

**FINE DINING RESTAURANT DEVELOPMENT AS CULINARY
DESTINATION ATTRACTION IN BALI TO ACHIEVE
MICHELIN STARS AWARD**

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Abstract

The Michelin Guide had its start in the late 19th century, according to its website. The Michelin Guide in France to see how the quality of a restaurant should be. This institution only assesses the quality of food. Indonesia with its diverse culinary wealth and supported by many types of restaurants that serve world-class food, but to date none has won the Michelin Stars award. One of the fine dining restaurant in Bali, named BLANCO par Mandif Restaurant which through early observation have the potential to win this award associated with the Michelin Red Guide evaluation criterias. This study was a qualitative descriptive, using purposive sampling, in-depth interviews with the restaurant manager for data collection and the Miles and Huberman models for data analysis. The results showed that there are four main potential aspects of restaurant, namely of Core value, Chef personality, Menu, and Achievements, those represent fundamentals, identity and restaurant reputation, as well as awareness for the Michelin Company. The five aspects have chance to win the Michelin Stars award, while the rest are professional and credible assessments by the Michelin inspector. From this reserch hope the government cares about the Michelin Star Award.

Keywords : *Fine Dining Restaurant, Michelin Star, Culinary, Destination, Bali*

A. INTRODUCTION

Globally, restaurants have evolved into places that change many people's perspectives on food. If in the past the restaurant was only limited to the right food and beverage service, but along with its development the restaurant has become a staple attraction that requires the people who work in it to always innovate in the presentation of food that is carried out for the sake of achieving expectations from their customers. Fine dining restaurant is one of type of restaurant that the typically more sophisticated, unique, and expensive than an

average restaurant. The décor of such restaurants features higher-quality materials, with establishments having certain rules of dining which visitors are generally expected to follow, sometimes including a dress code and good quality of food.

Restaurant is a place to provide food or meals which is a facility of a traveler. Because of the food people we will come back to your place or destination as we can see from the previous research that the results revealed that in general, Italy had the most favorable food image and the highest potential to be visited in the future. Significant positive relationships were found between food image and visit intentions. The study also confirmed that travelers' purchase decisions were significantly influenced by different types of information sources. This information would be particularly useful for destinations interested in promoting culinary tourism (Ab Karim & Chi, 2010). This statement supports also by (Nastabiq & Soesanto, 2021) said that based on the processed data, the CR value for the influence of the variable of destination attractiveness on tourist satisfaction that meet the requirements and the conclusion obtained is that there is an influence between the quality of destination services on the interest to visit again.

Culinary are the cuisine of food preparation, cooking, and presentation of food, usually in the form of meals. People working in this field especially in establishments such as restaurants, call Chef. In addition, chefs and restaurateurs have also improved their ability to run a restaurant business. Because currently the food served is not only limited to the taste on the tongue, but also how the food presentation, food color, and technique of cooking become a unit that can provide a different experience and satisfaction to customers. Science, professionalism, high curiosity, and the open-minded nature of a chef in the culinary field are fundamental things that must be continuously improved and maintained.

According to (Daries et al., 2018) that food and beverage Service in its development always adapts the things desired by guests in order to achieve their satisfaction. This adaptation can be seen in the interior changes, the composition of employees based on gender and demographics, the facilities offered and the arrangement of menus in a restaurant. Significantly visible is a change in the

menu arrangement that is currently influenced by trends, lifestyles, geographical conditions, healthy lifestyles and those with special needs. Of the many types of restaurants that exist, fine dining is a type of restaurant where food service operation is not only limited to the deliciousness of food, but also considers the layout of the restaurant, tableware and beverages, types of food and beverages, professionalism and capabilities of employees, and also service quality is an aspect that must be considered for smooth operation.

Referring to the development of restaurants that have transformed in accordance with the cultural development of a region, in Indonesia itself, especially in Bali there are many types of food and beverage service operations whose applications have been adapted according to the needs of the community from the middle to lower to upper middle, such as street food types to exclusive ones such as fine dining restaurants. Along the way, of course, business actors are competing to provide the best in serving food according to their class and market share and all of that refers to the quality standards of each food itself but looking at the data from the Bali Provincial Tourism Office (2018) about the development of restaurants or restaurants in Bali, there has been no classification of restaurants whether it is food street, mid scale, fine dining and even the Michelin Star category.

Within the circle of the food and beverage service business, there are various kinds of professional rating agencies in a restaurant that specialize in the quality of its food. The famous has a great influence on the image of a restaurant is the Michelin Guide which is a leading professional institution from France as a rating provider at a restaurant in different countries of the world. Basically, the grading system of Michelin Guide focuses solely on food quality.

Aspects such as interior design, cooking techniques or trends, and the size of a restaurant are not considered at all in the assessment (Daries et al., 2021). According to [guide.Michelin.com](https://www.michelin.com)'s official website, aspects of the Michelin Guide assessment include: quality of products, mastery of flavor and cooking technique, personality of the chef, value for money, and consistency of food. Not a few restaurants are pursuing the Michelin Star title, making the assessment aspect of

the Michelin Guide their guide in winning awards. In addition, restaurants that have earned the title have also consistently retained titles or added to their stellar collections.

Michelin Guide's reputation has been recognized for centuries as a professional company that rewards restaurants around the world. What distinguishes them from other rating companies is the presence of professional inspectors who are recruited to research, select, visit, and assess a restaurant that will be awarded the Michelin Star title. The Michelin Guide has published restaurant guidebooks in 32 countries around the world and a total of 15,346 restaurants recorded as of the first quarter of 2020 which won five types of awards in the Michelin Guide. But in Indonesia itself, not a single restaurant has won this title, which is based on the official Michelin Guide website, which is <https://guide.michelin.com>.

The above statement is also supported by the results of previous research by (Duralia, 2017) the results of the study showed the meal experience scale satisfactorily measures service performance and leads to the formation of brand credibility. Subsequently, brand prestige and brand love significantly predicted customers' loyalty intentions. Additionally, brand credibility helps form the trust of the Michelin guide and eventually predicts the long-term reputation of the guide. Michelin Stars are not given depending on the location or the service, but they are rather based exclusively upon the quality of the food (Kiatkawsin & Han, 2019) and the last rule that every Michelin Guide has in common is the criteria used for the assessment. Being one of the most influential Michelin Guides in the gastronomic landscape, the Michelin guide has very precise standards that must be evaluated by every inspector when judging restaurants. Many countries want to have Michelin Star because Michelin Star focuses on gastronomy, this statement is supported by (Kiatkawsin & Sutherland, 2020) said that Michelin Guide's importance in gastronomy and luxury gastronomy becomes ever more important worldwide (Kruja & Gjyzezi, 2011)

In terms of concept and quality, restaurants in Indonesia, especially for BLANCO Par Mandif Restaurant in Bali, have objectively met the requirements

to achieve the Michelin Star title. BLANCO Par Mandif Restaurant carries the theme of gastronomy which has the meaning of art in choosing, preparing, serving, and enjoying delicious food. Directly inspired by the chefs in it who already have passion and capabilities in the field of gastronomy.

Based on preliminary observations, the existence and concept promoted by BLANCO par Mandif Restaurant has not fully demonstrated the involvement of institutions such as the Michelin Guide or from the restaurant in involving themselves to make the restaurant a candidate that should be considered as one of the restaurants in Indonesia for earned the Michelin Star title. For BLANCO par Mandif Restaurant with the results of this study, it is hoped that restaurant industry players in this case the BLANCO par Mandif party can consider future targets in increasing restaurant success periodically, because there has been a fairly clear visualization of restaurant excellence in winning the Michelin Stars.

Based on the information above, this research question is what are the potentials of BLANCO par Mandif as a fine dining restaurant in the Michelin Stars as attraction destination? and what is the role of potential aspects of BLANCO par Mandif fine dining restaurants in the Michelin Stars earned?

B. RESERCH METHOD

This research was implemented the qualitative approach which was conducted at BLANCO par Mandif Restaurant located in the Blanco Museum Complex, Jl. Raya Tjampuhan, Ubud, Sayan, Gianyar Regency, Bali 80571. This restaurant was awarded the #1 Best Fine Dining in Indonesia and #17 Best Fine Dining in Asia awarded by Tripadvisor 2019 Travelers' Choice, with the theme Indonesian Cuisine. The website owned is <https://blancoparmandif.com>

The type of data used is qualitative data used covering a brief history of the establishment of the Michelin Guide, the reputation and development of the Michelin Guide around the world, the publication of the Michelin Red Guide, the Michelin Star assessment process, and the concept of fine dining at BLANCO par Mandif Restaurant, while quantitative data used includes the number of countries listed in the Michelin Guide, the number of award types won by each country, and the number of fine dining restaurants in Bali.

The data was collected by observing the restaurant condition, the awards data, secondly interviewing the informants such as experience of chef, operational manager, and owner. And then taking data from website of Michelin Star, after taking reference from previous research, book and finally for process data.

For data sources are produced from primary data secondary data collected directly by authors from the field four previous studies, libraries, and studies. This research uses qualitative research, so these data are obtained through the results of field observations, interviews with questionnaires available to resource persons with managers, chefs and owners, and data about informants. The primary source of data collection is the activities that have been carried out by BLANCO par Mandif Restaurant which has the potential to win the Michelin Star award.

The data analysis technique uses the method of (Sugiyono, 2019) where the data analysis process is carried out interactively and consistently so that the data obtained is more in-depth and directed. There are three ways to perform data analysis, including Data Reduction, Data Presentation, Data Interpretation and Verification.

C. RESULT AND DISCUSSION

From the data that has been obtained through observation methods and interviews with related informants. The data presented uses a qualitative descriptive approach and is processed inductively and exploratory. So that the data provided can be accounted for its relevance and reliability. And the data obtained will be spelled out in the form of a comprehensive narrative can be seen below:

Tabel 1. Countries listed in the Michelin Red Guide

COUNTRY	3 STARS	2 STARS	1 STAR	BIB GOURMAND	PLATE MICHELIN	TOTAL
United States	14	33	158	376	926	1507
Austria	1	6	12	18	56	93
Netherlands	2	16	91	131	330	570
Belgium	1	22	105	153	582	863
Brazil	0	3	15	31	13	62
Denmark	1	6	17	11	56	91

Finland	0	0	6	3	21	30
Hongkong	7	12	51	65	84	219
Hungary	0	1	5	3	17	26
United Kindom	5	20	141	110	996	1272
Ireland	0	3	15	20	123	161
Islandic	0	0	1	0	5	6
Italia	11	35	326	266	1435	2073
German	10	43	253	370	892	1568
South Korea	2	7	22	60	87	178
Croasia	0	0	7	10	53	70
Luxemburg	0	1	8	14	36	59
Maccau	3	7	10	7	38	65
Malta	0	0	3	3	20	26
Norwich	0	1	10	1	27	39
France	29	86	512	560	2227	3414
Poland	0	0	2	6	41	49
Portugal	0	7	19	35	101	162
Republic of Ceko	0	0	2	4	25	31
San Marino	0	0	1	0	0	1
Singapore	2	5	37	58	140	242
Spain	11	29	173	264	828	1305
Sweden	1	5	11	15	47	79
Swiss	3	21	96	142	364	626
Taiwan	1	5	18	58	79	161
Thailand	0	5	24	94	157	280
Greece	0	1	3	4	10	18
TOTAL	104	380	2154	2892	9816	15346

Source : guide.Michelin.com/

Based on the table above, it can be seen that the French state has received the Michelin Guide award for each category. This does not escape its history, namely the launch of the first Red Guide Book was in France where the first official publication to assess fine dining restaurants was in 1926, so there is a long enough gap of years to publish and rate restaurants outside of France. In total in France there were 29 restaurants obtaining "Three Stars", 86 restaurants obtaining "Two Stars", 512 restaurants obtaining the title "One Star", 560 restaurants obtaining "Bib Gourmand", and 2227 restaurants acquired "The Plate Michelin".

From the table, it can also be interpreted that the larger the award category, the fewer the number of restaurants that manage to get it. As evidenced by the total of 9816 restaurants won by "The Plate Michelin", 2892 restaurants that won

"Bib Gourmand", 2154 restaurants that won "One Star", 380 restaurants that won "Two Stars", and 104 restaurants that won "Three Stars " in 32 countries recorded. It can be assumed that if a restaurant wants to win an award on it, it requires hard work and good teamwork in maintaining the consistency of the taste of the food served.

Regarding the development of the Michelin Red Guide publication from year to year, there are still many restaurants in parts of the world that have not been exposed to their existence and potential to enter and achieve the Michelin title. Especially in Indonesia itself which has a diverse culinary heritage. Where it has been modified and adapted to be further introduced so that all types of circles can enjoy it easily. From street food to haute cuisine in the concept of fine dining. Based on my interview to Chef Mandif Warokka that Indonesia have not licence of Michelin. Refereing to previous research by (Lee & Tao, 2021) the Michelin Guide's importance in gastronomy we present a review of literature that informed our creation of a model that we applied in a case study of Michelin-starred restaurants in Spain. This support by (Madeira et al., 2022) said from previous research that the study explores the culinary creativity of Michelin Star chefs, with the assumption that the cuisine prepared by them can be considered art, or at least, that it has an artistic component which makes each restaurant unique.

In Bali in particular, the development of restaurants and restaurants for a small scale is very rapid, especially for tourism destinations. There are adaptations and modifications of food recipes that have been passed down from a long time ago, or innovations in new food recipes but still maintain their original characteristics. The following is data on the growth of restaurants and restaurants in Bali in the last five years :

Table 2. Growth in the Number of Restaurants and Restaurants in Bali

Regencies/ Cities	Year					Total 5 Tahun
	2015	2016	2017	2018	2019	
Jembrana	76	76	76	76	134	438
Tabanan	32	32	40	40	80	224
Badung	825	823	823	823	823	4 117

Gianyar	504	504	505	622	612	2 747
Klungkung	31	31	31	146	243	482
Bangli	17	22	30	36	44	149
Karangasem	70	118	118	120	146	572
Buleleng	173	173	173	200	200	919
Denpasar	449	438	455	455	582	2 379
Total :	2 177	2 217	2 251	2 518	2 864	12 027

Source : Central Statistics Agency of Bali Province 2019

Based on the table above, every year the growth of restaurants and restaurants is quite volatile but not significant. Some have stagnated growth in recent years. It can also be seen that there are three regions that have dominated the growth of restaurants and restaurants in the past five years. The first is Badung Regency with a total of 4117 restaurants and restaurants, then Gianyar Regency with 2747 restaurants and restaurants, and the last is Denpasar City with a total of 2379 restaurants and restaurants. The large number of restaurants and restaurants in these three regions is inseparable from the large number of tourist destinations in the region, so that many eating and drinking facilities should be available. From the data above, it is also not seen the classification or type of restaurant.

Of the many restaurants and restaurants in Bali in particular, and judging from their development in the last five years, it is not impossible that one of them deserves to be noticed by the Michelin Guide. In addition, the predicate category owned by the Michelin Guide is very likely to be owned by non-restaurant venues but provides quality food that meets the five criteria of the Michelin Guide assessment. So in other words, the Michelin Inspectors measure and objectively assess the food being tasted.

From so many types of restaurants to restaurants in Bali, the author sampled a fine dining restaurant in the Ubud area, Gianyar called BLANCO par Mandif Restaurant. The author would like to explain the extent to which this restaurant meets the five Michelin Guide assessment criteria so that it can be reached by the Michelin Company in the future and publish it in the Michelin guidebook. And the first aspect that can be seen is the variety of menu types served at BLANCO par Mandif Restaurant.

In a fine dining restaurant, the menu served is very I dentik with Table D'hote (set menu). And one of those set menus is called Degustation style menu. This type of menu is commonly called a tasting menu because it is served in small portions which is usually a representation of signature dishes / chef's suggestions. It consists of 8 courses, which is more where each course has its own type of minuman. In the composition of one degustation menu there is usually red meat, seafood, and dessert. BLANCO par Mandif Restaurant itself has three types of degustation menus with 7 courses each, namely Chef Suggestion, Vegetarian, and Pescatarian with different price. Example menu dessert below from local to global :



Figure 1. Getuk 5.0

Source : blancoparmandif.com/behind-the-progressive-getuk-5-0/

This dessert is a masterpiece from Chef Warokka because this dish has undergone changes five times until finally the latest version of Getuk 5.0 was created. Creativity is very important to give the best experience to guest and culinary creativity can be defined as a form of expression of the chef inner world, reflecting a process of externalization into a perceptive form food (Rita et al., 2022)

This traditional food typical of the Magelang area, West Java is created in the form of gastronomy style without reducing the traditional side in its processing. The basic ingredient is cassava mashed with a mixture of granulated sugar. However, by Chef Warokka created by adding butter and vanilla which

makes the texture and taste soft and balanced. In addition, other ingredients such as coconut foam, grated roasted coconut, and peanut butter ice cream.

Based on above informatin that the role of the chef is not only to prepare the dishes during the service, but it is also to monitor every aspect of what happens in the kitchen. This includes the constant control of hygiene and safety conditions for every employee working in the kitchen, but also supervision of the quality of the raw ingredients provided by suppliers. The chef is also involved in the process of cost controlling, because together with the food and beverage manager, they will choose the menu and establish the food cost for each dish, determining whether it must be reduced or not. Therefore, chefs must constantly measure the quantities for each dish and teach the right portions to his or her sous-chefs (ŞahiN et al., 2021) and the chef Warokka used local food. (Kiatkawsin & Sutherland, 2020) said that as recent trends grow, there are two topics Michelin inspectors do care about more than what they used to: local cuisine and sustainability of the food. This is important in the case of restaurants who promote the reduction of food miles and enhance the use of local ingredients.

Examining from one of the courses presented above, it is known that BLANCO par Mandif Restaurant strives to always present indonesian food in a gastronomy style that has deep philosophical value that makes who. Only those who enjoy it can recognize its characteristics even though it has been adapted in such a way. As quoted from (Duralia, 2017) says "Fine dining has made a strong entrance in the culinary scene worldwide and chefs who represent this type of cuisine are becoming representatives of innovation due to the unique dining experience they tend to offer." Thus, the current trend of bringing unlimited innovation and creativity to a chef. Therefore, there is a need for real appreciation for this activity for the sustainability of all aspects involved.

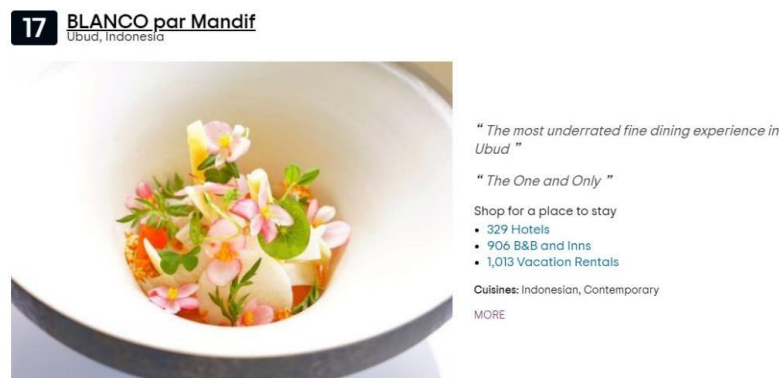
Achievements and Activities



Figure 2. BLANCO par Mandif As 1st Best Fine Dining Restaurant in Indonesia via Tripadvisor's Travelers' Choice Awards

Source : www.tripadvisor.com/TravelersChoice-Restaurants-cFineDining-g294225

Figure 4.2 explains that BLANCO par Mandif was once named the 1st Best Fine Dining Restaurant in Indonesia out of 10 restaurants selected by Tripadvisor in 2019. In addition, in the same year, BLANCO par Mandif made it into the "50 Best Discovery" which is an online ranking for restaurants with certain assessment categories. Not only does it make it easier for food enthusiasts to find the best restaurants, but also as a place of appreciation to chefs and restaurateurs for their hard work.



Source : www.tripadvisor.com/TravelersChoice-Restaurants-cFineDining-g2

Figure 4. BLANCO par Mandif As 17th Best Fine Dining Restaurant in Asia by Tripadvisor's Travelers' Choice Awards

In addition, in the same year BLANCO par Mandif ranked 17th out of 25 restaurants selected for the fine dining category. This shows that the reputation

and existence of BLANCO par Mandif is recognized for its quality for lovers of gastronomy style.



Figure 5. Chefs from BLANCO par Mandif Win Gold Medal at the 2019 Australian Grass-Fed Goodness Cooking Challenge

Source : blancoparmandif.com/blanco-par-mandif-received-gold-medal-at-australian-grass-fed-cooking-challenge-2019/

By putting all their thoughts, energy, and creativity, the three chefs competed professionally and strongly reflected the fine dining concept they applied. This activity was carried out at Gourmet Garage which aims to raise funds to support the activities of Young Chefs Club Bali.



Source : blancoparmandif.com/blanco-par-mandif-x-salon-bali-the-exploration-of-tropical-tastes/

Figure 6. Chef Mandif Warokka Collaborates With Nic Philip at Bali Salon

In this activity, these chefs try to serve and maintain the Indonesian taste of the food. They understand that any kind of recipe can be modified and accepted by anyone in the form of gastronomy style. As condiments are Rempyek, Karedok and Sambal Cobek. Then the type of appetizer served is fried foods served with melted cheese. For soup, Sayur Asem is served with crab filling. In the main course section is Duck Betutu which is cooked with a traditional system.

And the last one in the dessert section is Es Kombucha and Cuvee de Bali Chocolate Tart.

Apart from observation, the data collected came from in-depth interview methods with informants relevant to the research problem. In terms of finding and understanding new perspectives from business actors on the existence of the Michelin Guide in relation to fine dining restaurants, the author conducted an in-depth interview with BLANCO par Mandif, namely Mrs. Resva Conita as Operational Manager. Based on the data that has been reduced, it is known that BLANCO par Mandif from its inception in presenting new innovations in the form of gastronomy food which in this context adapts and introduces Indonesian culinary. Supported by signature menus and also facilities that are guided by high class restaurant / fine dining standards. The management believes that the recipes of Indonesian cuisine are endless and will always be adaptable in all forms of cooking techniques without compromising the flavor, historical and cultural elements contained in them.

The management uses products from local suppliers for every grocery use. They chose Kedonganan Fish Market as a place to meet their needs because the majority of the menu is made from seafood. However, there are some materials imported directly from outside such as Hokkaido Scallop, Sea Urchin, Wagyu, Mirin, and Sake. He also said that every dish served is always guided by the quality and vision that was built long ago, so that it becomes a complete unity in representing the image of the restaurant.

Regarding the future vision of achieving the Michelin Star title, the management is actually quite enthusiastic to be part of the Michelin Guide, especially if it can become the first in Indonesia. But on the other hand, it is necessary to intervene with the government and provide a commission fee as part of the assessment fee for the Michelin Company, thus making the Indonesian state the next destination in finding Michelin star restaurant candidates.

The management is also evaluating the strengths and weaknesses of its restaurants in competing with similar restaurants in Indonesia, which are not small in number. So they don't make any missteps in making decisions, even though

actually getting a Michelin-class award is the highest form of appreciation for the restaurant industry and a silent marketing strategy to maintain reputation.

Potential Aspects of BLANCO Restaurant par Mandif

There is no official record of how the assessment process for a prospective Michelin Star winning restaurant is, this is supported by a statement by Johnson et al (2005), Michelin (2018) and Bianca Carlotta Chiappetti. 2019 in their study that said "there are no written criteria or "accreditation standards" for what constitutes the quality level required for the various star levels. The idea behind this, according to Michelin, is to ensure the creativity and individuality within the restaurant sector and avoid standardization" and specific criteria for the assignment of the stars are kept secret by the Michelin Guide, who does reveal very little about the selection process.

Therefore, the author will describe four potential aspects possessed by BLANCO par Mandif so that it is possible to have the opportunity to win the title :

(1) Core Value, since its establishment in 2015 and until now, BLANCO par Mandif is committed to being a pioneer in introducing the cuisine of the archipelago in a different way. With the concept of gastronomy applied in the form of a degustation menu, Chef Mandif Warokka and his team adapted the original recipes of the archipelago that have diverse values and histories in each region. "Nurturing Nature & Culture" is a vision that is used as an absolute handle in conceptualizing, creating, innovating, and adapting to the archipelago's food which is very diverse and comprehensive. Always prioritizing historical and cultural values in every dish, is a form of appreciation for what nature gives for sustainability in innovating in the culinary field, (2) Chef Personality The birth of BLANCO par Mandif is inseparable from the role of a chef who has integrity and high passion for the world of gastronomy. Chef Mandif Warokka is one of the many professional chefs who want to introduce Indonesian cuisine to a higher level in different packaging. He has been named "The Best Chef in Bali 2011" and "Best Restaurateur 2014", as well as several other personal achievements at home

and abroad. He is not alone in managing the restaurant, but is assisted by other professional chefs in developing his business, namely Chef Ali as Chef de Cuisine. For good collaboration, they can still go hand in hand and uphold the core values that have been formulated for the sustainability of the restaurant, (3) Menu : Bringing dishes in the form of a degustation menu based on the fact that each guest can continue to enjoy food separately in each portion without compromising the quality. In addition, Indonesian culture and history are strongly reflected through the use of terminology from Sanskrit by Chef Mandif Warokka in the three degustation menu names, namely Adiboga where Adi means "big" and Boga means "food" Then Tirta Loka comes from two words, namely Tirta means "water" and Loka means "world". While Giri Loka literally where Giri means "mountain" and Loka means " world". And in its application, Signature Dish reflects Gourmet because in each basic ingredient there are all kinds of dishes, such as beef, chicken, and other types of meat. The Pescatarian menu reflects Tirtaloka because there are seafood-based dishes in it. And for Vegetarians the menu reflects Giriloka because of its dishes that represent natural or vegetable elements. Therefore, the menu served contains educational elements that directly introduce the culture and characteristics of the archipelago that have a character in a food., (4) Achievements: participation A restaurant both personally and in groups is one of the important indicators in increasing the visibility and awareness of others to what is inside a restaurant. In the case of BLANCO par Mandif, several national and international level competitions have been followed that indirectly boost the popularity of the restaurant. In addition, participation in the competition provides another perspective, namely that not always owning a restaurant is about business and profiteering alone, but more than that, taking part in competitions and similar types of activities gives chefs and restaurateurs the opportunity to share knowledge and honing skills in the culinary world, especially gastronomy.

Analysis of the Role of Potential Aspects of Restaurants

The first role is core values, chef personality and menu is an aspect that explains how the basic foundation of a restaurant is formed. These three aspects simultaneously form the character of a restaurant and at the same time as a tool in adapting to all forms of issues and trends in the business world which are very volatile in development. The "chef personality" and "menu" aspects contribute to building the restaurant's identity and reputation. Because these two aspects are very visible physical forms for everyone who wants to feel the experience in them. When identity and reputation have been established, the relationship between the "chef personality", "menu", and "Achievements" aspects is the last thing to consider. Because, the additional role of the "Achievements" aspect here serves as an awareness about the existence of the BLANCO par Mandif restaurant for food enthusiasts, art lovers, to food critics for the achievements that have been achieved by the restaurant. A variety of positive and negative reviews will also accompany the process so that it can become an "echo" in getting the attention of food rating companies (Michelin Guide) for further assessment.

The potential aspects already mentioned, if linked to the five assessment criteria of the Michelin Red Guide will answer the formulation of the problem comprehensively where this study seeks to explore as deeply as possible the potential can bring BLANCO par Mandif to become a strong candidate for the Michelin Stars title as culinary destination attraction in Indonesia specially in Bali. If compare to Thailand that Thailand more advance about culinary destination attraction with Michelin Star Award. This statement suport by Lisa Gries (2023) said that Thailand continues to rise as a culinary destination to watch, as this year's Michelin Guide listing includes 441 entries for Thailand, a jump from the 261 entries in the 2022 edition. Furthermore, the sixth edition of the Guide in Thailand has extended its coverage from Bangkok, Chiang Mai, Phuket & Phang-Nga, and Phra Nakhon Si Ayutthaya, to include Nakhon Ratchasima, Udon Ratchathani, Udon Thani, and Khon Kaen as representative cities of the Isan region. Considering what restaurants have gone through with the pandemic, the list also showcases restaurants that have maintained their top-tier service and quality despite the circumstances.

Here is the relationship between the four aspects found and the five Michelin Stars judging criteria. The first and second criteria are quality of product and Mastery of Flavor and Cooking Technique. This is no doubt because BLANCO par Mandif was once named the 1st Best Fine Dining Restaurant in Indonesia out of 10 restaurant lected by Tripadvisor in 2019. In addition, in the same year, BLANCO par Mandif made it into the "50 Best Discovery" which is an online ranking for restaurants with certain assessment categories . The same year BLANCO par Mandif As the 17th Best Fine Dining Restaurant in Asia by the Tripadvisor's Travelers' Choice Award. It is not used to gain appreciation because the dishes owned by BLANCO par Mandif each have their own character and characteristics. Because each of the ingredients is processed without reducing the original taste. The processing carried out is adjusted to the type of ingredients, the combination of ingredients, and the concept of the dish. Equipped with the experience and strong intuition of a Chef Mandif Warokka, gastronomy can turn traditional food into luxurious and high value and the food served has good quality raw materials obtained from local producers in the Ubud area, Gianyar. The restaurant tries to serve each dish in line with the slogan "from nature to table". Paying attention to the advantages and niqueness of each ingredient is an important aspect so that the essence and values of the processed ingredients can still be felt. M refers to the third criterion, namely Chef Personality, the reputation of a Chef Mandif Warokka who has been in the gastronomy world for decades, traveled the world to learn about existing trends, and decided to build his own restaurant aimed at to introduce Indonesian cuisine. He employs people who share the same vision in the world of gastronomy and becomes an executive chef as well as a leader who is characterful, humble, polite, disciplined, a role model.

The next fourth criterion is Value For Money. BLANCO par Mandif strives to provide an unforgettable experience on the dinner table. With three types of menus made according to the needs of guests with an IDR price range. 1,500,000 (no beverage pairing) up to IDR. 2,700,000 (with beverage pairing) is enough to provide an exclusive dining experience. In addition, guests gain unlimited privacy

throughout the process coupled with unique interior design treats, unique tableware, and views of the Ubud river surrounded by shady trees and green hills.

Finally, the fifth criterion is Consistency which is the most important aspect of the previous four criteria. Because, it is important for a prospective Michelin restaurant, to pay attention to the consistency of each of the assessment criteria above for the sustainability of the predicate that is owned later. It can be counted for its consistency because it has been established since 2015 until this year that Blanco par Mandif can declare the existence of its restaurant as one of the best fine dining to current time.

D. CONCLUSION

Through an in-depth analysis process, it is known that BLANCO par Mandif has potential aspects in achieving the Michelin Stars title as culinary destination attraction, such as quality of product and Mastery of Flavor and Cooking Technique, Chef Personality, Value For Money, Consistency. With this aspect already in place, the Michelin Company can at least "glance" and consider this restaurant fine dining as one of the strong candidates. Referring to the five assessment criteria of the Michelin Stars, these five aspects can meet the requirements. The obstacle in this study is that there is no percentage guide from the Michelin star indicator, what year of consistency to do, how much money to spend if the restaurant wants to get a Michelin star.

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