

INNOVATION AND MARKETING FOR CULINARY OF LOCAL BASED FOOD PRODUCT IN IWUL VILLAGE, BOGOR

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ABSTRACT

This study aims to find out local culinary products and their marketing in Iwul Village, Bogor and to innovate and to market local-based culinary products in Iwul Village, Bogor. The method used in this study is Qualitative Descriptive with the analysis unit is a business based on tempeh, tofu and catfish in Iwul Village. The analytical method used is triangulation technique consisting of interviews, observations and secondary data. This research was conducted from February to July 2019 in Iwul Village, Kec. Parung, Bogor, West Java. The results obtained are 1) local-based culinary products in Iwul Village are tofu, tempeh and fresh catfish, while the marketing carried out still uses a conventional system, where buyers and sellers meet and some have used social media namely whatsapp and facebook; 2) while the innovations carried out are innovating culinary products made from tempeh, tofu and catfish, namely cassava donuts, cassava balls, soybean jelly milk, dragon feet oncom, tempe katsu, tofu pudding and wonton catfish (dimsum), as for marketing is to use Instagram social media and register it on the online store.

Keywords: innovation, marketing, culinary, local based material

INTRODUCTION

The village is the center of all natural resources which are then sent to the city. Without a village, the city will not be able to meet its needs, especially from its natural resources, such as staples. In the village, everything is available and abundant ranging from water, land, vegetables, rice, livestock, rice fields, gardens, fish ponds and forests and fresh air. The village has an important role in nation building, so the government is currently incessantly fixing and developing the village, therefore there are special ministries that handle the village, namely the Ministry of Villages, Disadvantaged Regions and Transmigration of the Republic of Indonesia or Kemendesra.

There are several priority programs that are being carried out for the Independent Village Movement, namely assistance and strengthening of institutional capacity and apparatus for village government management. Next is the formation and development of BUMDES (Village-Owned Enterprises) for the utilization of the potential of the village's natural resources including local wisdom. Next is the program for the construction of road infrastructure supporting the development of superior products in independent villages. After that is the preparation of the implementation of the distribution of village funds 1.4 billion per village in stages over five years. In addition there is also the distribution of capital for cooperatives or MSMEs in 5000 villages. The Ministry of Villages is also preparing a pilot project on the online connection system public service network in 3500 villages. There is also a Save Village program on frontier and outermost, outermost and remote islands.[1]

The government is currently also encouraging the formation of a tourist village. Because Eko Putro Sandjojo, the Minister of Villages, Development of Disadvantaged Regions, and Transmigration believes that the development of rural tourism in Indonesia will have a significant impact on the progress of the village to become more independent and developing. Because of the 4 years of experience, it turns out that the tourism village is able to provide a large income. In fact, a number of tourist villages pay more taxes than the village funds it receives. Recently, the Nusantara Tourism Village Festival was held by the Ministry of Rural Affairs, Development of

Disadvantaged Villages and Transmigration at the Sahid Hotel, Jakarta on Tuesday, August 13, 2019. [2]

Meanwhile, the Ministry of Tourism has also run the Tourism Village Development Program through the Assistance of Tourism Villages by Universities. There are 45 universities involved in the assistance program of this tourism village, including the Sahid Polytechnic in it which provides assistance to the pilot tourism villages of the Lake Biru, Cigaru, Cisoka, Serang, Banten.

But on the other hand, although the government is aggressively developing villages, there are various phenomena that have become obstacles in the village, especially with the departure of young people to the city in looking for job. This causes the village to lose its youth and is only inhabited by parents. These concerns have prompted the Sahid Polytechnic to have a target village to develop their tourism potential to become a tourism pilot village, namely Iwul Village, Jampang Village and Mulyaharja Thematic Village, all in Bogor.

It is intended that these villages can develop their potential to become independent tourism villages, so as to be able to provide welfare for their village residents. If all villages are able to provide welfare for their citizens, it will change the mindset of the younger generation so that they will remain to exploit the potential of their village and will prefer to remain in the village.

Iwul Village is located in Parung Subdistrict, Bogor Regency, West Java, formed into a village since 1950. It borders on the north with Bojong Sempu / Waru Jaya Village, on the south with Jampang Village, on the east with Jabon Mekar Village and on the west with Babakan / Perigi Mekar Village. Iwul Village was inaugurated in 2014 with the majority of the population farming and gardening. The famous local raw material production centers are tempe and tofu.

Other than the life of the community are fish farmers both ornamental fish and fish consumption, one of which is catfish. Iwul village had become a center for tofu making before 1945. Iwul's tofu had its own characteristics, which were savory, crunchy, denser and preservative-free. [3]

The tempe cultivation in Iwul Village has been around for more than five years, its market share is restaurants, restaurants and stalls around the village. The profits from the marketing of tempe and tofu are quite profitable.

The purpose of this research is to create innovation and marketing culinary products made from local raw materials in Iwul village.



Fig 1. The Landscape of Iwul Village

MATERIALS AND METHODS

Innovation

Thompson (1965) in Hurley and Hult (1998) defines that innovation is a broader concept that addresses the application of new ideas, products, or processes. Whereas Hurley and Hult (1998) defines innovation as a corporate mechanism to adapt in a dynamic environment, therefore companies are required to be able to create new thoughts, new ideas and offer innovative products and improved services that satisfy customers.

Next Hurley and Hult (1998, p.44) proposed two concepts of innovation, namely 1) innovation and 2) capacity to innovate. Innovation is the thought of openness to new ideas as an aspect of

corporate culture. While the capacity to innovate is the company's ability to use or apply new ideas, processes or products successfully. Innovation can also be translated as the culture of a company. This innovation can be seen from how the attitude of a company towards the existence of an innovation. [4]

Hills, Gerald (2008), innovation is defined as an idea, practice or object that is considered new by an individual or other user unit. Suryana (2003: 10), innovation is the ability to apply creativity in order to solve problems and opportunities to improve and enrich life.

Keeh, Hean Tat, Nguyen, Mai, Ping (2007) Innovation is very important because there are the following reasons : [5]

1. Technology changes very rapidly with new products, processes and new services from competitors, and this encourages entrepreneurial efforts to compete and succeed. What must be done is to adjust to new technological innovations
2. The effect of environmental changes on product life cycles is getting shorter, which means that old products or services must be replaced with new ones in quick time, and this can happen because there is creative thinking that causes innovation to adapt to new technological innovations..
3. Consumers are smarter, more demanding and demanding. They expect more in terms of quality, renewal, and price. Innovative skills are therefore needed to satisfy the needs of consumers while maintaining them.
4. With markets and technology changing very rapidly, truly good ideas can be increasingly easily copied, and this requires methods of using products, new and better processes, and faster and continuous services.
5. Innovation can produce faster growth, increase market segments, and create a better corporate position

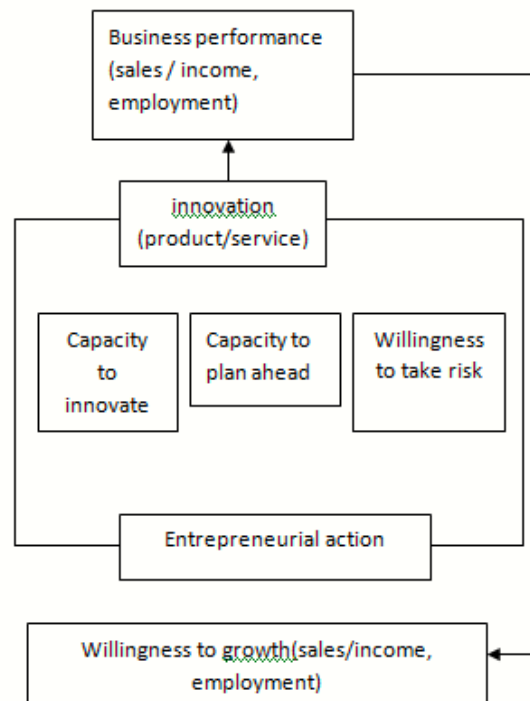


Fig.2. Entrepreneurial, Innovation Action, Business Performance
Source : Keeh, Hean Tat, Nguyen, Mai, Ping (2007)

Marketing

Understanding the marketing mix is a marketing tool used by a company to pursue its corporate goals. Then it can be concluded that the marketing mix is a device consisting of products, prices, promotions and distribution in which will determine the level of marketing success and all of that is intended to get the desired response from the target market. (Kotler and Keller, 2007). [6]

Product

According to Kotler and Armstrong (2001: 346), a product is anything that can be offered to the market to get attention, be bought, used or consumed that can satisfy a desire or need. The product includes not only the physical unit but also the packaging, warranty, after sales service, brand, company good name and satisfaction value.

Price

Price is what must be given by the buyer to get a product (Lamb, et.al, 2001: 56).

Promotion

According to Kotler and Armstrong (2001: 74), promotion is an activity of communicating product excellence and persuading target customers to buy it. According to Lamb, et.al (2001: 56) promotion consists of individual sales, advertising, sales promotion and public relations.

Place

According to Lamb (2001: 56), a place is a physical distribution, which includes all business activities related to the storage and transportation of a number of raw materials or finished products.[7]

Tourism Village

Core Society Tourism (PIR) in Hadiwijoyo (2012: 68) defines a tourist village as a rural area that offers an overall atmosphere that reflects the authenticity of the countryside both from socio-economic life, socio-culture, customs, daily life, has architectural buildings and village spatial structures a unique, or unique and interesting economic activity and has the potential to develop various components of tourism, such as attractions, accommodation, food and beverages and other tourism needs.

Culinary Local Raw Based

Culinary is one type of tourism that promotes local food, which has an important role and will be a new experience for tourists. New experiences can be obtained by tourists in the form of unique flavors, the use of traditional herbs, ways of processing and packaging that are traditional. Provision of food and beverage facilities certainly cannot be separated from the needs of tourists as part of tourism products. With the reason that the desire to provide satisfaction for tourists, making entrepreneurs engaged in the provision of food and drinks make a variety of efforts to provide a variety of dishes that suit the "taste" of tourists coming from various countries. With the incessant efforts to introduce traditional foods and drinks, foreign tourists began to adjust and like the food and drinks typical of the tourist attractions they visited (Prasiasa, 2013: 6). [8]

Local food is defined as food products that have long been produced, developed and consumed in a particular area or group of local communities. Generally local food products are processed from local raw materials, local technology, and local knowledge as well. Local food is usually developed according to local consumer preferences as well. Local food is closely related to local culture that originates from within the country. [9]

Method

Data Analysis Technique

This study uses a Qualitative Data Analysis Technique, which uses qualitative descriptive analysis.

Analysis Unit

The unit of analysis of this research is business people in Iwul Village.

Data Collecting Technique

Researchers use the Triangulation Technique, which uses different data collection techniques to get data from the same data source, which uses observation, interviews, and Focus Group Discussion for the same data source simultaneously (Sugiyono, 2013: 330).

Collecting Data

Table 1. Data Colleting Method

Variabel	Sub Variabel	Indicator
Innovate	Innovation	New Idea Attitude towards innovation
	Capacity to innovate	The ability to apply new ideas, processes, new products successfully
Marketing	Product	Quality
		Packaging
		Vanation
	Promotion	Printed media
		Electronic media
	Price	Price list
		discount
Place	Location	
	Distribution channel	
Culinary local raw based	Local technology	
	Local Raw	
	Local Consumption	

Source : Researcher Documentation



Fig. 3. Interview with the village officer
 Source : Researcher Documentation

Variable, Sub Variable, Indicator

Tabel 2. Variable, Sub Variable, Indicator

Data Types	Data Resource	Data Collection Technique	Explanation
Primary	Respondent	Interview, Focus Group Discussion	To find out local culinary processing methods
Secondary	Management Information System	Ask the village office clerk	Data of demography and geography and village culinary history

Source : Researcher Documentation

Time and Place of Study

This research was conducted in February 2018 to August 2019 in Iwul Village, Kec. Parung, Bogor, West Java.

Object of Study

Iwul Village is located in Parung District, Bogor Regency, West Java Province.

RESULT AND DISCUSSION

Iwul Village

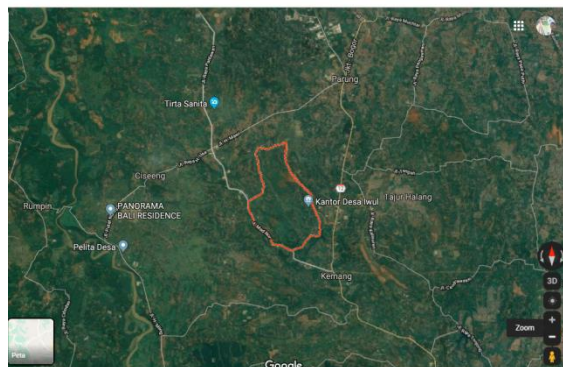


Fig.4. Iwul Village Map
 Source : Google Map

Innovation That Has Been Running

As for culinary innovations so far, it has been running since 2016 which is run by the Home Industry, chaired by Ms. Lisna with a variety of products including scallop pineapple, Fragrant Lemongrass Drink, Turmeric Acid Drink, Shredded Catfish, Tempe Chips, Tempe Chips, Banana Chips. Everything is processed from local raw materials in Iwul Village. Various culinary

exhibitions and creative industries have been attended by both the Bogor regency level and the Parung district level. These products have IRT and are well-packaged. The herbal products such as pineapple and Lemongrass Pineapple drink have properties to cure inflammation, cough and increase stamina. Especially sour tamarind drinks that are processed differently, because it is not boiled, but mixed with hot water, so the levels of turmeric remain fresh and have more effective properties.



Fig. 5. Product Innovation by Iwul Village Home Industry
Source : Researcher Documentation

Culinary Innovations Made from Local Raw in Iwul Village

Based on history, local community habits, culinary developments and the potential of raw materials in Iwul Village, culinary innovations were made with local ingredients, namely catfish, cassava, Tempe and tofu. Because Sahid Polytechnic is a tertiary institution in the field of tourism with various subjects being taught, namely, Food Products, F&B Services, Gastronomy, Patisseries, students and lecturers in the field of food processing are mobilized to innovate culinary products with local ingredients. Because Sahid Polytechnic is a tertiary institution in the field of tourism with various subjects being taught, namely, Food Products, F&B Services, Gastronomy, Patisery, students and lecturers in the field of food processing are mobilized to innovate culinary products with local ingredients.

Fried Pentol Meatballs

The innovation product is fried pentol meatballs. The community likes meatballs, therefore the patisserie lecturers make meatballs but are made from cheap raw tempeh and still contain vegetable protein from soybeans, while the taste and shape resemble meatballs. The ingredients are 1 tempe board, 150 gr tapioca flour, 1 egg, 5 cloves of garlic, 1 leek, pepper, salt and powdered broth. Next for the sauce is 500 cc of water, 2 cloves of fried garlic, chili, chili sauce and tapioca flour.



Fig.6. Fried Pentol Meatballs
Source : Researcher Documentation

Cassava Brownies

Brownies is one of the cakes that are popular with the community, but using imported raw materials, namely wheat flour. Therefore these brownies are made using cassava flour or tapioca flour which is very abundant in Iwul Village. Furthermore packaged interesting and definitely liked. The ingredients used are 250 grams of grated cassava, squeeze the water, 75 grams of grated coconut, 3 eggs, 125 grams of sugar, 1 teaspoon of TBM, 50 grams of butter, 50 grams of chocolate bar, 25 grams of powdered chocolate, 25 grams of chocolate chip and salt.

Tempe Katsu

Chicken Katsu is processed from selected boneless chicken breast and quality breaded with a mixture of herbs and spices that blend with the meat, making it crispy on the outside and soft on the inside. Can be enjoyed with hot rice with your beloved family. However, because it uses local raw materials, Tempe Katsu was made. Tempe is the people's favorite, so that children and young people are more popular, it is packaged into Tempe Katsu. The ingredients needed are 3 sticks of tempeh, ½ kilograms of eggs, 1 kg of flour, salt to taste, 4 packs of pepper, 3 packs of chicken powder, ½ kilograms of chicken, cooking oil to taste, 3 cloves of garlic and 4 kilograms of flour. And available in frozen form.

Cassava Balls

The cassava ball design follows a round donut containing chocolate, milk or melted cheese. Because donuts are made from wheat, which must be imported, they are replaced with cassava, which is very abundant in Iwul Village. The raw materials are 3 kg cassava, 500 gr sugar, 250 g wheat flour, 250 gr corn flour, 10 gr salt, 5 gr vanilla essence, 1 kg flour, 200 gr butter, 2 eggs, 100 gr chocolate and 100 gr cheddar 100 gr. Available in frozen packaging also comes with topping with 3 variants.

Oncom Kaki Naga (Okana)

Kaki Naga is a modern food made from chicken, shrimp or meat. Because it is liked by the community besides because it also feels round and pierced using sticks. On one hand, Oncom is an ancestral and hereditary food which is still preferred by the younger generation, because the raw material is from tofu waste, so Oncom Feet Dragon (Okana) is designed. The ingredients are 250 gr chicken breast, 4 pcs oncom, ½ teaspoon salt, ½ teaspoon pepper, ½ kg flour, 3 eggs, toasted sesame oil, enough cooking oil and chicken royco to taste. Available in frozen packaging too.



Fig. 7 Oncom Kaki Naga (Okana)
Source : Researcher Documentation

Catfish Wonton

Dumplings or in English called Wonton is a traditional pasta originating from the Han ethnic group in China. Dumplings come from North China, and the appearance and contents are similar to Jiaozi / suikiaw. Usually filled with minced meat and fresh vegetables. Because Iwul Village has a lot of catfish farming, catfish wonton was made. The ingredients are 1 kg of catfish, ¼ kg carrots, 2 cloves of garlic, 1 stick of onion and dumpling skin. For marinade is 1 tablespoon oyster sauce, 1 tablespoon salt, 1 teaspoon coriander, ½ tablespoon pepper and 1 tablespoon sugar. Available in frozen packaging too.

Soybean Milk Jelly

Soy milk is milk that contains vegetable protein because it is processed from soybean seeds, which is a raw material for tempeh and tofu as well. In Indonesia, soybeans are also cultivated. Healthy soy milk, fresh and available in various variants, original, chocolate, strawberry, vanilla and many more. Served warm and cold. Today many people consume them because they are cheap and easy to find. Innovations made so that soy milk is preferred by millennials is to add jelly in it and pack it in attractive packages, easy to carry and store, can be drunk anywhere. The ingredients are 250 ml soy milk, ½ kg sugar, 1 pax jelly powder, and flavoring powder.

Catfish Dimsum

The ingredients are 1 kg of catfish, 2 kg of chicken, 6 tablespoons of flour, 3 tablespoons of sago flour, 3 cloves of garlic, 1 piece of carrot into small pieces, as little as leeks, salt to taste, salt to taste, Msg to taste, Royco chicken 3-4 packs, garlic oil to taste and siomay skin. Available in frozen packaging too.

Catfish Ekado

The ingredients are 1 kg of catfish, ¼ kg carrots, 1 pack rahu flour, quail eggs, 2 cloves garlic, 1 stick of onion. For seasoning, you need 1 tablespoon of oyster sauce, 1 spoon of salt, 1 spoon of coriander, 1½ spoon of pepper and 1 tablespoon of sugar.



Fig.8 Training Process for Iwul Village Community
Source : Researcher Documentation

Marketing Methods

After making culinary innovations made from local ingredients, then the next is the marketing method. Marketing that has been carried out previously is the product sold to stalls, shops, orders or to homes or sold to the market. Some come to buy for resale or resellers, others buy for personal consumption. The method is conventional or traditional marketing because it is door to door or face to face. Now in order to develop a wider market reach, the marketing method taught is online marketing. Where marketing is already using online applications both online stores and using social media such as Instagram, Whats App, Youtube, Facebook, Twitter or email. If an online shop for example is Tokopedia, Shopee, Lazada and others. In addition, it is utilizing Grab Food and GoJek services for cooperation in providing Go Food services.

Since some of the Iwul people engaged in the home industry are mothers, who are not familiar with social media and online stores, marketing training is aimed at young people who are millennials who have been exposed to online media.

CONCLUSION AND SUGGESTION

Conclusions

1. Local-based culinary innovations created are culinary with history, community habits, hereditary, abundant raw material potential in Iwul Village, then combined with contemporary types of culinary, which are preferred by millennials by using innovative forms, taste, packaging, and a more attractive and efficient form of presentation. These innovations are soy milk jelly, fried pentol meatballs, cassava balls, cassava brownies, catfish dimsum, catfish wonton, catfish ekado, katsu tempeh, dragon foot oncom.
2. The type of marketing developed is online marketing using social media and online stores, collaboration with Go Food and Grab Food services and Go Jek which is able to provide delivery services. The target market segment is millennial who have been exposed by online media. This aims to develop a wider market reach, not only in the local markets of Iwul Village and surrounding areas, but has already gone beyond the boundaries of the territory.

Suggestions

1. There is a need for a mentoring program that consists of counseling, training, monitoring and evaluation by various parties both local government through the service, provincial government through BUMD, central government through SOE CSR and universities through Tri Dharma Perguruan Tinggi.
2. Need for the attention of the village government through BUMDES to provide access to capital for home industries

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