

Communication strategy in increasing awareness of sate maranggi as a culinary icon of the nusantara

Strategi komunikasi dalam meningkatkan awareness terhadap sate maranggi sebagai ikon kuliner nusantara

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ABSTRACT

The diversity of ethnics in Indonesia is an important asset of tourism. From Sabang to Merauke, this country has an impressive range of culinary assets which are often found different between every respective ethnicity. The acculturation of any part of the world's unique cuisine has made Indonesia's cuisine considered one of the best. The culinary icon is a popular food in the respective territory. To become an icon, the food needs to be the symbol and has a unique advantage compared to the other place. A culinary icon is determined based on 3 criteria; they are the ease to get the ingredients, widely known by the locals, and the existence of professionals in the field (Fizriyani, 2017). The Ministry of Tourism has introduced 30 Indonesian culinary icons. Sate Maranggi, Purwakarta's special, is there among the other 59 on the list. Unfortunately, there is still a quite significant number of people who admitted the unawareness of the existence of Sate Maranggi. This article will discuss the strategy to build awareness of the Sate Maranggi as one of the most important culinary icons. In order to reveal the condition and suggest further action, the author(s) were using qualitative method with in-depth interview approach. 40 Purwakarta residents picked through Random Sampling. The research concluded in the awareness of Purwakartans of the culinary's status. However, they still need access to the appropriate information of the culinary. Although most of the Purwakarta residents were aware of the heritage status of Sate Maranggi, there were lack of channeling of the information distribution, since most of the awareness came from word of mouth. Ministry of Tourism, Purwakarta local government, and the local Sate Maranggi business owners better start to build the awareness through social media, where information are spreading faster and wider.

HOW TO CITE ITEM

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ABSTRAK

Keragaman etnis di Indonesia merupakan aset penting pariwisata. Dari Sabang sampai Merauke, negeri ini memiliki berbagai aset kuliner yang mengesankan yang sering ditemukan berbeda di antara setiap etnis masing-masing. Akulturasi dari setiap bagian dari masakan unik dunia telah membuat masakan Indonesia dianggap sebagai salah satu yang terbaik. Ikon kuliner adalah makanan yang populer di wilayah masing-masing. Untuk menjadi ikon, makanan harus menjadi simbol dan

memiliki keunggulan unik dibandingkan dengan tempat lain. Ikon kuliner ditentukan berdasarkan 3 kriteria, yaitu kemudahan mendapatkan bahan, dikenal luas oleh penduduk setempat, dan adanya tenaga profesional di bidangnya. Kementerian Pariwisata telah memperkenalkan 30 ikon kuliner Indonesia. Sate Maranggi, makanan khas Purwakarta, ada di antara 59 lainnya dalam daftar tersebut. Sayangnya, masih cukup banyak masyarakat yang mengaku tidak mengetahui keberadaan Sate Maranggi. Artikel ini akan membahas strategi untuk membangun awareness terhadap Sate Maranggi sebagai salah satu ikon kuliner terpenting. Demi mengetahui lebih lanjut, peneliti menggunakan metode penelitian kualitatif dengan pendekatan berupa in-depth interview. Sampel terdiri dari 40 warga Purwakarta yang dipilih menggunakan Random Sampling. Didapatkan kesimpulan bahwa sampel mengetahui Sate Maranggi, namun kekurangan akses untuk mengetahui status Sate Maranggi melalui sarana informasi. Meskipun mayoritas sampel mengatakan bahwa mereka mengetahui status Sate Maranggi sebagai warisan kuliner nusantara, media distribusi informasi masih harus diperbaiki, mengingat sumber kesadaran informasi tersebut datangnya dari mulut ke mulut. Kemenparekraf, Pemda Purwakarta, hingga pebisnis Sate Maranggi sebaiknya mengoptimalkan sosial media, medium penyebaran informasi yang relatif luas dan cepat.

INTRODUCTION

Indonesia has a very diverse culinary range, ranging from a variety of rice concoctions which are mandatory food for Indonesians, a variety of cakes, vegetables, and side dishes, to various drinks. With so many types of culinary in Indonesia, the culinary industry is one of the growing industries today, along with the development of domestic tourism (Untari, 2019). The establishment of culinary as a creative industry subsector can be a source of pride abroad. In this case, culinary is one of the attractions for local and international tourists. The large variety of Indonesian cuisine makes it difficult to define which ones are Indonesian specialties. Therefore, it is necessary to determine the type of traditional food that can become an icon, representing Indonesian cuisine.

There are 70 types of candidates for traditional Indonesian culinary icons, which were later narrowed down to 30 traditional Indonesian culinary icons (Prawitasari, 2012). The cuisine consists of heritage, traditional and superior cuisine, from appetizers to desserts. The basis for selecting 30 traditional Indonesian culinary icons was selected based on several criteria. First, raw materials must be easily obtained, both at home and abroad. Second, the culinary has been known by the wider community, and there are professional culinary practitioners. Although 30 traditional Indonesian culinary icons are being promoted more vigorously by the government, in reality, not all Indonesian culinary icons are known by the Indonesian population. A communication strategy is needed to introduce unique culinary delights to the wider community, especially to Indonesians themselves. The purpose of this research is to determine the role of Sate Maranggi as the culinary icon of Kota Purwakarta and as a tourist attraction and to reveal the potential strategy and solution of the unawareness of the Sate Maranggi as the culinary icon.

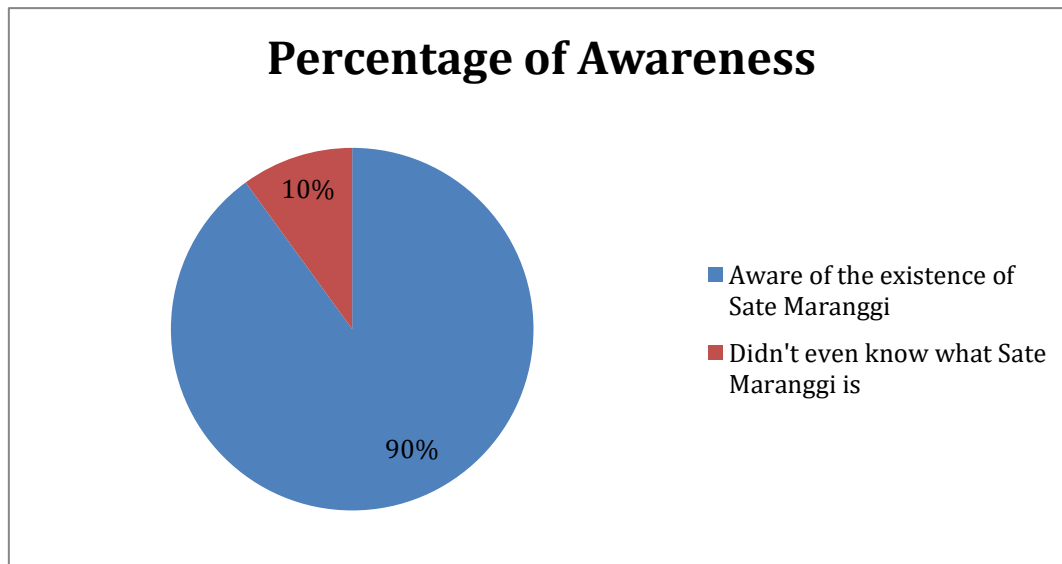
METHOD

The period of this research is from February 6, 2021 to February 18, 2021. This research conducted through observation and interview of total 40 people. there are 2 methods used in this research which are Reference Document Study, where data information is collected from previous research and Sampling and Analysis Method where researchers observe and interview Purwakarta residents then, researchers implement and review the response. All the 40 respondents are the residents of Purwakarta who had been found eating Sate Maranggi in the food store. Rationale behind the number of respondents was to balance the voice collected from the in depth interview for each respondents, so the results can be seen as the majority and not biased by individuals.

RESULTS AND DISCUSSION

Sate Maranggi is very popular because of its rich taste and is different from other types of satay. Although both are meat grilled over charcoal, the taste of Sate Maranggi is indeed very different from other types of satay. This specialty comes from many things, including the cooking process, the grilled spices used and the pickles served with Sate Maranggi (Setiawan, 2017).

The popularity of Sate Maranggi became increasingly known worldwide when this satay became a dish enjoyed by President Jokowi in a meeting with CEOs in South Korea in 2016. The delicacy of Sate Maranggi is indeed suitable for anyone's tongue and taste. It is also proven by the election of Sate Maranggi as one of the most delicious food according to the Ministry of Tourism and Creative Economy on December 14, 2012, and Sate Maranggi was also selected as one of the 8 favorite street food according to CNN's version. In addition, Sate Maranggi was also chosen as a culinary icon of the Indonesian archipelago. Sate Maranggi is also referred to as one of the attractions for local and international tourists to visit Purwakarta City. Therefore, Sate Maranggi is a culinary icon of Purwakarta City (Prawitasari, 2012).



Picture 1. The Awareness Percentage of Sate Maranggi's Culinary Heritage Status Among Purwakarta Residents

The percentage of the response which has been collected. There are 90% of respondents know Sate Maranggi. It can be concluded that Sate Maranggi is a culinary that is already known by the wider community as a typical cuisine of Purwakarta City, and with many people who know about Sate Maranggi, more tourists will visit Purwakarta City as the area of origin of the culinary.

Here are some reasons why respondents who know Sate Maranggi choose to visit Kota Purwakarta:

1. To taste the real Sate Maranggi
2. Affordable price
3. Traditional servings

In the beginning, 8 persons who admitted that they knew and were aware of the Sate Maranggi's appointment as one of the culinary icons were interviewed. Later, 10 more people, who were found among the 8 earlier subjects, were interviewed and observed. 20 more random people around the interview spots were interviewed and observed as well. In order to reach optimal diversification, the researcher interviewed 2 more people who act as the Sate Maranggi practitioner. Then the researchers found out through observations and interviews about the level of awareness that Sate Maranggi would be chosen as one of the culinary icons of Kota Purwakarta. As many as 31 people, out of a total of 36 people who claimed to know about the existence of a typical Purwakarta menu called Sate Maranggi, admitted that they knew the status of the menu as part of the selected culinary icon of the archipelago.

Researchers are interested in finding out more about sources of information or awareness for 31 people who are aware of the status of the Sate Maranggi menu. Through in-depth interviews, various sources were obtained as follows:

1. Word of mouth, understand and know since earlier times that Sate Maranggi is the main attraction for tourists who came to Purwakarta. It is expected that Sate Maranggi would be appointed as one of the culinary icons of the archipelago.
2. Local chili lovers. Admittedly, Sate Maranggi is famous for its chili sauce and follows news about the development of the culinary world. Got the news of the election of Sate Maranggi as a culinary icon of the archipelago through online media.
3. Word of mouth. A native of Purwakarta who often interacted with tourists. Just found out recently through a story from one of the tourists.

4. From academic science. Claimed to have received teaching materials in the form of a menu list of Indonesian culinary icons. Remembered and realized that Sate Maranggi has been included in the list.
5. Notified by relatives. A worker who served in Purwakarta. Informed by relatives of the special menu of Purwakarta which was the menu chosen as one of the culinary icons of the archipelago.
6. From travel websites and testimonials. Claimed to be a traveler. Fell in love with the unique taste of Sate Maranggi.
7. Popularity. Admitted often heard about Sate Maranggi as one of the culinary icons of the archipelago, but not sure where the information was obtained in the first place.
8. General knowledge. Claimed to be a native of West Java, but was not a resident of Purwakarta. Said that Sate Maranggi is one of the pride menus for West Java residents.
9. From blogs on the internet. Admits that rarely read the information on the internet, but remembered had read about the appointment of Sate Maranggi's status as one of the culinary icons of the archipelago.
10. Word of mouth. Didn't feel like a frequent tourist, but was often told that Sate Maranggi is one of the culinary icons of Nusantara.

Given the conclusions from the in-depth interview above, there are various sources of information that were proven could raise the awareness of the public about the appointment of Sate Maranggi as a culinary icon of Kota Purwakarta. However, there are still some research subjects who claimed that they did not know that this research menu has been chosen as the culinary icon of Purwakarta City. Indonesia has 191 million social media users (Mahdi, 2022). According to the same source, there was an increase in the number of social media users by 12.35% compared to last year. The average time spent accessing social media by Indonesian citizens, even the world is about 2 - 4 hours per day (Tribun, 2022 and Annur, 2022).

Based on the confessions and observations obtained, most of the subjects claimed to know the information on the selection of Sate Maranggi as a culinary icon of the archipelago through the exchange of information by word of mouth, relatives, information through certain websites/blogs. No one claimed to be aware through exposure to information through social media. The current era is the era of digital marketing, where marketing is done through various digital platforms. Digital marketing platforms are widespread in the current era of globalization, known by various terms such as SEM (Search Engine Marketing), social media marketing, and online advertising (Anastasiia et al. 2019). So many culinary and industry practitioners are starting to pursue this marketing field (Montgomery and Chester, 2009).

Marketing does not always have to lead to an increase in the percentage of sales, but the measurement of awareness is in fact also important in maintaining the lifespan of a product/service. Having strong brand awareness can strengthen brand identity in the wider community (Wijaya, 2013). Ironically, there are so many foreign cuisines that have stronger awareness than traditional regional specialties, especially among young people. Several government accounts on social media, which had the capability to promote regional cuisine and culture, should also start exploring the tourism potential of their respective regions. The best strategy that can be implemented by Sate Maranggi culinary business actors, if they reflect on the market potential of social media users, is to start marketing their products on social media (Franchescelli et al. 2018). There are many ways to increase awareness, such as activation, advertisement, to collaboration marketing with Key Opinion Leaders who have a large follower base (Hensel and Deis, 2010; De Veirman et al. 2017). The consistency of the presence of Sate Maranggi among young people is certainly expected to have a positive impact on the potential for increasing awareness of the existence of this menu.

The introduction of Sate Maranggi culinary as a culinary icon of the archipelago can also be used as a unique selling point in maintaining performance in the social media world. By highlighting the criteria for selecting culinary icons, Sate Maranggi should be able to get a special stage and advantage compared to its competitors' typical Indonesian menus, considering that not all menus have the same opportunity. The protrusion of an achievement that tends to be difficult to obtain can be an attraction for tourists, both domestic and international. As a supporting instrument, the government and local residents can foster a sense of pride in their regional specialties.

CONCLUSION

Purwakarta is one of the cities visited by tourists because it has a culinary icon, namely Sate Maranggi. The unique taste, texture, and ingredients of this menu represent the uniqueness of Indonesian spices. Therefore, Sate Maranggi was chosen as one of the culinary icons of the archipelago from Purwakarta which should be known by local and even foreign tourists. In reality, not everyone knows the honorable status of Sate Purwakarta in the world of Indonesian culinary specialties. An integrated strategy is needed with today's social trends to raise public awareness of the position of Sate Maranggi as one of Indonesia's culinary icons. Increased

awareness of an achievement, especially regional specialties, is expected to be a magnet for foreign tourists to visit, taste, and increase the popularity of this special menu.

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