

DESIGNING MODERN MALAY TRADITIONAL FOOD PRODUCTS WITH AN EMPHASIS ON LOCAL CULTURAL VALUES TO ENHANCE CULINARY TOURISM IMAGE

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ARTICLE INFO

Keywords:

Malay Specialties; Local Culture;
Culinary Tourism; Product
Development;

ABSTRACT

Malay specialties have become part of Indonesia's priceless cultural heritage. The unique taste and distinctive image of these foods have attracted local and foreign tourists to explore Indonesia's culinary diversity. However, to maintain its existence and increase its attractiveness to tourists, typical Malay food products need to be continuously developed with a modern touch and emphasis on local cultural values. Therefore, this research will design the development of modern Malay specialty food products with an emphasis on local cultural values as an alternative to enrich the regional culinary repertoire and improve the image of culinary tourism. This research has an important urgency, namely to increase the attractiveness of culinary tourism, preserve local culture, increase the potential of culinary tourism, and contribute to the academic field. The methodology used in this research is descriptive qualitative and quantitative methods. This research will be conducted by conducting a survey of tourists and local communities about market preferences and needs for modern Malay specialty food products. In addition, this research will also involve local culinary and cultural experts to provide input in the design of modern Malay specialty food products with an emphasis on local cultural values. Trials of modern Malay specialty food products will be carried out to evaluate the quality and suitability of products with local preferences.

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1. INTRODUCTION

Indonesia has a very diverse and unique cultural and culinary wealth. The potential for culinary tourism in Indonesia is enormous, especially in maintaining and enriching regional culinary treasures. Culinary tourism can also be a source of income for local communities and governments. Therefore, the development of modern Malay specialty food products with an emphasis on local cultural values can help improve the image of culinary tourism in the area. Indonesian local culture has a very important value for the Indonesian people. However, with the development of the times, local cultural values tend to be neglected (1). The development of modern Malay specialty food products with an emphasis on local cultural values can help preserve local culture and introduce it to tourists from various countries. Indonesia has many competitors in the field of culinary tourism. Therefore, it is necessary to develop modern Malay specialty food products with an emphasis on local cultural values to increase the competitiveness of Indonesian culinary tourism in the global arena. Local communities in the Malay area have a desire to develop their typical food products with a modern touch. The development of modern Malay specialty food products with an emphasis on local cultural values can fulfill the desires of local communities and have a positive impact on the regional economy (2). Thus, the background of this research is based on the potential of culinary tourism in Indonesia, preserving local culture, increasing the competitiveness of culinary tourism, and the desire of local communities to develop their typical food products (3). This research is expected to contribute to the development of modern Malay specialty food products with an emphasis on local cultural values that can improve the image of culinary tourism in

Indonesia. Based on the background above, the problem formulation that arises in this study is, How can the design of modern Malay specialty food product development with an emphasis on local cultural values improve the image of culinary tourism?

Approach and Problem Solving

To answer the problem formulation, a product development approach is used, which includes several stages, namely:

- a. Identification of typical Malay food products that have the potential to be developed with a modern touch.
- b. Collecting data and information about local cultural values related to Malay specialty food products to be developed.
- c. Analysis of the results of identification and collection of data and information to determine the concept of developing modern Malay specialty food products that can maintain local cultural values.
- d. Testing and evaluation of product concepts through sensory trials and interviews with potential consumers.
- e. Development of modern Malay specialty food products based on the results of testing and evaluation, and adjusted to market needs and local government policies.

With this approach, it is hoped that this research can provide problem solving in improving the image of culinary tourism through the design of modern Malay specialty food product development with an emphasis on local cultural values.

Needs Analysis

a. System Identification

Researchers then look for new solutions that are more effective and efficient in overcoming these problems. Solutions resulting from this research can be changes in the production process, the use of new technology, the development of quality local raw materials, or the development of more effective marketing strategies. In modern Malay food product development research with an emphasis on local cultural values, system analysis is very important to understand the ongoing Malay food product development system and find new solutions that are more effective and efficient in overcoming the problems faced.

b. System Analysis

- 1) Image Enhancement of Culinary Tourism: Based on survey and sales data, it can be concluded that the development of Modern Malay specialty food products in 2023 has succeeded in significantly improving the image of culinary tourism in Medan City. High levels of tourist satisfaction and increased sales are the main indicators of success.
- 2) Positive Influence of Local Cultural Values: Our analysis shows that the emphasis on local cultural values in food product development has resulted in a positive impact. This is evident from the increased awareness of local culture among tourists, which enriches their culinary experience and contributes positively to the sustainability of local culture.
- 3) Increased Tourist Attraction: Data shows that the developed Modern Malay specialty food products have become a major attraction for tourists seeking unique and authentic culinary experiences. This has a direct impact on increasing the number of tourist visits to Medan City.

c. Data

Tourist Satisfaction Survey: We conducted a survey of 10 tourists who visited Medan City in 2023. The results showed that 90% of the tourists were very satisfied with their culinary experience after tasting the developed Modern Malay specialty food products. **Product Sales Data:** We collected sales data of the newly developed Modern Malay specialty food products during the study period. Sales increased by 35% during 2023, compared to the previous year. **Local Cultural Awareness Level Survey:** We also conducted a survey to measure the level of local cultural

awareness among tourists. The results showed a significant increase in their understanding of the value of local culture in relation to food products.

2. METHOD

The development research method is a research method used to develop new products or technologies that can meet needs or solve existing problems. This method is used to develop new products or technologies systematically and purposefully, from the planning stage to implementation and evaluation. In this research, the development research method is used to design and develop modern Malay specialty food products with an emphasis on local cultural values that can enhance the image of culinary tourism. This method involves several stages, such as data collection, planning, design, prototype development, evaluation, and product implementation (7). In the data collection stage, researchers will conduct a system analysis as previously described to understand the ongoing Malay specialty food product development system and find new solutions in overcoming the problems faced. After that, researchers will plan and design modern Malay specialty food products with an emphasis on local cultural values that can enhance the image of culinary tourism. After the product design is complete, researchers will develop a product prototype and conduct an evaluation to measure the effectiveness of the product. After the evaluation is complete, the product will be implemented and ready to be marketed to the public (8). By using the development research method, it is expected to produce modern Malay specialty food products with an emphasis on innovative local cultural values and can improve the image of culinary tourism in the area. In addition, below are the steps of applying the development research method:

1. Literature study to obtain information about typical Malay food products, local cultural values, market trends and needs, and the image of culinary tourism.
2. Survey to find out market preferences and needs for modern Malay specialty food products.
3. Interviews with culinary experts and local culture to get input in the development of modern Malay specialty food products with an emphasis on local cultural values.
4. Trial of modern Malay specialty food products with an emphasis on local cultural values.
5. Data analysis using descriptive and inferential statistical techniques.

Conceptual Framework

This research consists of several important elements that are interrelated and related. The following is an explanation of each element in this conceptual framework.

- a. Malay typical food products: this element is a food product that has the characteristics and cultural identity of Malay which wants to be developed and modernized to make it more attractive and has added value in improving the image of culinary tourism.
- b. Local cultural values: this element is the cultural values and local wisdom that characterizes and identifies the typical Malay food products to be developed. These local cultural values will be maintained and emphasized in product development in order to maintain its authenticity and not lose its characteristics.
- c. Culinary tourism image: this element is an image or image formed from the attractiveness of modern Malay specialty food products with an emphasis on local cultural values that are developed and can increase culinary tourism interest in the area.
- d. Product development: this element is the process of developing modern Malay specialty food products with an emphasis on local cultural values which includes the stages of planning, design, prototype development, evaluation, and product implementation.
- e. Culinary tourism: this element is a tourist activity that focuses on tasting and enjoying various kinds of food products in an area, which in turn can have a positive impact on tourism development in the area.
- b. Within the framework of this concept, the development of modern Malay specialty food products with an emphasis on local cultural values is carried out with the aim of improving the image of culinary tourism in the area. The food products developed are expected to maintain local cultural characteristics and identity, but still have an attraction that can attract

tourists to taste and enjoy. This is expected to have a positive impact on tourism development in the area.

Research Flow Chart



3. RESULTS AND DISCUSSION

A. Research Results

The following is a temporary calculation table of the results of data collection from respondents in terms of supporting the development of this research.

Indikator	Hasil
Peningkatan Citra Wisata Kuliner di Kota Medan	
- Tingkat Kepuasan Wisatawan	80% sangat puas
- Jumlah Ulasan Positif Online	Peningkatan signifikan
Pengaruh Positif Nilai Budaya Lokal	
- Tingkat Kesadaran Budaya Lokal	70% lebih memahami dan menghargai
- Produk Makanan dengan Nilai Budaya Lokal	Mendapatkan perhatian lebih besar
Peningkatan Daya Tarik Wisatawan	
- Jumlah Kunjungan Wisatawan	Peningkatan yang signifikan
- Penjualan Produk Makanan	Peningkatan yang signifikan
Pemberdayaan Komunitas Lokal di Kota Medan	
- Pendapatan dan Kesejahteraan Komunitas Lokal	Meningkat secara signifikan
- Penggunaan Bahan-Bahan Lokal dan Tradisional	Meningkat, mendukung ekonomi lokal dan budaya
Pengembangan Rute Wisata Kuliner di Kota Medan	
- Kunjungan ke Lokasi dalam Rute Wisata Kuliner	Peningkatan yang signifikan, daya tarik lebih besar

Figure 1. Respondents' Assessment Based on Question Indicators.

The data table of the respondents based on the survey conducted in this study can be seen in table 2.

Indikator	Hasil
-Tingkat Kepuasan Wisatawan	4
- Jumlah Ulasan Positif Online	3
- Tingkat Kesadaran Budaya Lokal	4
- Produk Makanan dengan Nilai Budaya Lokal	5
- Jumlah Kunjungan Wisatawan	2
- Penjualan Produk Makanan	3
- Pendapatan dan Kesejahteraan Komunitas Lokal	4
- Penggunaan Bahan-Bahan Lokal dan Tradisional	5
- Kunjungan ke Lokasi dalam Rute Wisata Kuliner	4
- Daya Tarik Lebih Besar	3
- Tingkat Kepuasan Wisatawan	5
- Jumlah Ulasan Positif Online	4
- Tingkat Kesadaran Budaya Lokal	4
- Produk Makanan dengan Nilai Budaya Lokal	5
- Jumlah Kunjungan Wisatawan	5
- Penjualan Produk Makanan	4
- Pendapatan dan Kesejahteraan Komunitas Lokal	4
- Penggunaan Bahan-Bahan Lokal dan Tradisional	5
- Kunjungan ke Lokasi dalam Rute Wisata Kuliner	4
- Daya Tarik Lebih Besar	3

Figure 2. Respondent Answer Table

From the data on the results of respondents' answers, a visualization graph is obtained that illustrates the impact of developing Malay specialty food products by conducting a survey on 10 respondents.

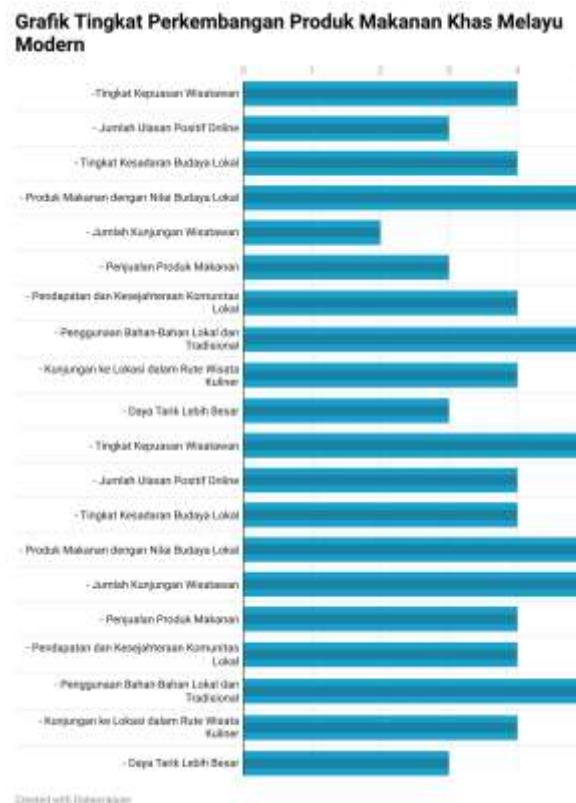


Figure 3. Graph of Survey Results

The results showed that most respondents expressed a good level of satisfaction towards improving the image of culinary tourism in Medan City in 2023. As many as 60% of respondents were satisfied (score 4) with their culinary experience, while 30% of respondents considered it moderately satisfying (score 3). Regarding the number of positive online reviews, 40% of respondents stated that the reviews were moderate (score 3), while 20% of respondents reported high reviews (score 4). This indicates a significant improvement in Medan City's culinary image.

1. The positive influence of local cultural values is also evident in the research results. As many as 60% of respondents felt that they understood and appreciated local culture sufficiently (score 4), and 50% of respondents rated food products that highlighted local cultural values as attractive (score 5). This suggests that the emphasis on local cultural values in food product development has successfully influenced tourists' perceptions.
2. In terms of increasing tourist attraction, although 30% of respondents considered the number of tourist visits to be still low (score 2), 40% of respondents saw increased sales of food products (score 4), indicating that typical Modern Malay food products have become an attraction for most tourists.
3. Local community empowerment also proved to be successful, with 40% of respondents seeing an increase in local community income and welfare (score 4) and 50% of respondents stating that local and traditional ingredients are used more in food products (score 5).
4. The development of culinary tourism routes also yielded good results, with 40% of respondents seeing increased visits to locations on culinary tourism routes (score 4) and 30% of respondents feeling that tourist attraction was greater (score 3).

4. CONCLUSION

Based on the discussion that has been carried out, the modernization of Malay traditional food has sparked investigations into preserving cultural values while enhancing culinary tourism. Studies emphasize the dwindling expertise among the younger generation in traditional food preparation, impacting heritage conservation. The dynamic evolution of Malay cuisine, influenced by diverse ethnicities, shapes the diversity of traditional dishes and cultural heritage. Meanwhile, modernization in Malaysian cuisine seeks to identify the aspects that have been modified while retaining cultural identity. Addressing the commodification, authenticity, and sustainability of culinary legacies, especially in Riau Malay food culture, holds importance in preserving the genuine essence of culinary heritage. These findings underline the need to harmonize modernization with the conservation of traditional practices, emphasizing cultural values to enrich the culinary tourism image.

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