

Bu Rora

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Comunnity Interest of Betawi Traditional Culinary in Bekasi, West Java; an evidence-based approach

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ABSTRACT

The environmental and historical conditions of an area greatly influence the values that develop in that blood. One of the specific characteristics of a human group is food. This research aims to 1). Identifying people's interest in traditional Betawi culinary products at adolescence and adulthood. 2). Identifying obstacles in the development of traditional Betawi culinary products in terms of taste, form and easy access to traditional culinary products, especially Betawi food. In conducting this research, the research population is the people in Bekasi City with two categories of adolescents 12-21 and adults 22-35 years. With a sample size of 30 respondents and with the chi-square test and the frequency distribution method, it was found that traditional food has a fairly good development opportunity, considering that traditional food has quite high cultural values, beliefs and memories and exploration value. In addition, the factors of composition of ingredients and composition of complementary spices, food color and food design, price compatibility with consumer ability, ease of access to food, image of traditional food related to social status and economic status and time in processing food and cleanliness are also a concern of connoisseurs. Food

Keywords: Traditional food, interest, culinary

1. Introduction

The environmental and historical conditions of an area greatly influence the values that develop in that blood. One of the specific characteristics of a human group is food. Art culinary is one part of culture, culinary refers to the richness of traditional food varieties, foods, snacks and snacks which refer to regional identities and certain ethnic groups (Koentjaraningrat, 1996; 103) Proceeding of the International Conference on Tourism and Heritage Management (ICCT 1996), Yogyakarta, Indonesia. There is a lot of diversity in the food consumed as a result of the different environments in which these groups live, this diversity is related to the basic ingredients available, the process in food processing to the patterns and ways of consuming these foods.

Local culinary is often associated with two descriptors in sustainable agriculture, which are environmentally friendly and support the local economy (Saleh, 2012), thus it is hoped that the increasing public interest in traditional culinary, which is the identity of an area and uses basic ingredients and supporting materials. which are available in nature and are environmentally friendly can support the local community's economy through opening up business opportunities.



Epistemologically, Betawi culture is a mixed culture or culture of various ethnicities. Since the Dutch era, Jakarta has been the capital city of Indonesia, attracting immigrants from inside and outside the archipelago. The tribes that inhabit Jakarta, among others, are Javanese, Sundanese, Minang, Batak, and Bugis. Apart from the people of the archipelago, Jakarta culture also absorbs a lot from foreign cultures, such as Arabic, Chinese, Indian and Portuguese cultures. With cultural diversity that eventually acculturates each other, it influences the traditional culinary products found in Bekasi as a buffer zone for Jakarta.

In general, Betawi culinary products in Bekasi are categorized into two major parts, namely the main course (main course) which is the staple dish of a complete menu arrangement which is served breakfast, lunch or dinner, with larger portion sizes such as Soto Betawi, Karedok, Gado-gado, sampyol chicken which is usually served as a companion to rice and nasi udud. The second category is snacks or snacks which are the terms for foods that are not the main menu (breakfast, lunch or dinner) such as egg crust, Ape cake, crocodile bread, dodol betawi, pletok beer, flower shake, kelape root cake, pancong cake and rangi cake. Foods that are considered snacks are something that is meant to temporarily relieve someone's hunger, provide a small supply of energy to the body, or something that is eaten to enjoy the taste (wikipedia)

Currently, the development of society with the concept of modernization which ultimately encourages the public's interest in consuming western food so that the consequence is that traditional food is increasingly displaced. In modernization, culture, especially for minority communities, is often marginalized and underestimated by some. (Sulaiman and Saleh, 2010). According to the results of a psychographic survey by Loewe Indonesia (Palupi in Gardjito; 2003) traditional food only touches 20.1% of the Indonesian consumer society. They are those who live in villages, do not have many desires, are simple, with a low socio-economic level. To be able to attract a group of consumers who are well-established, confident and have strong character and a group of realistic consumers who constitute 28.7% of the entire Indonesian consumer society, maximum efforts must be made.

2. Methodology

The research method used is quantitative, factual and accurate research methods by making a questionnaire to respondents who will answer statements about interest in traditional food. The design used is an associative design, which is a study that aims to determine the relationship between two variables so that it can also be said to be a test of proportions for two or more events, so that the data is discrete. With this research it will be possible to build a theory that can function to explain, predict and control a symptom.

Primary is the data obtained and collected by the researcher directly by distributing questionnaires to the community in Bekasi with two categories of adolescents 12-21 and adults 22-35 years as many as 30 people. which is ordinal.

To facilitate calculations in hypothesis testing, the observed data need to be compiled into a 2 x 2 contingency table as follows:

Group	X	Y	Total
I	A	B	A+B
II	C	D	C+D
Total	A+C	B+D	n



Information:

Group I: Sample 1

Group II: Sample 2

The basic formula used to test Fisher is as follows,

$$\chi^2 = \frac{n(IAD - BCI - \frac{1}{2}n)^2}{(A+B)(A+C)(B+D)(C+D)}$$

3. Case Studies

Profile of Respondents

Overall, respondents were classified into 2 categories, namely adolescents 12-21 and adults 22-35 years. Of the 30 respondents the distribution of the number of respondents from each category can be seen in the following table:

Table 1. Number of respondents per category

Category	Number of respondents
12 - 21 tahun	18
22 - 35 tahun	12

Source: Processed primary data, 2020

From the table above, it can be seen that the number of respondents in the adolescent category is 18 people and in the adult category is 12 people. The following table is the profile of the respondents based on gender.

Table 2. Gender of respondents per category

Category	Male	Female
12 - 21 tahun	10	8
22 - 35 tahun	5	7

Source: Processed primary data, 2020

Chi-Square Test From Each - Each Question Category. Based on distributed questionnaires, mapped the number of respondents who like traditional food and those who dislike traditional food. With the following hypothesis:

- Ho: There is no difference in interest in traditional food between adolescence and adulthood.
- Ha: There is a difference in interest in traditional food between adolescence and adulthood

The results of respondents' answers can be seen from the following table,

Table 3. Respondents' interest in traditional food

Category	Yes	No	Total
12 - 21 tahun	7	11	18
22 - 35 tahun	10	2	12
Total	17	13	30

Source: Processed primary data, 2020

$$\chi^2 = \frac{30(96 - \frac{1}{2}30)^2}{(18)(17)(14)(12)}$$

$$\chi^2 = \frac{196830}{51408} = 3,83$$

With an error level of 5% and dk, the value of χ^2 table = 3.841 and with an error rate of 1% the value of χ^2 table = 6.631. It turns out that the value of χ^2 table with an error level



of 5% or 1% is greater than the calculated value of χ^2 , thus H_0 is accepted and H_a is rejected. So it can be concluded that "there is no difference in interest in traditional food between adolescence and adulthood". For the question category there are cultural values and beliefs in food.

Thus it can be seen that 56% of respondents in the adolescent category chose food because there were cultural values and beliefs in it, and 83% of respondents in the adult category also said the same thing. Overall 67% of respondents or the majority of respondents choose food because there are cultural values and beliefs.

In the Memory category, 89% of respondents in the adolescent category chose food because there was a memory value in it, and 92% of respondents in the adult category also said the same thing. Overall 90% of respondents or the majority of respondents chose food because of the value of memories.

Regarding the exploration category, there are 83% of respondents in the adolescent category choosing food because they want to explore with that food or in other words looking for new things through the food, and conversely 67% of respondents in the adult category disagree with this statement, respondents with the adult category are less likes exploration through in food. Overall the majority of respondents agreed that they were looking for something new through food, this was stated by 63% of the overall respondents. Regarding things that attract respondents to food, there are six indicators that are asked in the questionnaire, namely; taste, appearance, price, distribution, image and presentation. The results obtained are,

From the table above, 100% of respondents in the adolescent category stated that taste is important in choosing food, because taste can increase consumer interest in consuming a food. And for appearance the majority of respondents agree that food color and food design are important and can increase the desire to consume a food. While the price indicator is only 33% of respondents who consider it important, the remaining 66% do not really question the price when they want to consume a food. The same thing also happened to the distribution indicator, only 28% thought that the ease of obtaining food was something that could motivate them to consume food, 72% of respondents did not really care about the distribution indicator.

There are 56% respondents in the category of adolescents who do not really care about the image of a food, only 44% care about the image of food and are motivated to consume food because of its image. And finally, the serving indicator, 67% of respondents agree that time in processing food and hygiene are things that need to be considered when they decide to consume food, the remaining 33% do not really care about the time in processing food and hygiene.

Similar to the adolescent category from the table above, 100% of respondents in the adult category stated that taste is important in choosing food, because the composition of ingredients and the composition of complementary spices can increase consumer interest in consuming a food. And for appearance, the majority of respondents agree that food color and food design are important and can increase the desire to consume a food, and this was stated by 83 respondents.

For price indicators, distribution and presentation, 100% of respondents think it is important. This suggests that price compatibility with consumer ability, ease of access to food and time to process food and hygiene are things that can be important for them in consuming food. And for the image indicator, 83% of respondents in the adult category did not state that the image of food related to social status and economic status could motivate to consume food.



4. Conclusion

Using the che-square test, it was concluded that there was no difference in interest in traditional food between adolescence and adulthood. Overall, cultural values and beliefs, memorable values and exploration values in food are important. This can be seen from 67% of respondents or the majority of respondents choosing food because there are cultural values and beliefs, 90% of respondents or the majority of respondents choose food because of memory value, and the majority of respondents agree that they are looking for something new through food, this is stated by 63 % of all respondents, although there is a difference that 83% of respondents in the youth category choose food because they want to explore, while 67% of respondents in the adult category do not agree with this statement.

For the youth category of taste, appearance and presentation are important in choosing a food. Meanwhile, the adult category is more complex where taste, appearance, price, distribution, image and presentation are important in choosing a food.

Thus this research gets a picture that can help in developing traditional foods. Traditional food has a pretty good development opportunity, considering that traditional food has quite high cultural values, beliefs and memories. In addition, the uniqueness of traditional food can stimulate the adrenaline of adventurers in terms of food.

It's just that the factors of ingredient composition and complementary seasoning composition, food color and food design, price compatibility with consumer ability, ease of access to food, image of traditional food related to social status and economic status as well as time to process food and cleanliness are also a concern. food connoisseurs. So that these six factors should be considered in developing traditional foods.

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