



Development Strategies for the Culinary Industry Typical of the City of Cirebon in the Era of Disruption

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Abstract: Cirebon has various types of culinary specialties that are spread in various regions, especially in the city of Cirebon. Cirebon culinary specialties certainly have a strategic contribution to Cirebon itself. The emergence of various culinary industries, both traditional and modern, which are developing at this time, will certainly have an impact on the existence of Cirebon culinary specialties. Various efforts have been made by Cirebon MSME players so that Cirebon culinary specialties can continue to compete. The purpose of this study was to determine the creative industry business development strategy in the disruption era carried out by business actors in Cirebon. This research is a literature study research by reviewing the results of previous research on culinary industry business development strategies in Cirebon City. The results of this literature review are that in developing certain products, attractive labeling and packaging are carried out, marketing online through social networks, making testimonials in the form of videos uploaded on YouTube and marketplaces or online stores. Based on the findings of the literature review that several culinary business development strategies typical of Cirebon, namely (1) Application of the Pentahelix model, (2) Promotion and Marketing through print media, (3) Promotion and Marketing television, (4) Increasing the Competence of Business Actors, (5) Promotion and marketing conventionally, (6) Creation of Culinary Atmosphere, (7) Culinary Artibut, and (8) Serving techniques.

Keywords: Development Strategy, Creative Industry, Culinary Business Actors, Cirebon.

Introduction

The phenomenon of disruption effects can now be easily found and felt in various fields of life. The effect is also certainly felt by business actors in various regions relatively quickly. The existence of an online marketplace that is enough to change the buying and selling trend as an example of the disruption effect that is felt relatively quickly by business actors. Disruption is defined as an innovation from technology that brings losses to a number of existing business ventures (Angellie, 2022). Thus, the era of digital disruption requires business actors to understand and be adaptive to increasingly sophisticated and rapidly developing technology due to changes in the new order. Note that not all disrupted companies will wither and die, but instead some companies can survive and grow by

utilizing entrepreneurial strategies (Thomas & Douglas, 2021).

The culinary industry that continues to grow and develop has become a major driver of economic growth. The development of culinary businesses certainly has positive and negative impacts. The growth of culinary businesses has increasingly created a tight competitive space for business actors, requiring business actors to be more flexible and sensitive to various changes (Nasution et al., 2021). Culinary businesses that emerge from the community certainly require various solid development strategies to survive (Hutabarat, 2015) and of course must be adaptive to trends that continue to develop and change. Various ways, media and tools are used to support business actors in developing their businesses amid the rapid development of information technology. The trend of

increasing the number of social media users is very interesting for business people to be able to participate in marketing their products as an effort to develop their business (Erwin et al., 2023).

Cirebon City has a wide variety of culinary industries. Based on data from BPS Cirebon City, there are 1080 business actors in the culinary field (Badan Pusat Statistik, 2024). Of the culinary business actors, there are 15 types of Cirebon specialties that have survived and even developed. The typical Cirebon culinary industry is micro, small and medium scale. The culinary potential of Cirebon is very high coupled with the addition of new culinary and innovation to increase the number of visits to Cirebon (Mustafa & Khalim, 2023). The culinary industry typical of Cirebon is relatively quite a lot that stands for a long time. However, the long-established culinary industry is still standing and growing. Various efforts continue to be made by culinary business actors so that they can continue to operate, both by conventional marketing and by utilizing technology.

Based on field findings and literature review, one of the important factors in the typical Cirebon culinary business is the quality of taste. Taste quality is indeed a relatively dominant factor in maintaining customer loyalty (Sunandes et al., 2022). The Cirebon Specialty Culinary Industry, although relatively traditional, has its own distinctive menu/characteristics that distinguish it from the modern culinary industry, such as restaurants or cafes.

The existence of modern culinary and the entry of culinary from other regions can certainly have an impact on increasing competition coupled with the rapid development of information technology. The incessant information or promotion from modern culinary industry players has certainly narrowed the opportunities for the Cirebon culinary industry to compete with them in this disruption era. The culinary industry development strategy by marketing by relying on word of mouth or through billboards is a conventional marketing method that is still being carried out. The emergence of digital disruption has made this approach less effective (Angellie, 2022). The tendency of consumers today is to look for culinary by searching for information about places to eat, menus, and even ordering food online (Mas'ud et al., 2021).

It is important for every business actor, especially Cirebon culinary business actors, to pursue various strategies to develop their industry in the midst of technological disruption. Therefore, this study aims to investigate the development strategy of the culinary industry in Cirebon. The study examines various strategies implemented by Cirebon's typical culinary

industry players to increase their visibility, attractiveness, and competitiveness, in addition to exploring the role of digital technology, creative marketing, and cooperation between industry players in forming an ecosystem that supports the development of the typical Cirebon culinary industry.

Method

The Systematic Literature Review (SLR) method was used in this research. A systematic approach through collecting data, evaluating, and synthesizing information from various relevant literature sources based on the topic area of the culinary industry. With a systematic method of literature review, it can thoroughly analyze the culinary industry development strategy carried out or carried out by typical culinary businesses in Cirebon. This approach certainly allows researchers to systematically collect and analyze reliable sources that have been published in both national and international journals. Systematic approach in selecting articles used as a comparison of this research. The steps taken to obtain results that answer the researcher's questions are as follows: (1) Topic Selection and Research Question Formulation, (2) Identification and Selection of Literature Sources, (3) Data Extraction and Organization, and (4) Analysis and Synthesis.

Result and Discussion

Based on the search for references and articles using the Preferred Reporting Items for Systematic Review and MetaAnalysis (PRISMA) elimination method, the articles used in the preparation of this journal are the last five years. The article search began on February 26, 2024, and the following results were obtained.

Researcher	Method	Analysis	Sample	Results
Andriani, (2020), Komunikasi Pemasaran Empal Gentong H. Apud dalam Meningkatkan Jumlah Konsumen di Kabupaten Cirebon	The type of research used is quantitative research	The analysis used is descriptive	The sample used is people who understand Empal Gentong H. Apud's marketing communication, namely managers/owners, employees and consumers	The marketing used is by installing advertisements on print media, installing on social media, supporting local government events, and advertising through attractive jingles.
Lathifa Dinar1*) Neni Widayaningsih1) , Diah Setyorini Gunawan1) , Joseph Yakatambu Yaramai, (2021). "Factors Affecting Business Income of Empal Gentong in Cirebon City".	Types of quantitative research using survey research design	The analysis used is a multiple linear analysis.	The sample of this study is 30 people or business actors of Empal Gentong in Cirebon.	The results of the study show that the variables of capital, labor, length of business, education, and working hours have a positive and significant effect together on the income of empal gentong entrepreneurs in Cirebon City. Meanwhile, the results of the analysis of each variable show that capital and business duration have a positive and significant effect. For labor variables, education and working hours do not significantly affect the income of empal gentong entrepreneurs in Cirebon City. Of the five variables that have the most influence on the income of empal gentong entrepreneurs in Cirebon City is the capital variable.
Prabowo Singgih Baskoro, Grisna Anggadwita(2021). "Analisis Perancangan Suksesi Pada Perusahaan Keluarga : Studi Kasus Pada Empal Gentong Sebagai Kuliner Khas Cirebon, Indonesia".	This type of research is qualitative research	The data analysis techniques used in this study are descriptive analysis and exploratory analysis	The subject of this research is a family that has a business in the culinary field of Empal Gentong.	The results of this study indicate that in the family business in the empal gentong business can run well because there are several indicators contained in the succession antecedents, succession process, succession activities, desired outcomes so that they can influence the regeneration process.
Ade Rizqi Rahmawati, Eviyati, (2021), Strategi Pengembangan Usaha Rumah Makan Sega Jamblang "Mang Dul"	This type of research is qualitative research using IE and EFE matrices.	The analysis used is descriptive analysis	The subjects of this research are owners, competitors and customers.	The results of this study indicate that the business development strategy of the "Mang Dul" sega jamblang restaurant using the Cartessius diagram approach the results are in quadrant I, namely SO (Strenght-Opportunity), meaning that the strategy used is a strategy with the main strategic priority is the SO-1 (Strenght-Opportunity 1)

Riadi Darwis1 , Mutiara Rizky Nur Baity, (2021). "Preservation of Dodol Moyog as a Gastronomic Tourist Attraction in Cirebon Regency"	This type of research is qualitative research	Analisis data yang digunakan yaitu gets scientifically accurate data, including data reduction, data presentation, drawing conclusions	The subjects of this research are business owners and employees.	strategy, namely conducting more intensive promotions through the distribution of brochures and installing signage on the main roads. The marketing strategy carried out is by using information media through electronic media such as Radar Cirebon TV and social media.
Mohamad Saefudin, Ani Rachmaniar, Desy Diana. (2022). "Tata Letak Menu Kuliner Cirebon Menggunakan Algoritma Apriori Pada Rumah Makan Nasi Jamblang "Ibu Nur"	This type of research is qualitative research	Descriptive analysis is used in this study.	The subject of this research is the owner and employee of the Nasi Jamblang business "Ibu Nur"	The marketing strategy used is to serve food with a buffet concept, where customers can choose the menu according to their wishes.
Sri Widya Wijanarti, Ambara Purusottama. (2022). "Exploring the dimensions of local food tourism in Cirebon"	Quantitative research using surveys.	Using cross analysis	The sample was 337 respondents who had done culinary tourism in Cirebon.	Findings show strong responses to culinary attributes, culinary experience and culinary atmosphere as shapers of food tourism. Other findings show that tourists get greater benefits if they make longer visits than shorter visits. This finding is a new insight for practitioners and stakeholders to be concerned in the development of food tourism, especially in Cirebon. This study contributes to the food tourism literature in the development of local food tourism concepts that are clearly presented in this study.
Tedi Herdianto, Shafa Puteri Anggraeni. (2023). "Designing Promotional Media For Nasi Jamblang Ibad Otoy"	This type of research is qualitative research	The analysis used is descriptive analysis	The subjects of this research are business owners, employees and customers	The marketing strategy used by Nasi Jamblang "Ibad Otoy" entrepreneurs is by word of mouth promotion and utilization of online promotional media.
Arief Pradhana. (2023). "Strategi Pengembangan Wisata Malam	This research is a qualitative research using the 4A design and	Data processing in this study was carried out with a description with	Local governments, business actors, academics,	Night tourism development strategy is needed to find out the extent of the potential of urban night tourism in Cirebon City. Strategies must be formulated creatively and

Berbasis Perkotaan di Kota Cirebon"	the pentahelix method	the pentahalix model	community and media.	innovatively in order to be able to attract tourists. Strategies that can be formulated using a description of the 4A tourism model, namely, attractions, amenity, accessibility and ancillary and by using the pentahelix model, which is the Government, Businessmen, Academics, Media, and Community.
El Given Yoga Pratama ¹ *, Jan Pedro Deo. (2024). "Nasi Jamblang Sebagai Daya Tarik Wisatawan Lokal Di Jawa Barat"	Methods used are qualitative descriptive with cross analysis	Descriptive analysis with cross analysis	Secondary Data	The results of this study show that traditional Cirebon food is a supporter of cultural identity and the local economy. Much effort is needed to preserve Cirebon's culinary heritage so that future generations can promote and also preserve this cuisine more widely, both locally and globally. The role of technology and local government is important for the preservation of Cirebon's culinary specialties.

After the elimination of 10 articles found, there are 9 articles that describe or explain how the development of a typical Cirebon culinary business, especially in the field of marketing. Some of the findings of the typical Cirebon culinary business development strategy are (1) Application of the Pentahelix model, (2) Promotion and Marketing through print media, (3) Promotion and Marketing television, (4) Increasing the Competence of Business Actors, (5) Promotion and marketing conventionally, (6) Creation of Culinary Atmosphere, (7) Culinary Artibut, and (8) Serving techniques.

Cirebon Typical Culinary Industry Development Strategy cannot be separated from the role of business people, government, society and the media. The importance of applying the Penta Helix principle in business development is revealed in research (Herdiansah, 2020) which reveals that there is effectiveness in developing entrepreneurial potential by applying the Penta Helix principle.

1. Vigorous Promotion and Digital Marketing; utilizing social media platforms such as Instagram, WhatsApp, Line, and online stores such as Tokopedia and Bukalapak to market products. This strategy has been used by several businesses in Cirebon to increase their marketing reach and increase product sales.
2. Promotional Media Design; developing attractive promotional content such as Instagram feeds, Instagram stories, and merchandise to attract consumer attention. This includes creating applications such as "Mangan Enak Jeh" which

provides complete information about Cirebon's culinary specialties.

3. Improving Product and Service Quality; organizing menu layouts with a priori algorithms to improve efficiency and increase sales turnover. In addition, paying attention to product and service quality to increase customer loyalty.
4. Culinary Preservation and Education; promoting and preserving Cirebon's culinary specialties to be more widely recognized, both locally and globally. This includes providing education on the importance of halal certification to increase consumer confidence.
5. Family Strategy and Management: designing a good succession strategy in the family business to ensure the sustainability of the culinary business.

Negative Impacts If Culinary Business Actors Do Not Pay Attention to Technology Disruption.

1. Lost Market Opportunities; businesses that do not utilize digital technology may lose the opportunity to reach a wider market. Without digital marketing, their business may only be limited to local customers and cannot compete with businesses that have gone digital.
2. Decreased Customer Loyalty; without a modern and attractive marketing strategy, customer loyalty may decline. Customers are now more likely to search for information and buy products online, and without a digital presence, businesses will find it difficult to attract and retain customers.
3. Low Operational Efficiency; without technology to optimize business processes such as menu layout and

order management, businesses may experience low operational efficiency. This can result in increased operational costs and decreased profits.

Implementation of Digital Marketing; businesses should start utilizing various digital platforms to market their products. This includes the use of social media, online stores, and mobile apps to reach a wider audience.

2. Digital Training and Education; conduct training for businesses on how to manage their brand and utilize digital media for marketing. This knowledge is essential for developing effective and efficient marketing strategies.

3. Use of Technology in Operations; integrate technology such as a priori algorithms to optimize menu layout and order management. This will improve operational efficiency and reduce costs.

Previous research has shown that digital marketing strategies are very important in increasing business competitiveness in this technological era. Digital marketing strategies have a significant impact on the competitive advantage of SMEs in Indonesia, with a contribution of 78% to product marketing success (Wardhana, 2015). This is consistent with the findings that the use of social media such as Instagram, WhatsApp, and online stores can increase the marketing reach and sales of typical Cirebon culinary products. In addition, price has a positive and significant influence on customer satisfaction of Nasi Jamblang in Cirebon City (Ramadhani et al., 2023). This is in line with the findings that improving product and service quality can increase customer loyalty. Appropriate menu placement with the a priori algorithm helps improve operational efficiency and sales turnover, in accordance with the principles of effective operational management.

Furthermore, theories on family business management emphasize the importance of a good succession strategy in family businesses to ensure business sustainability (Baskoro & Anggadwita, 2021). This finding is consistent with previous research which shows that good succession planning can reduce the risk of business failure after the leadership transition and ensure business sustainability (Mathova et al., 2017).

Overall, successful strategies for developing Cirebon's culinary specialties are those that utilize digital technology, improve product and service quality, and plan for good succession in the family business. Without paying attention to technological disruption, businesses risk losing market opportunities, decreasing customer loyalty, and low operational efficiency. The solution is to implement digital marketing, conduct digital training and education, and use technology in business operations.

Conclusion

Based on the research findings and the literature that has been discussed, the development strategy of the Cirebon culinary industry in the era of technological disruption requires various innovative approaches. Marketing efforts through social media, the use of attractive packaging, and participation in the marketplace are some important steps that can be taken by business actors to remain competitive. Some of the findings of the Cirebon culinary business development strategy are:

1. Application of the Pentahelix model
2. Promotion and Marketing through print media
3. Promotion and Marketing on television
4. Increasing the Competence of Business Actors
5. Promotion and marketing conventionally
6. Creation of Culinary Atmosphere
7. Culinary Artibut, and
8. Serving techniques.

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