Lemang culinary business development strategy

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Abstract. This research is motivated by the many traditional foods in Indonesia, one of which is lemang. Lemang is a traditional food made from sticky rice raw material wrapped in banana leaves and put into a container in the form of bamboo originating from Bangkala District, Regency Jeneponto. This study aims to describe the strategy in maintaining relations with suppliers of raw materials, strategies in maintaining relationships with personnel work, strategies for maintaining the quality of lemang and analyzing the prospects for sustainability Lemang effort This research uses descriptive qualitative analysis tools used namely participatory observation and in-depth interviews, with research locations in the District Bangkala, Jeneponto Regency, South Sulawesi. The results of the study concluded that: The strategy built by the trader viz. Maintaining relationships with material suppliers standard, Maintaining and establishing good relationships with work. Keep on guarding the quality of Lemang itself to continuously increase sales volume as well as increase consumer loyalty in buying.

1. Introduction

South Sulawesi it is famous for its diverse culinary variety of good food weight and snacks. As for heavy food that is quite well known in the Province South Sulawesi such as coto, kapurung, palekko, sib soup, konro soup, palu basa, buras while snacking foods such as epe banana, green banana, bassang, roti maros, tenteng, baje, baroncong, barongko, palu butung [1].

Jeneponto Regency is an area of city district located in South Sulawesi with the position between Takalar Regency and Bantaeng Regency, which has many uniqueness cultures, culinary, and tourist attractions that can captivate the hearts of connoisseurs and visitors, Examples of mountain scenery, beaches and culinary are very famous coto horse, and Lemang (lammang). Lemang, which is better known by Bangkangka District, Jeneponto Regency as "Lammang" is a traditional food made from raw materials glutinous rice (black, white, and red) wrapped in banana leaf and put in a container in the form of bamboo. To produce distinctive aromas and flavors, Lemang then burned before consumption. The taste is typical to make leemang bamboo is a target of traditional food connoisseurs, so stalls that sell leemang bamboo continues to be visited by residents. Lemang trading transactions take place morning to night [2].

Jeneponto Regency Bangkala District most of the people make a business Lemang as a side business; They assume the limited employment opportunities they are increasingly difficult to find work and lack of ability is also encouraging they are to open their own business. In making lemang, the basic ingredient
mixture is four liters of rice mixed with five liters of coconut milk and a handful of salt. To make All
types of glutinous rice, both red and white glutinous rice, can all be processed into bamboo lemang
bamboo lemang [2].

To make bamboo lemang, namely; The first step is to soak the sticky rice. Soaking rice is done for
approximately one hour. This step aims in addition to clean rice, also to make rice tightly and evenly
cooked when burned down. This method is intended to maintain that the resulting product can meet the
standards quality that has been set so that consumers will not lose confidence in the product concerned
[3].

Quality has a very important meaning in consumer purchasing decisions, if the quality the products
produced are good, so consumers tend to repurchase a product. Conversely, if the quality of the product
does not match expectations, consumers will transfer their purchases to other similar products. Good
quality standards are needed to achieve quality products. [4].

2. Methods
The research method used in this research is a case study that is looking at social reality in certain case
studies, according to the researcher's focus. The case unit in this study is the business unit producer. In
this study focused on one unit of the case that is Lemang producer (Dg Awing). In Bangkala District,
Jeneponto Regency. Site selection is made with consideration because the business owner makes his
business as the main job compared to entrepreneurs. Others only make lemang culinary business a side
business. The sampling technique in this study is Participatory Observation and In-depth interviews.
Observation is to directly observe the object of research and also be involved in participating in the
stages of its work so that real conditions can be obtained [5].

3. Results and discussion
Lemang culinary business development strategies carried out by traders (Dg Awing) viz. Keep relations
with suppliers of raw materials, Maintaining and establishing good relationships with para the workers.
While maintaining the quality of the lemang itself to continue to increase volume sales and increase
consumer loyalty in buying. For the strategy adopted by Dg Awing in maintaining relationships with
suppliers of raw materials;

| No | The strategy adopted                                      | Supplier of raw materials |
|----|-----------------------------------------------------------|----------------------------|
|    |                                                           | a | b | c | d | e | f | g | h | i | j | k |
| 1  | Prepare food and drink when it comes to carry goods and to  | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|    | serve lamang cakes                                        |   |   |   |   |   |   |   |   |   |   |   |
| 2  | Invite when there are events-family events and holidays    | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
|    | religious-like feast days and during the fast-breaking event|   |   |   |   |   |   |   |   |   |   |   |
|    | together                                                  |   |   |   |   |   |   |   |   |   |   |   |
| 3  | Give lamang when come visit and Prepare food              | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 4  | Give a bonus when buying lamang                          | ✓ |   |   |   |   |   |   |   |   |   |   |

The table above shows that he has many suppliers for every need for raw materials that he needs in
running his business. To maintain relationships with the supplier of raw materials, Dg Awing carries out
a strategy of "Inviting when there are events family and religious holidays such as feast days and when breaking fast together, and The least strategy is to give a bonus when buying lamang.

Table 2. Strategies adopted by Dg Awing in maintaining relationships with Labor

| No | The strategy adopted | The strategy adopted |
|----|----------------------|----------------------|
|    |                      | a | b | c |
| 1  | Prepare breakfast and lunch. | ✓ | ✓ | ✓ |
| 2  | Give money loans when at very need. | ✓ | ✓ | ✓ |
| 3  | Providing incentives on religious days | ✓ | ✓ | ✓ |
| 4  | Providing food and drinks when waiting for customer | ✓ | ✓ | ✓ |
| 5  | Inviting during weddings and events religious | ✓ | ✓ | ✓ |
| 6  | Tell stories and jokes while waiting for a buyer. | ✓ | ✓ | ✓ |
| 7  | Vacation Together when off | ✓ | ✓ | ✓ |

The table above shows that there are three division of labor positions, for example, with letters a, b, and c. With regard to these three labor divisions, Dg Awing applies several strategies in maintaining relationships with workers, including always preparing food and drinks every day to the entire workforce, inviting when there are events like traditional events, weddings and religious events, provide incentives or bonuses for workers work during major holidays such as holidays, providing loans for energy workers work that is very much in need and takes a vacation when work is off.

In addition to the two strategies above in developing the Lemang culinary business, there is also a strategy taken by Dg Awing, namely maintaining the quality of the beans it produces by taking into account several components in Lammang. Where there are six variables which can be seen include:

- **Taste**
  In order to maintain the taste of the lamang itself, he implemented a special strategy, which is in order does not reduce the dose of each raw material that has been determined. Despite an increase in prices for some raw materials, the specified dose must be in accordance with their respective portions, respectively.

- **Aroma**
  In maintaining the aroma of the lamang, he implemented a special strategy that is burning done thoroughly until the edges of the lamang begin to turn yellow and keep using the traditional way of burning.

- **Form**
  In maintaining the shape of the lamang, he implemented a specific strategy where for the container making lamang always use bamboo as a container.

- **Size**
  In maintaining the size of the lamang, the strategy carried out by him is to choose bamboo the young one. This is due to the size of the diameter of young bamboo is not too big and not too small so that the size of the lamang itself can be maintained.

- **Color**
  To maintain the color of the lamang, the strategy he carried out was to not provide material any food coloring in the process of making lamang.

- **Texture**
  To maintain the texture of the lamang, he implemented a strategy in the form of using glutinous rice used still using imported quality rice.
The strategies above are the strategies used in the development of the Lemang culinary business as well as analyzing the prospects for lemang business sustainability which can be seen in the table below:

| No | Year | Total sales (per day) | Reception     |
|----|------|-----------------------|---------------|
| 1  | 2016 | 600                   | Rp. 4,800,000 |
| 2  | 2017 | 650                   | Rp. 5,200,000 |
| 3  | 2018 | 750                   | Rp. 6,000,000 |

The table above shows that sales from year to year continue to increase sales volume. Where for the year 2016 in a day, he was able to sell 600 bamboos in per day with the resulting revenue of Rp. 4,800.00 per day. in 2017, volume sales increased by 650 bamboos a day by the number of receipts generated as much as Rp. 5,200,000 per day. for 2017 the number of sales volumes as well experienced an increase of 750 bamboos with the resulting revenue of Rp. 6,000,000 per day. It is seen that the business run by him has prospects of very promising sustainability. This is evident from the average sales results of lammmang itself, which continues to experience an increase in sales volume per day each year.

4. Conclusions

In developing the Lemang culinary business, there are a lot of stars that are done by traders, especially Dg Awing. These strategies are maintaining relationships with the para provider of raw materials, maintaining relations with labor, always paying attention to 6 components principal to maintain the quality of the lammmang is maintained, such as aroma, shape, size, taste, texture and color lammmang, continues to maintain and control three aspects for the sustainability of its business.

References

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