

Creativity Engineering Marketing Strategy of Traditional “Betawi Ora” Food; during the COVID-19 pandemic period

by Dhian Tyas Untari

Submission date: 16-May-2020 12:25PM (UTC+0700)

Submission ID: 1290735582

File name: tawi_Ora_Food_Marketing_during_the_COVID-19_pandemic_period.docx (641.61K)

Word count: 2504

Character count: 13964

Creativity Engineering Marketing Strategy of Traditional “Betawi Ora” Food; during the COVID-19 pandemic period

Dhian Tyas Untari
Bhayangkara Jakarta Raya University, Jakarta-Indonesia
Email : tyas_un@yahoo.co.id

Abstract

Food is a historical part of human development and part of cultural products. Betawi Ora is one of the tribes in Bekasi. The existence of Betawi Ora traditional foods is decreasing, and the pandemic period requires every businessman and traditional Betawi Ora food craftsman to modify his marketing strategy so that it can exist in the market. Based on this, the research aims to build a traditional Betawi Ora food marketing strategy by involving all stakeholders as respondents and processed descriptively using the EFAS / IFAS Matrix and the Grand Matrix. The results showed that in marketing traditional Betawi Ora food during this pandemic period, it was necessary to change the B2B strategy to B2C, maximize the function of social media as a promotional media and build supply chains both forward and backward. With this strategy it is expected that entrepreneurs and traditional Betawi Ora food craftsmen can serve and maximize opportunities.

Keywords : Marketing, traditional food, Betawi Ora, Bekasi, Strategic

INTRODUCTION

Culture is the identity of a society, because culture is a reflection of interactions between individuals and interactions between groups of people; communally. Thus culture becomes a kaleidoscope of historical sequences that occur in these societies. The role of culture in community development has traditionally been characterized by a number of competing approaches (Williams, 2004). Activities associated with cultural evaluation and change can be viewed as 'indispensable' to community development. However, their conceptualization and application remain underdeveloped.

Betawi is a cultural embryo which eventually became part of the development of Jakarta as the National Capital (Untari et al, 2017). During its development, Jakarta grew as a business center, a cultural center and a center for community activities. This makes Jakarta a city with very high social and cultural interactions (Pirous, 2011; Tunas, 2005). This resulted in Betawi culture no longer a superior culture in place. The existence of Betawi culture began to be distorted by other regional cultures and modern culture (Untari, 2019).

In its development, Betawi culture was not only in Jakarta, but began to spread in several areas around Jakarta (Shahab, 2004). This is a consequence of the concept of development, where many Betawi people move and settle in areas around Jakarta and develop Betawi culture in the region. One area that has close cultural interaction with Betawi is the Bekasi area. Where Bekasi is one of the buffer zones of Jakarta and culturally, Bekasi is also known as Betawi Ora culture which is part of the Betawi culture, where Betawi culture acculturates with Javanese culture (especially West Javanese culture) (Bachtiar, 2018).

One cultural product; the product of human taste and initiative is food. Food is very closely related to human life, not only as part of primary needs, but even greater, food has become a lifestyle product. Food with a cooking procession and a food procession is proof of one's social status in society. The food

culture is shaped by several factors such as nature, history, and culture. With its enormous geographic and cultural diversity it is evident that cuisine is rich in variety and taste (Wijaya, 2019)

At present it is not easy to find a traditional Betawi Ora food seller. Traditional Betawi Ora craftsmen and food traders now find it difficult to penetrate competition, fighting western food entrepreneurs, eastern food and food businesses that have strong capital and marketing techniques. Until now, traditional Betawi Ora food entrepreneurs are still a home industry and are included in the category of Micro Business Unit.

Since February, almost all industrial sectors in Indonesia have been shaken by the COVID-19 epidemic. Lockdown in some areas is very influential especially for traditional Betawi Ora food entrepreneurs. Betawi Ora traders and culinary craftsmen are required to be able to utilize all media for promotion and modify their marketing strategies. This was done so that they could survive past the COVID-19 epidemic. This is very interesting, considering the implementation of the research can be a reference for traditional Betawi traders and craftsmen. This research aims to develop several alternative strategies that can be done on traditional Betawi food traders and craftsmen to get through this pandemic period.

METHODOLOGY

The research involved several traders and traditional Betawi Ora food craftsmen in Setu District, Bekasi Regency. In addition to involving traders and craftsmen, the research also involved consumers of Betawi Ora traditional food products. The evaluation aspects are internal factors and external factors. Internal factors consist of managerial; operational, financial, production and human resources (Untari and Satria, 2014). While external factors consist of; level of competition, demand and regulation. For regulation, the study will examine the regulations related to the COVID-19 epidemic. Data processing is descriptive and uses the Strategic Management matrix; namely IFAS / IFAS and Grand Matrix Strategy.

RESULT AND DISCUSSION

Historical Betawi Ora Culture in Bekasi District

Betawi is an ethnic group that is rich in cultural, linguistic and cultural diversity. These colors bring a variety of perceptions, interpretations, and understandings about Betawi, both in terms of indigenous people, culture, and culture. Some even argue that the Betawi population is plural. That is, they come from the mixing of various ethnic groups and foreign nations. Several studies of Betawi people say that Betawi culture is full of influence from the Dutch, Chinese, Arabic, Indian, Portuguese, and Sundanese (Purbasari, 2010)

The DKI Jakarta area which is occupied by Betawi ethnic groups is also very small. Betawi ethnic groups live in Jakarta, Bogor, Depok, Bekasi, Karawang, and Tangerang. Because of that, the terms Betawi Udik, Betawi Pinggir, and Betawi Tengah came up (Erwanto, 2014; Untari et al, 2018). If seen from the characteristics of Betawi culture, it can be mapped the distribution of groups of Betawi people who live around Jakarta. Betawi cultural area is divided into 4 sub-regions, namely "Betawi Pesisir"; Marunda, Sunda Kelapa, Thousand Islands, etc., "Betawi Tengah"; Glodok, Cikini, Salemba, Jatinegara, etc., "Betawi Pinggir"; Condet, Rebo Market, etc., and "Betawi Ora / Udik"; Tangerang, Bekasi, Depok, Karawang, Bogor. (Andi Saputra, 2016)

District of Bekasi is one of the regions in West Java, where there are currently still some Betawi Ora community settlements, although its existence is now fading. Administratively, Bekasi Regency is headed by a Regent. With a population of more than 2.7 million people, a density of 1,465 people / km².

The total area is 1,484.37 km² (<https://jabarprov.go.id/index.php/pages/id/1056>, accessed April 12, 2020). Here is a map of the Bekasi Regency area (Figure 1). Geographically, Bekasi Regency is bordered by the Capital of Indonesia, Jakarta.

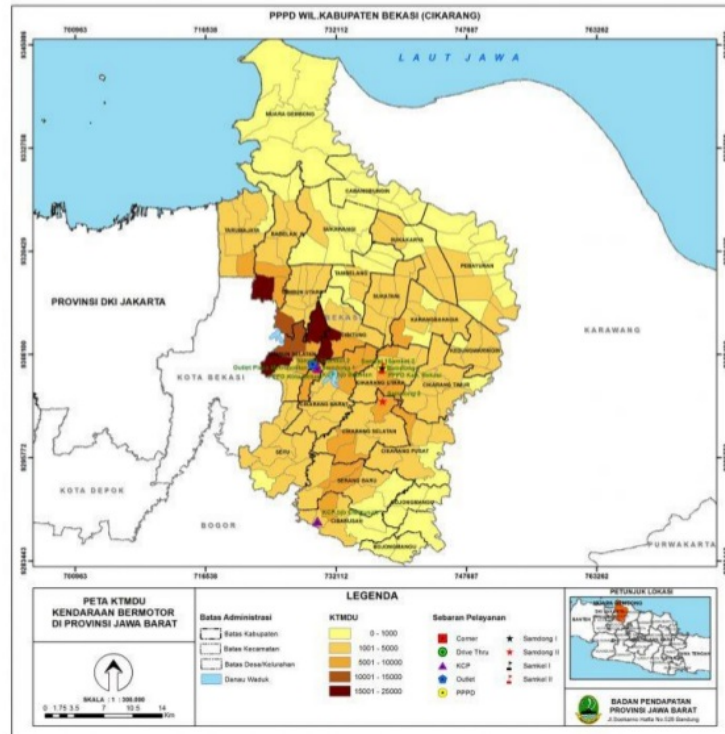


Figure : District of Bekasi

Sources: <https://bapenda.jabarprov.go.id>, diakses 16 April 2020

Mapping Of Internal Factors and External Factors For "Betawi Ora" Traditional Food Market in Bekasi District

Based on the results of interviews with entrepreneurs and traditional food craftsmen "Betawi Ora" obtained several key factors which were then collected in strengths, weaknesses, opportunities and competition. Table 1 is the IFAS / EFAS matrix of developing the traditional Betawi Ora food marketing strategy in Bekasi District

Table 1. IFAS/EFAS Matrix

Internal Key Factors			
Strength	Weight	Rank	Total
1. Traditional "Betawi Ora" food in general has a "Betawi" Brand and is known for its authenticity.	0,26	3	0,78
2. Traditional food "Betawi Ora" is a culinary with high social cultural values	0,29	3	0,87
3. Many types of traditional culinary "Betawi Ora" are home-cooked foods, so they are relatively easy to find in the entire of Bekasi District	0,21	2	0,42

4. Food ingredients are relatively common and ecologically can be found in the ecology of Bekasi District	0,24	3	0,72
Score of strength	2,79		
Weakness	Weight	Rank	Total
1. The participation of local people in the traditional food business "Betawi Ora" is still very low	0,09	4	0,36
2. The role of production technology is still very low	0,16	3	0,48
3. Some traditional foods "Betawi Ora" have experienced many modifications in cooking and serving tools	0,24	3	0,72
4. Traditional "Betawi Ora" food packaging is less attractive	0,21	4	0,84
5. Management of "Betawi Ora" traditional food production has not yet been standardized	0,19	2	0,28
6. Lack of promotion of "Betawi Ora" traditional food	0,11	2	0,33
Score of weakness	3,01		
Total score of IFAS	5,80		
External Key Factors			
Opportunities	Weight	Rank	Total
1. Technology in agriculture at this time makes it possible to develop patterns of farming in a narrow field (Supply of raw materials for food.	0,16	4	0,64
2. Traditional food trends are being raised by the media a lot	0,19	4	0,76
3. The great attention of academics towards the development of MSMEs in the food sector	0,11	4	0,44
4. The amount of government attention on the food sector SMEs entrepreneurs	0,24	3	0,72
5. Diaspora of the Betawi community in the area around Bekasi Regency	0,2	3	0,6
6. The use of social media becomes familiar	0,1	3	0,3
Score of Opportunities	3,46		
Threats	Weight	Rank	Total
1. Lack of understanding the cultural value of traditional food "Betawi Ora", so that some types of food are not served in accordance with their purpose	0,11	3	0,66
2. Weak cross-sectoral coordination	0,2	4	0,80
3. Shifting patterns of public consumption	0,12	4	0,48
4. Lack of community interest in traditional "Betawi Ora" food processing	0,15	4	0,60
5. Competition with big capital food entrepreneurs	0,11	4	0,44
6. Competition with modern culinary genius	0,14	2	0,28
7. Lockdown during the COVID-19 Pandemic	0,17	2	0,34
Score of Threats	3,80		
Total score of EFAS	7,26		

Sources: data processed, 2020

Weight determination refers to the process of comparing systems that adopt the concept of AHP (Process Hierarchy Analysis) Modifying key factors in Untari, 2018

Based on table 1, it appears that in developing traditional "Betawi Ora" marketing marketing strategies there are many challenges, where in internal factors the fact is that the weakness score (3,01) is higher than the strength (2,79). Whereas on external factors, the threat is very dominant with a higher score (3,80) than the opportunity (3,46). And made worse, the development of traditional Betawi Ora food marketing is dominated by external factors, where the total score of external factors (7,26) is higher than

the total score of internal factors (5,80). This is in strategy management, it can be said that the traditional Betawi Ora food marketing position is in the Turn Around position (Avenzora et al, 2014). The score in table 1 then becomes the basis of information in the use of the Grand Matrix Strategy (figure 2).



When the conditions in those tables were articulated into Grand Matrix Analysis (Cartesian Diagram) as seen in Figure 2, the needs of strategic management should be orientated to prevent turn around condition; which then needs to be completed with more strategies to create higher and market aggressiveness. So for the position of food traditional Betawi Ora implies that a good *market penetration strategy* with maximize the function of social media as a promotional media and build supply chains both forward and backward, and *market development strategy*; it was necessary to change the B2B strategy to B2C. During this time, traditional Betawi Ora food craftsmen only entrust their products to traders for resale with a contingency system. But with the current lockdown system, where trading is severely restricted or even prohibited in some regions, traditional Betawi Ora food craftsmen must be able to change their strategy to directly deliver their products to end users or consumers.

CONCLUSION

The COVID-19 pandemic period was a challenge for all sectors. The sector which is very influential is the small business sector, one of which is traditional Betawi Ora food. Betawi Ora has a cultural attachment to the socio-cultural development of the people in Bekasi (especially the Bekasi District). Betawi Ora traditional food which, in fact, began to lose its existence needs more support to optimize its function and role. Thus, every entrepreneur and traditional Betawi Ora food craftsman needs to be creative in developing his business strategy. Based on the research results, the main important thing that needs to be done now is to change the B2B strategy to B2C, maximize the function of social media as a promotional media and build supply chains both forward and backward. With this strategy it is expected that entrepreneurs and traditional Betawi Ora food craftsmen can serve and maximize opportunities.

It is hoped that with this strategy, entrepreneurs and traditional Betawi ORA food craftsmen can survive; not only until the COVID-19 pandemic period ends, but they can exist and then re-disseminate variations of Betawi Ora food in the market so that the existence of traditional Betawi Ora food can be maintained. This is very necessary, because Betawi Ora food has a high value for the long history of Bekasi

and the need for social conservation of its existence. The limitation of this research is that the scope is still very small, for further research it will be very useful if similar research is carried out in different regions, with different social, cultural and market conditions it will produce more varied research results

REFERENCES

- Andi Saputra, Yahya (2016). Etnik Betawi. Kampung Betawi.com [accessed: 01 Juli 2018]. <http://kampungbetawi.com/gerobog/shohibul-hikayat/etnik-betawi/>
- Avenzora, R., Darusman, D., Prihatno, J., & Untari, D. T. (2014). The business potentials of Betawi traditional culinary on traditional culinary ecotourism market in the DKI Jakarta. In *Prosiding International Seminar on Tourism Bandung*.
- Bachtiar, Firmansyah (2018). KARAKTERISTIK ARSITEKTUR DI WILAYAH BUDAYA BETAWI ORA : STUDI KASUS RUMAH TRADISIONAL DI KABUPATEN BEKASI. *JURNAL ILMIAH PENELITIAN (MarKa)*, vol 2(1),p.9-16
- Erwanto, Heru. (2014). ETNIS BETAWI: KAJIAN HISTORIS, *Patanjala Vol. 6(1)*, p.1-16
- Pirous, Iwan Meulia. (2011). Jakarta: Kota Yang Berpihak pada Warga?, makalah pada seminar sehari "Jakarta Kota Multikultural Yang Melayani Warga". Jakarta, 27 Juli 2011.
- Purbasari, Mita. (2010). INDAHNYA BETAWI. *HUMANIORA Vol.1 (1)*, p.1-10
- Profil Daerah Kabupaten Bekasi. <https://jabarprov.go.id/index.php/pages/id/1056>
- Shahab, Yasmine Z. (2004). *Identitas dan Otoritas Rekonstruksi Tradisi Betawi*. Depok: Laboratorium Antropologi FISIP-UI.
- Tunas, Devisari. (2005). Colonial Railway And The Trend of Jakarta Urban Development, dalam dalam Kota Lama Kota Baru Sejarah Kota-Kota di Indonesia. Yogyakarta: Ombak bekerjasama dengan NIOD dan Jurusan Sejarah Universitas Airlangga, Surabaya.
- Untari, DT., Darusman, D., Prihatno, J., & Arief, H. (2018). Strategi Pengembangan Kuliner Tradisional Betawi di DKI Jakarta. *Ekuitas Jurnal Ekonomi dan Keuangan*, 2(3), 313-340.
- Untari, D.T. (2019). The development strategy of Betawi Eco-Culinary Tourism as a potential business in DKI Jakarta, Indonesia. *African Journal of Hospitality, Tourism and Leisure*, (online) Volume Volume 8 (Special Edition CUT), 1-9.
- Untari, DT. Satria, B. 2014. Strategi Pemasaran "Laksa Tangerang" Sebagai Salah Satu Produk Wisata Kuliner Di Tangerang. *Jurnal Manajemen*. Vol.10 (2). P.49-64.
- Untari, Dhian Tyas. Avenzora, Ricky. Darusman, Dudung. Prihatno, Joko. 2017. Betawi Traditional Cuisines; Reflection the Native Culture of Jakarta (Formerly Known as Batavia). *Journal of Economic Development Environment and People*. 6(4), 64-76.
- Wijaya, S. (2019). Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism. *J. Ethn. Food* 6(9). <https://doi.org/10.1186/s42779-019-0009-3>
- Williams, Lewis (2004). Culture and community development: Towards new conceptualizations and practice, *Community Development Journal*, Vol 39(4), p.345-359, <https://doi.org/10.1093/cdj/bsh031>

Creativity Engineering Marketing Strategy of Traditional “Betawi Ora” Food; during the COVID-19 pandemic period

ORIGINALITY REPORT

7%

SIMILARITY INDEX

4%

INTERNET SOURCES

4%

PUBLICATIONS

6%

STUDENT PAPERS

MATCH ALL SOURCES (ONLY SELECTED SOURCE PRINTED)

2%

★ L. Williams. "Culture and community development: Towards new conceptualizations and practice", Community Development Journal, 10/01/2004

Publication

Exclude quotes On

Exclude bibliography On

Exclude matches Off