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Luti Gendang Traditional Food Business

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Abstract

Curry Up is a micro, small and medium enterprise (MSMEs) engaged in culinary tourism. Curry Up is located at the YKB D.16 complex with 8 employees. Curry Up is a family-run business that has been established since 2017. Curry Up sells Luti Gendang and curry puff food, which are typical Riau Islands or Malay food. This traditional food is still rarely known by people in the city of Batam. Therefore, with this business, luti gendang food and also curry puff can be known to all Indonesian people because every region has different food and tastes. Therefore, with social media such as Instagram and Facebook, all people know about luti gendang food. and curry puff is a typical Malay food, especially in Batam and can be souvenirs for traveling and is a culinary tourism destination for residents of Batam City or outside Batam. The data collection carried out in this activity is to collect primary data. The primary data collected was sourced from interviews conducted by the author. Interviews conducted by the author to Curry Up customers. The questions asked in the interview were related to Luti Gendang which is a Core Product from Curry Up.

Keywords: *Malay food, traditional food, micro, small and medium enterprise (MSMEs), souvenirs*

Introduction

Indonesia is a country that has racial and cultural diversity spread from Sabang to Merauke. Each region has its own uniqueness from customs, traditions, or traditional food. Sometimes the uniqueness given from various areas can be a source of money and business ideas to do business. Business ideas that are formed from a region can often help the economic growth of a region and increase employment. One of the business ideas formed from cultural characteristics is traditional food. According to Sumantri (2010), food is a basic human need that is needed at all times and requires good and correct processing in order to benefit the body. Therefore, food is a basic need that must be fulfilled. Basically, food is influenced by the availability of raw materials from the surrounding nature, so each region has its own food characteristics. Food as a sign of communion, food as a class marker and the finally food as an emblem: this is the case with culinary heritage of a given geographical area or community a kind of banner beneath which

the inhabitants of a given area recognize themselves (Hariyanto, O. I. 2017). According to (Harmayani et al., 2019), traditional food is food that is processed from locally produced food ingredients, with a process that has been mastered by the community and the result is a product whose taste, shape and way of eating are known, and become a characteristic of certain community groups. Traditional food is often used as a characteristic of a region. There are many people who stop in a city and bring the traditional food to their close relatives. One of them is Luti gendang. This traditional food is still rarely known by the people in the city of Batam. Therefore, with the existence of this business, Luti Gendang food as well as eras can be known to the entire Indonesian community because each region has different foods and tastes. Therefore, with the existence of social media such as Instagram and Facebook, the whole community knows about Luti Gendang food. and currypuf is a typical Malay food especially in Batam and can be a souvenir for traveling and is one of the culinary tourism destinations for the people of Batam City or outside Batam. Culinary tourism is tourism that is influenced by the desire to visit places where food is made, food festivals, restaurants, or a location with the aim of trying food (Kristiana et al., 2018). In addition, there are also other definitions of culinary tourism, namely everything related to food as a subject and media, destinations and vehicles for tourism, and activities in tourism, namely tasting food in ethnic restaurants, visiting food festivals, trying food at different times. travel and even cook at home (Wibawati & Prabhawati, 2021) Curry Up is a business engaged in the culinary tourism of snacks. Curry Up is located at the YKB D.16 complex with 8 employees. Curry Up is an MSME business that has been established since 2017 by the family. Curry Up sells luti gendang and curry puff food, which are typical Malay or Riau island foods. The business that is being carried out until now, various products that are being produced, such as luti gendang, only have 1 (one) flavor variant, namely shredded tuna and the production of curry puff which has 2 (two) flavor variants, namely potato curry and egg curry potato respectively. respectively. Each food has different characteristics. Curry Up has social media, namely Instagram and Facebook and can also order food through Go Food and Grab Food

Methods

The data collection carried out in this activity is to collect primary data. The primary data collected was sourced from interviews conducted by the author. Interviews conducted by the author to Curry Up customers. The questions asked in the interview were related to Luti Gendang which is the core product of Curry Up. Here are some questions asked:

to the seller:

1. Who is the target market for your product?

2. Do you know the reasons for your consumers buying luti gendang ?
3. If yes, what is the reason they buy the luti gendang?
4. If not, what do you think makes customers interested in buying the luti gendang?
5. How many purchases does one consumer usually make in a day?
6. When do most people buy?
7. Which days do most people buy?
8. Do you know about your customers in terms of age and gender?

To buyers:

1. What is your reason for buying luti drum food?
2. How often do you buy luti drum food?
3. Why buy luti drum food?
4. Would you like to use this food as a souvenir?
5. How often do you buy food as souvenirs?

To the general public:

1. Do you know the luti gendang ?
2. Have you ever bought or tried luti gedang ?
3. If so, what is the reason you bought the luti gendang?
4. Would you like to use this product as a souvenir?
5. How often do you buy food as souvenirs?

Result and Discussion

Activities at Curry Up are useful so that Curry Up, especially Luti gendang, can be recognized by the wider community. To be able to make it happen what the author does is get raw materials from suppliers. After the raw materials have been obtained from the supplier, the authors process these raw materials into food products, namely luti gendang. Luti gendang that have gone through the production process will be sold through offline outlets. After that, the writer conducted interviews with outlet keepers in several places, curry up customers and the general public. After conducting interviews, the author looks at and analyzes what problems occur in Curry Up. From the interviews conducted, it can be seen that luti gendang is not fully known by the people of batam. Ignorance of drum luti has resulted in few customers ordering drum luti. Besides that, there are only a few outlets for purchasing luti gendang. Therefore, for the continuity of this business and so that luti gendang can be recognized, after analyzing what problems occur, the authors

design a strategy for introducing luti gendang and selling luti gendang online to overcome this problem. After the implementation of the design was carried out, the luti gendang, especially Curry Up, was better known by the people of Batam city and people outside the city of Batam. This can be seen from the increasing number of luti gendang sales. At the output implementation stage, the author carries out the production and sales process of drum luti which is carried out at offline outlets as shown in the following picture:



Picture 1. Product Luti Gendang



Picture 2. Luti Gendang Store

After that, the author introduced drum luti products through several social media in the form of Instagram, Facebook and YouTube which are shown as following :



Picture 3. Instagram Curry Up



Picture 4. Facebook Curry Up

Making social media is done by monitoring so that product introduction through social media is carried out continuously by creating story and feed content on Curry Up social media accounts.

Picture 5.
Logo



Source: Author (2022)

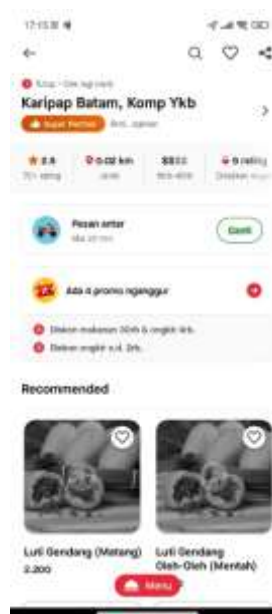
Picture 6.

Content on Social media Curry Up

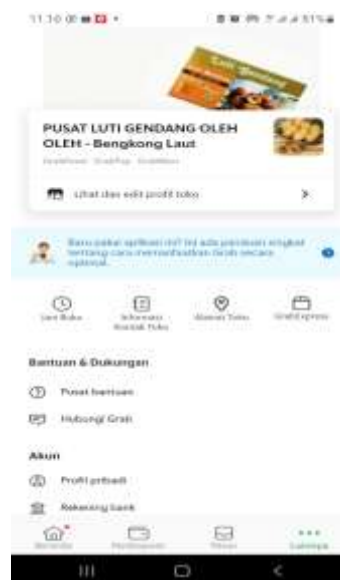


Source: Author (2022)

To support the continuity of the Curry Up business which sells traditional Malay food and so that the wider community is more familiar with Luti gendang, the authors registered luti gendang on go food and grab food. This is intended to make it easier for customers to access or order luti drums without the problem of mileage. Due to the lack of luti gendang outlets in the city of Batam. With go food and grab food, customers can easily order drum luti without having to go to outlets that are far from the customer's location. That way the market reach for Curry Up drum luti is wider and can be better known to the public because it is available on a digital platform.



Gambar 4.7 Curry Up Luti Gendang di Go-Food



Gambar 4.8 Curry Up Luti Gendang di Grab-Food

Conclusions

Curry Up is a business engaged in culinary tourism for luti gendang and curry puff snacks in the city of Batam. This activity aims to introduce the product Luti Gendang Curry up as a typical Malay food to the people of Batam city and outside Batam city. The results of this activity are luti gendang which have been spread across various social media platforms such as Instagram and Facebook. And Luti Gendang Curry Up which is already available on Go-Food and Grab Food delivery.

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