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E-Marketing Development Strategies in Betawi Traditional Culinary Entrepreneurs through Social

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Abstract. The aim of this study is to development e-marketing strategies of Betawi Traditional Culinary Entrepreneurs by maximizing the use of social media to optimize the market opportunities. Research is qualitative; based on observations, literature studies and interviews with related parties. The study uses three stages, namely; Input method (using IFAS / EFAS matrix dan weighting refers to the process of comparing systems that adopt the Process Hierarchy Analysis concept), adjustment method (using the Grand Strategy) and Matrix of Quantitative Strategic Planning Matrix (QSPM) matrix is used as a tool to determine alternative strategies that are relevant to be applied. The three alternative strategies that can be implemented (based on implementation priorities referring to the QSPM matrix output); Joint venture, maintain tea existing market and product development.

Keywords : Betawi Culinary; Traditional Culinary; e-marketing; Jakarta; Indonesia

Introduction

Culinary is a reflection of culture and relationships that occur between humans and their environmental ecology (Marten; 2001, Craith et al; 2008), thus a discussion of traditional Indonesian culinary has a very strategic position. But in its development, foreign culinary and culinary fission has made it increasingly difficult to find a niche market for the development of traditional Indonesian cuisine. Therefore, it needs intensive and continuous treatment in handling and developing culinary in Indonesia, so that the culinary potential in Indonesia can be managed optimally.

Food as a culinary product is one indication of the success of sustainable development in a country, where the emphasis on meeting people's food needs is one of the indicators (Ali et al, 2019). Population as one of the objects of development on average experienced an upward trend especially in Asian countries (Indonesia reached 252,812,245 people; India reached 1,267,401,849 people; Myanmar reached 53,718,958 people; Thailand reached 67,222,972 people; Singapore reached 5,469,700; Malaysia reached 30,187,896 and; China reached 1,364,270,000. (World Bank; 2015) Based on facts and data about the magnitude of the potential development of culinary products both on an international and national scale, the culinary business by providing food needs has enormous opportunities, both in the present and in the future (Darmanto et al, 2019).

The local values reflected in the culinary variations consumed by a society philosophically can be interpreted as a system of knowledge of the local/indigenous people who are empirical and pragmatic (Untari et al, 2020). Empirical because the processed products of the community locally depart from the facts that occur around their lives. And it is pragmatic because the whole concept that is built from the results of the thought of knowledge aims to solve problems in everyday life. Culinary from each community represents how the community interacts with its environment.

Among the many types of traditional culinary, Betawi Traditional Culinary is one of the very interesting culinary things to look at more deeply, considering that Betawi culture has a high historical value and social value both in the development of cultural sociology and in the great history of Indonesia's development (Untari and Satria, 2019). Betawi is a native of Jakarta who lives and develops in the DKI Jakarta area, formed around the 17th century which is a result of a mixture of several ethnic groups such as Bali, Sumatra, China, Arabia, and Portugal. The mixing of cultures from several tribes makes the Betawi Culture very unique and rich. This can be seen from the Betawi

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culinary variations, Untari (2017) in his research found that there are approximately 150 typical Betawi foods, only it is unfortunate that the existence of Betawi Culinary as a reflection of the current Betawi Culture is being marginalized. The concept of modernization brought Betawi culinary on the verge of extinction, besides that the xenocentrism view made the Betawi community itself less proud of Betawi cuisine. In addition, the shifting of land functions is also one of the causes of the loss of Betawi culinary variations in DKI Jakarta. An ecological carrying capacity that is increasingly minimal has made it difficult for people to find sources of culinary ingredients to meet their needs (Untari 2017).

The problem in developing Betawi Traditional Culinary in DKI Jakarta is a very complex matter. The synergy between multi-disciplines is needed. In the preparation and implementation of research, the Development of the Betawi Culinary Center Cluster in DKI Jakarta is supported by several sciences, namely food science, social humanity science, and ecology. Research on culinary and development has been done before, but previous studies have only been partial. Researchers only focus on several aspects such as social aspects related to people's preferences, motivation and perceptions of culinary products (Williams, and Karim, 2003; Parma, 2012; Budiasa, 2011; Rina, 2012). Another aspect that is often a research topic is the marketing aspect related to product development (Hashimoto and David, 2003); promotion (Frochot, 2003; Du Rand, Ermie and Nic, 2003; Novalina, 2008) and tourists' perceptions and interests in traditional culinary (Colen and Avieli, 2004; Sulaiman and Ilham, 2010); and culinary business aspects (Sutami, 2012; Mestika and Putu, 2013); even some studies only inventory and identify tourism potential in an area (Avianti, 2007; Octaria, 2007).

Current world developments require marketers to change the conventional marketing model towards an interactive marketing pattern by using social media as a promotional tool and marketing their products. eMarketer in 2014 noted that Indonesia is the world's largest internet user number 6 after China, the US, India, Brazil, and Japan. ⁵ (HTTP: Tekno, kompas.com/read/2016/11/24/Users.Internet.Indonesia.Nomer.Enam.World). Research published by Crowdtap, Ipsos MediaCT and The Wall Street Journal in 2014 noted that the time spent accessing the internet is 6 hours 46 minutes per day (Mulawarman and Nurfitriya, 2017). With the large market opportunity for Traditional Culinary business development and the demand for a shift in the marketing model, the main objective of this research is to develop internet-based marketing strategies and social media in an effort to optimize the opportunities for Betawi Traditional Culinary development.

Research Methods

The method used in the preparation of alternative strategies is a qualitative method where there are three methods used, namely input methods, matching and strategy formulation (David, 2005). Input method, researchers will use IFAS / EFAS matrix by compiling key factors as factors that influence culinary development internally and externally; Adjustment method using the Grand Strategy and Matrix of Quantitative Strategic Planning Matrix (QSPM) matrix is used as a tool to determine alternative strategies that are relevant to be applied. At the model development stage, validation and testing of Betawi culinary development strategy models will be carried out with steps: 1) improvement of the draft strategy; 2) expert test involving marketing experts; 3) model improvement based on expert input; 4) validation and field testing through focus group discussion (FGD); and 5) finalizing the e-marketing strategy model.

Result And Discussion

The strategies and policies that will be proclaimed as guides for direction, as well as guidelines for achieving targets as stated above, are carried out by conducting strategic management analysis. In accordance with the understanding where a strategy is an approach carried out as a whole, related to the implementation of ideas, planning, and execution of an activity, the research is divided into three processes, namely, input, matching, and output. In the input process, researchers use the EFAS / IFAS matrix, then proceed with the Grand Matrix and QSPM Matrix.

Table 1. EFAS IFAS Matrix of Betawi Traditional Culinary Development e-Marketing

Internal Factors	Weight	Rank	Total
<i>Strength</i>			
1. In general, Betawi Culinary is well known by the people	0,1	3	0,3
2. The variety of traditional culinary Betawi is quite a lot, so the community has a fairly varied options	0,24	3	0,72
3. Most of Betawi traditional culinary can be served regularly	0,27	2	0,54
4. Raw materials for Betawi Traditional Culinary are easy to obtain	0,15	3	0,45
5. Betawi Traditional Culinary Processing is relatively easy	0,24	1	0,24
Sub-Total	1,0		2,25
<i>Weakness</i>			
1. The management of the Betawi Traditional Culinary business is still very simple	0,16	4	0,64
2. So far, the information obtained by the community about the existence of Betawi traditional culinary only word of mouth	0,19	4	0,76
3. The traditional Betawi culinary marketing Model is still very traditional	0,12	4	0,48
4. Production management of Betawi traditional culinary has not been standardized	0,16	3	0,48
5. Packaging is still less attractive	0,14	3	0,42
6. Limited knowledge of marketing model development using Internet and social media	0,11	2	0,22
7. The use of technology in production engineering has not been maximized	0,12	1	0,12
Sub-Total	1,0		3,12
External Factors			
<i>Opportunities</i>			
1. Huge Betawi traditional culinary potential market	0,11	4	0,44
2. Some of Betawi traditional culinary is a staple food for the people of Jakarta	0,21	2	0,42
3. Internet and social Media users in Indonesia especially the big city is quite high	0,15	4	0,60
4. Traditional culinary trends are being lifted by the media	0,12	2	0,24
5. Availability of legal basis as an operational basis both in the form of legislation and local regulations	0,14	2	0,28
6. The increasing number of gourmants (food lovers with distinctive flavors) that make exploration of food taste the main motivation in consuming food	0,12	3	0,36
7. The fact that traditional cuisine has a memorable value that is difficult to replace by fusion food or other modern foods	0,15	4	0,60
Sub-Total	1,0		2,94
<i>Threat</i>			
1. The absence of assistance from the Government related to the development of an Internet-based and Social Media Betawi Traditional Culinary marketing model	0,21	4	0,84
2. The low level of dissemination of Information Technology to craftsmen and marketers of Betawi Traditional Cuisine by academics	0,29	4	1,16
3. Competitors (foreign culinary entrepreneurs and fusion) with large capital and good knowledge of e-marketing, have previously taken the market share of Betawi Traditional Culinary	0,18	3	0,54
4. There is a weakness in cross-sectoral coordination	0,20	2	0,40

5. Regulationsupportingtheoperationofcraftsmenandmarketerstradi tionalculinary Betawi isstillverydifficult	0,12	3	0,36
Sub Total	1,0		3,30

Source: Primary data processing 2017, weighting refers to the process of comparing systems that adopt the AHP concept (Process Hierarchy Analysis)

EFAS / IFAS matrix on Betawi Traditional Culinary related to internet users and social media in marketing shows that internal factors are much lower (strength 2.25 and weakness 3.12) than variables on external factors (odds 2.94 and barriers 3.30). Positioning can be said to be very weak where score weakness dominates internal factors and barriers dominate external factors. As strategic operational guidance, Figure 1 is a grand matrix of Betawi Past known culinary as an effort to map strategic positioning and strategic operationalization.

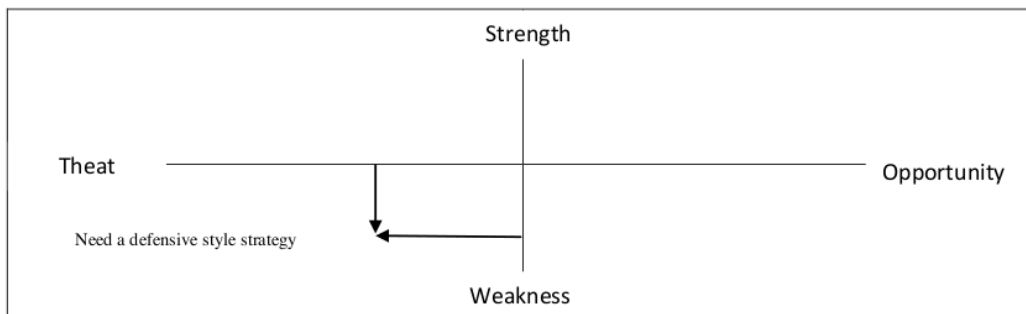


Figure 1. Grand Matrix Strategy of Betawi Traditional Culinary
 Source: Processed data, 2018

Based on the output of the Grand Matrix in figure 1, internet-based and social media Betawi Traditional Culinary development requires a defensive strategy. A rational enough defensive strategy to do is a). by maintaining existing market niches (Subiakto and Kahid, 2016; Wanti et al, 2014), b). product development (Yannopoulos, 2015) and c) conducting joint ventures (Karakaya and Yannopoulos, 2010). The three alternative strategies are not possible to be carried out at the same time, so it is necessary to further analyze the alternative strategy priority scale, thus in its implementation it can be more efficient to use the QSPM Matrix

In the QSPM matrix, it can be seen that the first alternative strategy that can be used is conducting a joint venture. Betawi Traditional Culinary Entrepreneurs can collaborate with other companies that have the same vision, not only aiming for capital collection, but more than that. By conducting a joint venture, Betawi Traditional Culinary entrepreneurs can absorb related knowledge about food technology and most importantly, information technology. In addition, Betawi Traditional Culinary Entrepreneurs can collaborate with social networking service providers that can help promote their products. To realize this strategy, coordination between employers, the Government and Academics is needed as a media to disseminate knowledge (Academics) and policies (Government). The second alternative that is realistic to implement is to maintain the existing market. Research by Untari (2018), the main consumers of Betawi Traditional Culinary are those between the ages of 25 - 45 years. This is the existing market that has been created now, so that in the development of e-marketing based on social media, promotion through Facebook is very realistic considering the majority of Facebook users aged 25-34 years (Nugraheni and Yuni A, 2017). Next, another social media that is quite realistic is through the WhatsApp group, considering that at present every community always has a WhatsApp group, ultimately making it easy to disseminate information to potential consumers.

The third alternative is to develop products. This is considered to be less realistic, considering developing products needs innovation which certainly requires substantial costs. While the capital owned by the Betawi Traditional Culinary businessman is currently still very small (Avenzora, 2014), and it will be a burden to have to spend funds to innovate products. Besides that innovation

which then modifies culinary shapes and ingredients will have an impact on the authenticity and uniqueness of Betawi Traditional culinary

Conclusion

The empirical facts have shown that Culinary Business has a great opportunity to be developed and the data shows that the value of neglect of a community needs to be maintained. However, this is not in line with the fact that the management (especially the marketing system) of the business of Betawi Traditional is still very simple.

The development of information technology should be utilized by Betawi Traditional Culinary entrepreneurs to build e-marketing through social media; to communicate the product and its product distribution patterns. Based on the results of the study, there are three alternative strategies that can be implemented (based on implementation priorities referring to the QSPM matrix output); Joint venture, maintain tea existing market and product development. It become a recommendation for the development e-marketing of Betawi Traditional Culinary Entrepreneurs by maximizing the use of social media to optimize the market opportunities, so that they can improve the economy of entrepreneurs and on the other hand can improve awareness and knowledge of the Betawi Traditional Culinary variations that are currently distorted.

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