tourism. By examining the festival as a collaborative platform involving academia, local government, community organizations, and fried duck SMEs, this research contributes to the literature by offering an alternative, bottom-up model of culinary tourism development rooted in local heritage and social innovation. The study not only enriches empirical discussions on culinary festivals but also advances theoretical understanding



of community-based research as a strategic approach for developing inclusive, culturally grounded, and internationally competitive culinary tourism destinations.

## LITERATURE REVIEW

### Culinary Tourism and Regional Development

Culinary tourism is increasingly viewed as a strategic avenue for regional development, as it integrates cultural identity, local heritage, and economic opportunity (Horng and Tsai 2012). Scholars argue that food is more than a consumable product; it is a form of cultural expression that conveys authenticity and distinctiveness (Bessi re 1998). Culinary destinations are often successful when their local dishes represent narratives of history, community values, and cultural pride. For many regions, food becomes a unique selling point (USP) that differentiates them in the global tourism marketplace (DeJonckheere et al. 2019; Sheoran 2025).

In Indonesia, the government has emphasized the creative economy, particularly culinary tourism, as a priority sector that contributes both to cultural diplomacy and local economic growth (Tobing and Simanjuntak 2022). Kartasura's fried duck, first popularized in 1986 by Bebek Goreng H. Slamet, has since developed into dozens of restaurants and eateries that attract visitors from various regions (Rahmanto 2023). This growth reflects not only consumer demand but also the capacity of local culinary products to evolve into internationally competitive tourism assets. Kartasura's culinary heritage positions it as a candidate for branding as an international food destination.

### Community-Based Research (CBR) in Tourism Studies

Community-Based Research (CBR) is a methodological approach that prioritizes equitable collaboration between researchers and community stakeholders in addressing local issues. Unlike traditional top-down research, CBR emphasizes co-creation of knowledge, shared decision-making, and mutual benefits (Halseth et al. 2016). In tourism studies, this method has proven valuable in developing sustainable initiatives because it aligns academic inquiry with the real needs of local populations (Rinaldi, Cavicchi, and Robinson 2022). By integrating academic rigor with community wisdom, CBR ensures that research outputs are both contextually relevant and practically applicable.

CBR also strengthens social capital, fosters trust, and enhances the community's capacity to manage their own resources (Bernita 2024). In culinary tourism, authenticity and community ownership are critical for long-term success, as tourists increasingly seek genuine experiences rather than commodified attractions (Cole 2007). Therefore, employing CBR in the Kartasura context ensures that the International Fried Duck Festival is not merely an event for external audiences, but a reflection of community aspirations, pride, and collective agency in shaping their culinary identity.



### **Model of Sustainable Development Program**

Sustainable development programs in culinary tourism are increasingly understood as multidimensional initiatives that integrate economic viability, socio-cultural continuity, and environmental responsibility through recurring and scalable activities. In this perspective, culinary festivals are no longer perceived as one-off events but as sustainable platforms that generate continuous social and economic value (Getz and Page 2019). Environmentally oriented programs, such as the integration of culinary festivals with car free day initiatives, have been highlighted in the literature as effective mechanisms to reduce carbon emissions, enhance public accessibility, and promote healthy urban lifestyles (Gössling and Hall 2021). By embedding culinary activities within pedestrian-friendly public spaces, festivals contribute to sustainable urban tourism while simultaneously strengthening community engagement and local economic circulation.

From a strategic development standpoint, sustainable culinary tourism programs also emphasize long-term branding and market positioning at the national and international levels. Destination branding literature underscores that strong culinary brands emerge from consistent narratives, symbolic events, and institutional support rather than isolated promotional campaigns (Boiko et al. 2021). Festivals play a critical role as experiential branding instruments, enabling local food identities—such as Kartasura's fried duck cuisine—to gain international visibility through cultural storytelling, halal positioning, and media exposure. When supported by community-based research and pentahelix collaboration, festival-driven branding initiatives facilitate capacity building for local SMEs, standardization of quality, and alignment with global tourism markets (Canton 2021). Thus, sustainable development programs rooted in festivals function not only as environmental and social interventions but also as strategic vehicles for elevating local culinary heritage into internationally recognized gastronomic destinations.

### **Festivals as Catalysts for Culinary Tourism**

Food festivals have been identified as catalysts for promoting destinations, strengthening local economies, and preserving cultural heritage (Cole 2007). Festivals create opportunities for immersive experiences where tourists and residents interact, share, and celebrate local food traditions (Derrett 2003). This interactivity enhances not only the economic impact but also the symbolic value of food as part of the cultural identity of a place. Case studies such as the Penang Food Festival in Malaysia (Goh and Teh 2022) and the Galway Oyster Festival in Ireland (Quinn 2005) highlight the role of food festivals in boosting destination visibility and tourism competitiveness.

The International Fried Duck Festival in Kartasura offers a similar potential. By distributing 3,000 free portions of fried duck rice, the event functioned not only as a promotional activity but also as a symbolic act of



hospitality and community pride. Such an initiative resonates with the growing trend in culinary tourism where food becomes a medium of cultural diplomacy and inclusivity. Beyond attracting tourists, festivals like these contribute to community bonding and provide opportunities for local vendors to showcase their products to a wider audience.

### **Multi-Stakeholder Engagement in Culinary Tourism**

The development of culinary tourism cannot be achieved in isolation; it requires the active participation of multiple stakeholders, including government, academia, private sector, and civil society (Green and Dougherty 2008). This multi-stakeholder approach ensures that diverse interests are represented and that tourism development is sustainable and inclusive. In particular, collaboration fosters resource sharing, capacity building, and joint ownership of outcomes. Research has shown that such partnerships often lead to stronger resilience and greater innovation in tourism initiatives (Novelli 2024).

Higher education institutions play a particularly strategic role in this process. Through applied research, service learning, and community engagement, universities can contribute to capacity building, innovation, and knowledge transfer (Waghid 2002). In the Kartasura case, FEBI UIN Raden Mas Said Surakarta collaborated with Kecamatan Kartasura, Pawartos, and the Paguyuban Pedagang Bebek Goreng to organize the International Fried Duck Festival. This collaboration demonstrates how universities can act as catalysts that link academic insights with community needs and governmental support, embodying the principles of CBR in culinary tourism development.

Although there is a growing body of literature on culinary tourism, food festivals, and community participation, limited research has examined the application of Community-Based Research (CBR) in the Indonesian context. Much of the existing scholarship focuses on large urban centers or nationally branded destinations, while small towns with strong culinary heritage remain underexplored. This leaves a gap in understanding how community-driven approaches can contribute to destination development in such contexts.

This study addresses the gap by examining the case of Kartasura's International Fried Duck Festival as a community-based initiative. The research demonstrates how CBR can be applied to align academic engagement, government facilitation, and community participation in creating a festival that enhances local identity and positions Kartasura as a culinary tourism destination. The study contributes both theoretically, by extending CBR into culinary tourism studies, and practically, by offering insights into how collaborative frameworks can transform local culinary icons into internationally competitive assets.

### **METHOD**

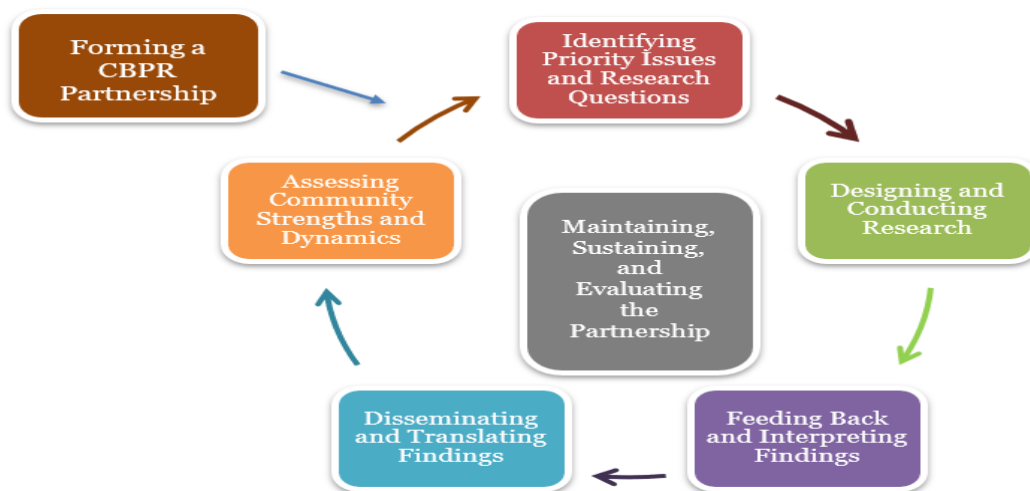
This study applied the Community-Based Participatory Research (CBPR) framework, which operates as a cyclical and iterative process involving



researchers, local government, and community organizations. The model emphasizes partnership, co-learning, and sustainability, ensuring that the outcomes are both academically rigorous and socially impactful.

Data were collected through several qualitative techniques: In-depth interviews with community leaders, festival organizers, fried duck vendors, and local government representatives to capture diverse perspectives on the festival and its implications for tourism development. Focus group discussions (FGD) with local stakeholders, including youth communities, to map out assets, challenges, and visions for Kartasura's culinary branding. Participant observation during the International Fried Duck Festival (2023), including documentation of activities such as the distribution of 3,000 free portions of fried duck rice, cultural performances, and public responses. Document analysis, including festival reports, media coverage, and promotional materials.

**Figure 1**  
**Community-Based Participatory Research Models**



The qualitative data were analyzed using a thematic analysis approach (Braun and Clarke 2006). Transcripts and field notes were coded inductively to identify emerging themes, such as cultural identity, community solidarity, branding potential, and institutional collaboration. Triangulation was employed by comparing data from interviews, FGDs, and observations to ensure credibility and trustworthiness. Ethical principles of CBPR were applied throughout the research process, emphasizing respect, transparency, and mutual benefit. All participants provided informed consent, and findings were shared with stakeholders to validate interpretations and ensure community ownership of the results. By adopting a CBPR framework, this research aimed to not only document the International Fried Duck Festival as a cultural event but also to empower the community with actionable strategies for positioning Kartasura as a sustainable culinary tourism destination. The



methodology fostered shared learning between the university, local government, and community, strengthening the foundation for future collaborative initiatives. In accordance with the CBPR method developed by DeJonckheere et al., (2019) this model is suitable for the implementation of community service programs (PKM) that aim to generate sustainable impacts and benefits for local communities.

## **DISCUSSION**

### **Forming a CBPR Partnership**

The initial stage of implementing Community-Based Participatory Research (CBPR) in developing Kartasura as an international culinary destination began with the organization of a Focus Group Discussion (FGD) between academics from FEBI UIN Raden Mas Said Surakarta and the local government of Kartasura District. This discussion emphasized the importance of mapping local economic potentials that could serve as a driver for community-based development. One prominent potential identified was the presence of dozens of fried duck vendors who have long been regarded as a culinary icon of Kartasura. This culinary tradition not only drives the local economy but also carries cultural appeal that can be positioned as a regional identity.

The long history of fried duck in Kartasura began with *Bebek Goreng H. Slamet*, established in 1986. Since then, this brand has become both a pioneer and a strong symbol that has shaped Kartasura's culinary image. The continued growth of dozens of other fried duck outlets has further strengthened Kartasura's position as the "city of fried duck" in Central Java. During the FGD, stakeholders agreed that the historical value and popularity of this cuisine could be transformed into international culinary destination branding (Darmono 2023).

In response to this opportunity, FEBI UIN Raden Mas Said Surakarta initiated an internationalization strategy by planning to invite representatives from five countries (Pakistan, Bangladesh, Laos, Thailand, dan Philippines). Their presence was not only as honorary guests but also as global promotion agents expected to viralize the distinctive taste of Kartasura's fried duck across international platforms. This approach underscores that the internationalization of cuisine relies not only on flavor but also on narrative, networking, and publication strategies involving cross-national actors.

Support from the local community also played a crucial role. Ruthsahaya Sapujiati (2023), Chairperson of PAWARTOS (Paguyuban Warga Ageng Kartasura) as well as Chairperson of the Kartasura Kompak Ambal Warsa 343rd Anniversary Committee, emphasized that the development of fried duck cuisine was not merely for economic gain but also to strengthen solidarity and local pride. The International Fried Duck Festival, which was later born from this collaboration, not only showcased culinary dishes but also reinforced the social networks of local MSME actors.

The participation of dozens of Kartasura fried duck MSME outlets in the festival became tangible evidence of the success of the initial stage of CBPR partnership. The collaboration involving academics, government, and the community demonstrated how a participatory approach could foster collective awareness while transforming local potential into a global asset. Thus, the process of “forming partnership” in CBPR did not stop at a formal agreement but evolved into a shared learning space that produced concrete actions in the form of the International Fried Duck Festival.

### **Identifying the Urgency of the Kartasura Fried Duck Festival**

Within the community-based participatory research (CBPR) framework, the identification of urgency focused not on formulating research questions but on clarifying concrete development challenges and strategic interventions required to transform Kartasura’s fried duck cuisine into a distinctive culinary identity of the Surakarta region. A series of coordination meetings involving academics from FEBI UIN Raden Mas Said, the Kartasura sub-district government, the PAWARTOS community, and the fried duck vendors association revealed that, despite its long-standing popularity, fried duck had not yet been institutionalized as a collective regional brand. The absence of an integrated branding strategy limited its recognition beyond individual business names, thereby weakening its potential to function as a signature culinary characteristic of Surakarta in the national and international tourism landscape.

Another urgent issue identified was the limited capacity of local fried duck MSMEs to upscale production and sales volume in response to growing market demand. Most vendors operated independently with traditional production methods, localized market reach, and minimal digital exposure. In response, the festival was designed as a scalable economic intervention rather than a ceremonial event. Through collective promotion, standardized presentation, bulk ingredient procurement, and synchronized marketing during high-traffic activities such as car free day, the festival created a temporary but impactful increase in demand, enabling vendors to expand daily sales volume and test broader market responsiveness. This approach aligns with sustainable development models that position festivals as market simulators and incubators for MSME growth.

Beyond economic objectives, the urgency of the festival also lay in reinforcing social cohesion and cultural identity. The involvement of PAWARTOS and local communities ensured that the festival functioned as a participatory cultural platform, fostering shared ownership of Kartasura’s fried duck heritage. By integrating cultural storytelling, halal culinary narratives, and public-space activation, the festival strengthened Kartasura’s position within the broader Surakarta cultural ecosystem. Consequently, the International Fried Duck Festival 2023—with the distribution of 3,000 portions of fried duck rice and multi-stakeholder collaboration—served as a pilot model demonstrating how community-based initiatives can



simultaneously enhance branding distinctiveness, upscale MSME performance, and solidify local identity as foundations for sustainable culinary tourism development(Rey 2023).

### **Designing Collaborative Action**

The collaborative action design represents a core phase in the implementation of Community-Based Participatory Research (CBPR), in which research activities are jointly constructed by academic and non-academic stakeholders to ensure both scientific rigor and contextual relevance. In this study, the design process involved structured collaboration among academics from FEBI UIN Raden Mas Said, the Kartasura sub-district government, the PAWARTOS community, and representatives of fried duck micro and small enterprises. This multi-stakeholder engagement enabled the alignment of research objectives with local development priorities, ensuring that the research framework addressed strategic issues in culinary tourism rather than serving purely academic interests.

Methodologically, the collaborative action was operationalized through qualitative and participatory research techniques, including focus group discussions, stakeholder consultations, and participatory observation embedded within culinary tourism activities. These methods facilitated the co-production of knowledge by capturing diverse stakeholder perspectives, particularly those of local vendors and community actors who function as custodians of Kartasura's culinary heritage. By integrating participatory observation into real tourism contexts, the research design allowed for an in-depth understanding of social interactions, governance dynamics, and collective practices that shape the development of culinary tourism at the community level.

Importantly, the collaborative research design positioned the International Fried Duck Festival as a practical implementation arena for community-based culinary tourism development. Rather than treating the festival as a standalone event, it was conceptualized as a strategic platform for testing collaborative governance, collective branding initiatives, and stakeholder coordination in real time. Through this action-oriented approach, the research generated empirical insights into how collaborative designs can strengthen local culinary identity, enhance stakeholder capacity, and support sustainable culinary tourism development grounded in community participation.

### **Strong Branding Potential of Kartasura's Fried Duck as A Culinary Identity**

The stage of feeding back and interpreting findings is a crucial element of CBPR, ensuring that the results of the research are not only owned by academics but also by the community and other stakeholders. In this study, the findings were presented in a series of feedback sessions involving fried duck vendors, community leaders from PAWARTOS, and representatives from the

Kartasura sub-district government. These sessions served as a space for dialogue, validation, and reinterpretation of the data collected during the International Fried Duck Festival.

One of the key findings presented was the recognition of the strong branding potential of Kartasura's fried duck as a culinary identity. The collective consensus emphasized that while the festival successfully introduced the cuisine at an international scale—through the participation of delegates from five countries and the distribution of 3,000 free meals—there remained a critical challenge regarding sustainability. The absence of continuity in the form of annual fried duck festivals was highlighted as a weakness that needed to be addressed for long-term impact.

In addition, the feedback sessions revealed that MSME empowerment requires systematic support beyond the festival event (Darmono 2023). Participants noted the need for ongoing training in digital marketing, financial literacy, and supply chain integration to increase the competitiveness of fried duck vendors in a globalized market. These insights reframed the role of the festival not merely as a one-time celebration, but as a starting point for sustained community-based economic development.

Through this participatory feedback process, the findings were not treated as a fixed conclusion but as a shared platform for continuous action. The reinterpretation of data collectively shaped recommendations for stakeholders, emphasizing the integration of fried duck branding with Kartasura's cultural heritage and the need for institutional commitment to sustain international culinary promotion.

### **Disseminating Kartasura's Culinary Brand**

The stage of disseminating and translating findings in CBPR ensures that research results move beyond academic settings and can be utilized directly by the community and stakeholders. In this study, dissemination was carried out through multiple channels: academic publications, community forums, and media campaigns. The International Fried Duck Festival itself became a living medium for disseminating findings, where the participation of five international delegates helped amplify Kartasura's culinary brand across different cultural contexts.

Translation of findings into practical strategies was realized through the collaboration between FEBI UIN Raden Mas Said, the Kartasura sub-district government, PAWARTOS, and the Fried Duck Vendors Association. For example, the insight on weak branding continuity was translated into recommendations for developing a structured annual event calendar, while findings on MSME empowerment were converted into training modules focusing on digital marketing and business innovation. By integrating dissemination with actionable translation, the research outcomes were not only communicated but also operationalized into community programs. This approach aligns with the core spirit of CBPR—ensuring that knowledge



production is cyclical, participatory, and impactful for both academic advancement and community empowerment.

### **Assessing Community Strengths and Dynamics**

The stage of assessing community strengths and dynamics in CBPR emphasizes the importance of identifying existing assets, capacities, and relationships within the community before designing intervention strategies. In the context of Kartasura, several strengths emerged clearly. First, the culinary heritage of fried duck, pioneered by Bebek Goreng H. Slamet since 1986, has created a strong gastronomic identity that is recognized both regionally and nationally. This long-standing reputation provides a solid foundation for destination branding.

Second, the existence of multiple stakeholders such as FEBI UIN Raden Mas Said, the Kartasura sub-district government, PAWARTOS, and the Fried Duck Vendors Association demonstrates a high level of social capital. The collaboration among these groups reflects a shared vision to elevate Kartasura's culinary potential to an international stage. Third, the enthusiasm of local MSMEs to participate in the International Fried Duck Festival shows a collective readiness to engage in innovation and wider market exposure.

On the other hand, the dynamics of the community also reveal challenges, such as uneven business capacity among vendors, limited digital marketing skills, and the absence of a consistent annual festival agenda. Understanding these dynamics was crucial for developing realistic strategies that leverage strengths while addressing weaknesses. In CBPR, this balance of assets and limitations ensures that interventions are not imposed externally but instead co-created based on the lived realities of the community.

### **Maintaining, Sustaining, and Evaluating the Partnership**

The stage of maintaining, sustaining, and evaluating the partnership in CBPR is essential to ensure that collaboration does not end with a single project but continues to generate long-term community impact. In the case of Kartasura, the International Fried Duck Festival held in 2023 was a milestone event that successfully mobilized stakeholders, showcased the culinary identity of fried duck, and distributed 3,000 free portions of fried duck rice. However, one critical finding from the evaluation stage is the absence of a sustainable annual festival agenda, which raises concerns about the continuity of this initiative.

Despite this challenge, the community still maintains collective activities that keep the spirit of collaboration alive. For instance, the regular Car Free Day in Kartasura and the annual Ambal Warsa celebration continue to serve as platforms for economic and cultural expression. These events demonstrate the community's ability to sustain tourism and cultural dynamics, even when the fried duck festival has yet to become an institutionalized annual tradition. Evaluation of the partnership also highlighted the importance of developing clear governance structures and long-term commitments among stakeholders,

particularly between academia, local government, and community organizations. Without such mechanisms, initiatives risk becoming one-off events rather than catalysts for sustainable change. One solution is to create an event calendar that contains unique activities that can attract people to always visit the next event. Thus, the process of maintaining and sustaining partnerships in Kartasura illustrates both progress and gaps: while the collaboration successfully sparked collective enthusiasm and international exposure, it also revealed the need for structured sustainability planning. This finding becomes a valuable lesson for future CBPR-based community development, emphasizing that the true impact lies not only in initiating programs but also in ensuring their continuity and scalability.

### **Discussion**

To ensure the sustainability of the Kartasura Fried Duck Festival, strategic integration with existing events is necessary. First, the festival can be positioned as a sub-event within the Kartasura Car Free Day, allowing the promotion of local culinary specialties to take place regularly and in close proximity to the community. Second, strengthening synergy with the Ambal Warsa Kartasura celebration will reinforce the positioning of fried duck as both a cultural identity and a tourism icon. Third, higher education institutions (FEBI UIN Raden Mas Said), together with the community and local government, need to establish an annual CBPR-based evaluation forum to ensure that the cycle of planning, implementation, and reflection continues. In this way, the festival will not only remain a one-time event but become part of a sustainable agenda to drive Kartasura's economic growth and tourism development.

### **CONCLUSION**

This study concludes that the 2023 International Fried Duck Festival in Kartasura constitutes a tangible application of Community-Based Participatory Research (CBPR) in culinary tourism development, demonstrating how cross-sector collaboration among academia, government, community organizations, and MSMEs can strengthen local culinary identity and generate socio-economic benefits. While the festival successfully elevated Kartasura's fried duck cuisine and reinforced community engagement, its limited continuity highlights the need for sustainable programming through integration with regular public events and local cultural agendas. Overall, the findings indicate that sustained stakeholder synergy within a CBPR framework provides a viable pathway for positioning Kartasura as an internationally competitive culinary tourism destination.

### **REFERENCES**

Ainezzahira, Ainezzahira, Cynthia Mudhita, Ivana Giovani, Metta Santika Buntoni, and Junita Magdasari. 2017. "Biochemistry and Bioactive Compounds on Bamboo Shoots as the Main Component in Lumpia



- Semarang." *Journal of Food and Pharmaceutical Sciences* 5(3):25–28.
- Bernita, Bertha. 2024. "Social Networks and Risk Management: The Role of Social Capital in Community Resilience in Indonesia." *International Journal of Innovation and Thinking* 1(1):1–12.
- Bessière, Jacinthe. 1998. "Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas." *Sociologia Ruralis* 38(1):21–34. doi:10.1111/1467-9523.00061.
- Boiko, Viktoriia, Oleksandr Liubynskyi, Ludmila Strikha, Oleksandr Zarkhovskiy, and Sergii Neilenko. 2021. "Development of Culinary Tourism in European Countries." <http://dspace.mnau.edu.ua/jspui/handle/123456789/19287>.
- Braun, Virginia, and Victoria Clarke. 2006. "Using Thematic Analysis in Psychology." *Qualitative Research in Psychology* 3(2):77–101. doi:10.1191/1478088706qp063oa.
- Canton, Helen. 2021. "World Tourism Organization—UNWTO." Pp. 393–97 in *The Europa directory of international organizations 2021*. Routledge.
- Cole, Stroma. 2007. "Beyond Authenticity and Commodification." *Annals of Tourism Research* 34(4):943–60.
- Darmono, Ikhwan Sapto. 2023. "Kartasura District's Program to Increase Community Economic Growth, Interview with the Kartasura District Head."
- DeJonckheere, Melissa, Robin Lindquist-Grantz, Sinem Toraman, Kristen Haddad, and Lisa M. Vaughn. 2019. "Intersection of Mixed Methods and Community-Based Participatory Research: A Methodological Review." *Journal of Mixed Methods Research* 13(4):481–502. doi:10.1177/1558689818778469.
- Denzin, Norman K., and Yvonna S. Lincoln. 1996. "Handbook of Qualitative Research." *Journal of Leisure Research* 28(2):132.
- Derrett, Ros. 2003. "Festivals & Regional Destinations: How Festivals Demonstrate a Sense of Community & Place." *Rural Society* 13(1):35–53. doi:10.5172/rsj.351.13.1.35.
- Ellis, Ashleigh, Eerang Park, Sangkyun Kim, and Ian Yeoman. 2018. "What Is Food Tourism?" *Tourism Management* 68:250–63. doi:10.1016/j.tourman.2018.03.025.
- Gardjito, Murdijati, Shinta Teviningrum, and Swastika Dewi. 2018. *Kuliner Surakarta: Mencipta Rasa Penuh Nuansa*. Gramedia Pustaka Utama.
- Getz, Donald. 2010. "The Nature and Scope of Festival Studies." *International Journal of Event Management Research* 5(1):1–47.
- Getz, Donald, and Stephen J. Page. 2019. *Event Studies: Theory, Research and Policy for Planned Events*. Routledge.
- Goh, Yi Sheng, and Pek Yen Teh. 2022. "Festivals and the Theory of Inclusive Development in Malaysia: Perspectives from a Festival Organizer." *Advances in Southeast Asian Studies* 15(2). <https://aseas.univie.ac.at/index.php/aseas/article/view/7181>.
- Gössling, Stefan, and C. Michael Hall. 2021. *The Sustainable Chef: The*

- Environment in Culinary Arts, Restaurants, and Hospitality. Routledge.
- Green, Gary Paul, and Michael L. Dougherty. 2008. "Localizing Linkages for Food and Tourism: Culinary Tourism as a Community Development Strategy." *Community Development* 39(3):148-58. doi:10.1080/15575330809489674.
- Halseth, Greg, Sean Markey, Laura Ryser, and Don Manson. 2016. *Doing Community-Based Research: Perspectives from the Field*. McGill-Queen's Press-MQUP.
- Hong, Jeou-Shyan, and Chen-Tsang (Simon) Tsai. 2012. "Culinary Tourism Strategic Development: An Asia-Pacific Perspective." *International Journal of Tourism Research* 14(1):40-55. doi:10.1002/jtr.834.
- Lin, Yi-Chin, Thomas E. Pearson, and Liping A. Cai. 2011. "Food as a Form of Destination Identity: A Tourism Destination Brand Perspective." *Tourism and Hospitality Research* 11(1):30-48. doi:10.1057/thr.2010.22.
- Novelli, Marina. 2024. "Building Tourism Ecosystems for Sector Sustainability and Resilience through Peer-to-Peer Collaboration and Open Innovation." *Current Issues in Tourism* 27(7):1003-7. doi:10.1080/13683500.2023.2191837.
- Prasetya, Erwin Edhi. 2019. "Jejak Warisan Bebek Slamet (Asli) Kartasura." <https://www.kompas.id/baca/utama/2019/10/02/jejak-warisan-bebek-slamet-asli-kartasura>.
- Quinn, Bernadette. 2005. "Changing Festival Places: Insights from Galway." *Social & Cultural Geography* 6(2):237-52. doi:10.1080/14649360500074667.
- Rahmanto, Dwi Nur. 2023. "H. Slamet Fried Duck (Original) Authentic Heritage Recipe."
- Rey, Larasati. 2023. "Pertama Kali! Kartasura Gelar Festival Bebek Internasional." <https://jateng.idntimes.com/news/jawa-tengah/pertama-kali-kartasura-gelar-festival-bebek-internasional-00-q9p11-l35yvf>.
- Richards, Greg. 2015a. "Evolving Gastronomic Experiences: From Food to Foodies to Foodscapes." *Gastronomy and Tourism* 1(1):5-17.
- Richards, Greg. 2015b. "Evolving Gastronomic Experiences: From Food to Foodies to Foodscapes." *Gastronomy and Tourism* 1(1):5-17. doi:10.3727/216929715X14298190828796.
- Ricklefs, Merle Calvin. 1993. *A History of Modern Indonesia since c. 1200*. MacMillan London.
- Rinaldi, Chiara, Alessio Cavicchi, and Richard N. S. Robinson. 2022. "University Contributions to Co-Creating Sustainable Tourism Destinations." *Journal of Sustainable Tourism* 30(9):2144-66. doi:10.1080/09669582.2020.1797056.
- Rohimat, Asep Maulana. 2023. "HUT Kartasura Ke 343: FEBI UIN Said Inisiasi Festival Bebek Korek Bertaraf Internasional." <https://febi.uinsaid.ac.id/hut-kartasura-ke-343-febi-uin-said-inisiasi>



- festival-bebek-korek-bertaraf-internasional/.
- Sapujiati, Ruthsahaya. 2023. "Kartasura International Fried Duck Festival Program Plan."
- Sheoran, Manohar. 2025. *Gastronomic Tourism: A Handbook*. Educohack Press.
- Tobing, Dio Herdiawan, and Vicky Nauli Barreto Simanjuntak. 2022. "Indonesian Foreign Policy and the Creative Economy: The Journey, Diplomacy, and the Pandemic." *CREATIVE ECONOMY 2030*. [https://www.researchgate.net/profile/Assel-Imayo/publication/372953116\\_Toward\\_Sustainable\\_Recovery\\_and\\_Inclusive\\_Growth\\_of\\_the\\_Creative\\_Economy\\_in\\_a\\_Post-COVID-19\\_World\\_Chapter-15\\_p209-221\\_ABDI-creative-economy-2030/links/64d0cbc040a524707ba301de/Toward-Sustainable-Recovery-and-Inclusive-Growth-of-the-Creative-Economy-in-a-Post-COVID-19-World-Chapter-15-p209-221-ABDI-creative-economy-2030.pdf#page=53](https://www.researchgate.net/profile/Assel-Imayo/publication/372953116_Toward_Sustainable_Recovery_and_Inclusive_Growth_of_the_Creative_Economy_in_a_Post-COVID-19_World_Chapter-15_p209-221_ABDI-creative-economy-2030/links/64d0cbc040a524707ba301de/Toward-Sustainable-Recovery-and-Inclusive-Growth-of-the-Creative-Economy-in-a-Post-COVID-19-World-Chapter-15-p209-221-ABDI-creative-economy-2030.pdf#page=53).
- Waghid, Yusef. 2002. "Knowledge Production and Higher Education Transformation in South Africa: Towards Reflexivity in University Teaching, Research and Community Service." *Higher Education* 43(4):457–88. doi:10.1023/A:1015211718131.
- Yudhistira, Bara. 2022a. "The Development and Quality of Jackfruit-Based Ethnic Food, Gudeg, from Indonesia." *Journal of Ethnic Foods* 9(1):19. doi:10.1186/s42779-022-00134-7.
- Yudhistira, Bara. 2022b. "The Development and Quality of Jackfruit-Based Ethnic Food, Gudeg, from Indonesia." *Journal of Ethnic Foods* 9(1):19. doi:10.1186/s42779-022-00134-7.