Perception of People on Modernized Traditional Culinary in Yogyakarta

Briantama Yanuar Ridwan, Ni Wayan Kartika S, Zithny Ilman Prihastopo, Satria Yudha A

Department of Development Geography, Faculty of Geography, Universitas Gadjah Mada, Yogyakarta, Indonesia

Email: briantama.yanuar.r@mail.ugm.ac.id, ni.wayan.kartika.s@mail.ugm.ac.id, zithny.ilman.prihastopo@mail.ugm.ac.id, s.yudha@mail.ugm.ac.id

Abstract. Yogyakarta is famous for its various traditional culinary as the main tourist attraction. These traditional culinary has wide local and international market in line with local branding of “Jogja Istimewa”. Parallel with the technology development, traditional culinary had been modernized in packaging. This innovation mainly impact on product attraction and market preference. Nevertheless, the studies about this topic are rarely found. Therefore, a study about market preferences in product attraction is needed, especially about modernized traditional culinary. Perception data acquisitions are including taste, preservation, prices, and product quality. Data is collected through questionnaire and depth interview methods. Questionnaire samples are selected by using purposive sampling which consist 30 samples from Yogyakarta city and 30 others from outside Yogyakarta city. Informants for depth interview are selected from local modernized-traditional-culinary entrepreneur. Questionnaire data are analysed using quantitative method by arranging crosstab between variables, meanwhile depth interview data are analysed using qualitative method. Relationship among variables is presented in crosstab. Local people’s perception about modernized-traditional-culinary is presented by pie chart. This study aims to identify local people perspective about modernized-traditional-culinary, so that strategies for development of local economy enterprises can be determined. The right development strategies will increase product competitiveness and trigger industrial innovation which lead to higher economic growth. These are parallel with Sustainable Development Goals, particularly on “Decent Work and Economic Growth” and “Industry, Innovation, and Infrastructure”.

Keywords: perception, market preference, traditional culinary, spatial distribution

1. Introduction

Referring to Jordana (2000), traditional culinary or traditional foods could be defined as foods which are distinguished throughout specific qualitative aspects and represent cultural identity [1]. Traditional foods become more attractive based on industry perspective, particularly for small and medium sized enterprises [1]. Skuras & Vakrou (2002) argue that emphasizing the attributes of products by involving regional characteristics of the production area or by applying traditional process on production practices may offers new opportunities on marketing [1]. Referring to Bertozzi (1998) a traditional food product is a “representation of a group, it belongs to a defined space, and it is part of a culture that implies the cooperation of the individuals operating in that territory” [1].

Jordana (2000) used sociological definition about how the foods are considered as traditional: “In order to be traditional, a product must be linked to a territory and it must also be part of a set of
traditions, which will necessarily ensure its continuity over time’’ [1]. The European Commission defined ‘‘traditional’’ related to foods: ‘‘Traditional means proven usage in the Community market for a time period showing transmission between generations; this time period should be the one generally ascribed as one human generation, at least 25 years’’ [1]. In addition, as Kuznesof, Tregear, & Moxey (1997) said, traditional foods are also known as ‘‘authentic products’’ [2]. Ferretti & Magaudda (2006) argue that the ‘‘authentic’’ label appeared because it related to history and/or cultural identity of the area/region/territory [2].

Traditional culinary has a specific customer, It’s durability somehow limiting time-span of consumption. Therefore, an innovation within this aspect is needed to deal with another customer segment whose prefer the durability of traditional’s culinary. Moreover there may another innovation, regarding to taste and packaging. Referring to Bartels and Reinders (2009), innovation is one of the most essential topic in business research in order to increase the organizational success [3]. Modernized traditional culinary is one of innovation on culinary product. It creates unique identity which can be developed as new marketing product. Growing the production of modernized traditional culinary may be the new opportunity of economic sector. Industry of modernized traditional culinary can provide decent work for local people. This new production sector may contributes to generate economic growth of local region by gaining more customers and increasing income. It is related to 8th goal of SDGs, which providing decent work and economic growth. Modernized traditional culinary is also contribute to achieve the 9th goal of SDGs, particularly on innovation growth. The innovation offered on traditional food packaging prove the growth of innovation for marketing of traditional product. It creates diversification on traditional culinary product so there is more opportunity of innovation.

Referring to Hoffmann and Soyez, (2010), understanding needs and behavioural patterns of consumer innovativeness is important so the manager can adapt the marketing mix to innovative consumers and get more successful on launch of new services or products [3]. The innovation of products or services may lead the development of market preference or consumer preference. Consumer preferences can be defined as the subjective or individual tastes, which are measured by utility of various bundles of goods [4]. Consumer preference tell how consumer make rank of a collection of goods or services they will choose and also prefers one collection over another [4].

Needs and behavioral pattern of customer is close with personal perception. As the ultimate process of observation which is started from sensing, perception starts with stimuli which is received by brain, then individual enable to realize the object. The perception give further understanding about our neighborhood and its environmental condition including particular information for individual [5]. Perception also can be defined as the response of sensation and has be received by five sense. Perception affected by personal and situational factor. Perception can be helped human to give the activity [6].

2. Area of Study and Data

Yogyakarta city is the area study of the research. This study was based on primary data collected by questionnaire. Purposive sampling was used to meet respondents with interest on modernized traditional culinary. Respondents was distinguished by their origin. There was 50 respondents from Yogyakarta and 103 respondents from other area. Quantitative method was used to process data by SPSS.
3. Methodology

Data was shown by descriptive statistic to understand variables related to both traditional culinary and modernized traditional culinary. Descriptive Statistic and Chi Square Test are used to represent relation between data. Variable used in this study were: 1) respondents origin, 2) respondents latest education, 3) respondents age, and 4) respondents preference toward modernized traditional culinary.

4. Result and Discussion

Result of research show that considerably most of people tend to choose original culinary compared to modernized and processed traditional culinary. It happened due to the products that made by modernization mechanism have different taste and freshness compared to products from the “real” traditional culinary. Traditional culinaries without further processing and packaging have special, delicate, and unique taste, encourage more people to buy them.
Other than taste aspects, in general traditional culinary have advantage of lower prices. It is shown by statistical result chosen by respondents. The traditional culinary affordable price made people tend to buy it deliberately. The affordable price is caused by the processing methods. Traditional processing methods have impacts on lower production costs that reduce the price entirely. Moreover, micro and local level promotions also contribute to reduce the traditional culinary price considerably.

The tendency of traditional culinary choice apparently does not have directly proportional relation with packaging, preservation, and practicality of products. Some respondents assume that packaging, preservation, and practicality of traditional culinary is different with modernized traditional culinary. These assumption is appropriate with the reality. Traditional culinary, especially in traditional packaging has impacted on food preserve and durability. Traditional culinary product tends to be less durable and preserve because production methods has been done without preservation.

Some respondents have different perception to choose modernized traditional culinary. It is related with the practicality of products. Some respondents assume that the practicality of modernized traditional culinary have made the foods could be brought everywhere easily. In addition, modernized traditional culinary could be found in souvenir shop, easily purchasable especially for tourist.

Practicality of modernized traditional culinary parallel with their packaging and preservation. The products practicality supported by modernized packaging. Packaging which produced as traditional culinary container use aluminum which could preserve the food in quite a long time. Moreover, modernized traditional culinary have longer preservation date because the production have used both modern apparatus and preservatives. Those method and packaging have made modernized traditional culinary could become more durable.

These earlier modernized traditional culinary, however did not have delicate taste, quality, reasonable, and affordable prices. Most of the modernized traditional culinary have inappropirate taste according to customer preferences. Modernisation proceeded from traditional food product is result in removal of traditional characteristics on foods. On the other hand, preservation effects added on culinary product impact on the taste of traditional foods. The quality of resulted product is not likely same with traditional foods. In order to fulfill the high market demand, traditional foods is forced to maximizing production. The huge production aims for enlarging the marketing of traditional foods. This condition impacts on the higher price of modernized traditional food compared with common traditional food. More modern food processing contributes to raise the price of modernized traditional food. The price may be too expensive so people feel reluctant to buy it.

Purchasing power of people on traditional food is not correlated with the origin of customer. It is said by looking on the relation test of customer’s origin with selection of food product which showed the asymp. sig value 0.555. It is less than 0.05 so it proved the uncorrelated of customer’s origin with selection of food product. This argument is supported by the value of contingency coefficient 0.048. It showed the weak relationship between those two variables.

| Chi-Square Tests          | Value | df  | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---------------------------|-------|-----|-----------------------|----------------------|----------------------|
| Pearson Chi-Square        | .348a | 1   | .555                  |                      |                      |
| Continuity Correctionb    | .148  | 1   | .700                  |                      |                      |
| Likelihood Ratio          | .354  | 1   | .552                  |                      | .682                 |
| Fisher's Exact Test       |       |     |                       | .355                 |                      |
| Linear-by-Linear Association | .346  | 1   | .556                  |                      |                      |
| N of Valid Casesb         | 153   |     |                       |                      |                      |
Table 1. Correlation Test between Origin and Culinary Preference

The same analysis goes for relationship between latest educational grade and selection of food product which showed the significance value 0.524. It means there is no correlation between those two variables. The value of contingency coefficient about 0.181 also proved that weak relationship.

| Chi-Square Tests          | Value   | df | Asymp. Sig. (2-sided) |
|---------------------------|---------|----|-----------------------|
| Pearson Chi-Square        | 5.157a  | 6  | 0.524                 |
| Likelihood Ratio          | 5.580   | 6  | 0.472                 |
| Linear-by-Linear Association | 0.705  | 1  | 0.401                 |
| N of Valid Cases          | 153     |    |                       |

a. 10 cells (71.4%) have expected count less than 5. The minimum expected count is .46.

Table 2. Correlation Test between Last Education and Culinary Preference

The crosstab between age and selection of food product indicates the significance value about 0.177. It is said that there is no correlation between those two variables. However, the two variables have greater correlation than the other variables. Buyer’s age is indicated to give higher correlation on selection of food product compared with other variables.

| Chi-Square Tests          | Value   | df | Asymp. Sig. (2-sided) |
|---------------------------|---------|----|-----------------------|
| Pearson Chi-Square        | 26.826a | 21 | 0.177                 |
| Likelihood Ratio          | 27.285  | 21 | 0.162                 |
| Linear-by-Linear Association | 1.164  | 1  | 0.281                 |
| N of Valid Cases          | 153     |    |                       |

a. 36 cells (81.8%) have expected count less than 5. The minimum expected count is .23.

Table 3. Correlation Test between Age and Culinary Preference

The staff of modernized traditional culinary was considered that it was creative in the development of the product. Then, the staff of modernized traditional culinary make the product more creative. One of the innovation that was developed is the modernized of Gudeg packing. Gudeg that is modern packed, it is considered has the influence of the expansion of the market, but they tend to declare that the quality of taste is low. So, the product is just focused of the simple and the expansion of affordability market.

The other condition can be analysed by the modernized of Bakpia product. The modernized was done by adding the taste innovation. Adding the taste innovation that can increase consumer preference by the selection of product. But, the consumer prefer classic taste of Bakpia product. Then, it have the impact for the decreasing of consumer preference to the innovation of Bakpia product.
5. Conclusion and Recommendation

The consumer prefer choose traditional food product than the modernized traditional culinary product. It relate to the changing taste of the modernized traditional culinary product. But, the modernized traditional culinary product has high preservation and packaging, so it has the influence of the expansion of market.

The characteristic of respondents show that there is no connection or influence between age, origin, and the last education to the preference of traditional culinary product. The significant number of crosstab shown that the result is more than 0.05. So, there are no relationship between dependent variable and independent variable. It’s can be see that 77 % respondent choose the traditional culinary.

The condition has been tackled. The staff of modernized traditional culinary can be promote the product. The other ways can be do with increasing the taste or flavour of the modernized traditional culinary product. It has the impact to the preference of consumers to choose the modernized traditional culinary product.

Another way that can be taken is creating an area as a center of innovative traditional culinary. By this way, consumer may be easily buys any products. In the other hand, creating a center of innovative traditional culinary can generate an agglomeration of producers, which provides producers with agglomeration advantages.

A center can be created by agglomerating producer on a totally new area or by strengthen the image of an agglomeration that have been formed naturally. In case of Kota Yogyakarta, creation of innovative traditional culinary new center can be based on New Yogyakarta International Airport Master Plan. Placing a center near the new airport minimize the distance between producers and consumer, especially tourist. Therefore, it may increase producers’ income.

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