

# Potential Marketing Development of Traditional Food Business of South Sulawesi People

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**Abstract:-** Qualitative research type through phenomenological approach, as for the results of research shows that the potential of marketing development of traditional food business still needs to be improved both in terms of quality, management, availability of capital, raw materials and resources, although many traditional food products are trying to be modified, but in reality the majority of people are looking for authenticity of the food that is generally still made in the deepening area that is still made manually ( traditional) , for there has been an effort from the government and community components to continue to preserve and develop the traditional food market.

**Keywords:-** Food, Traditional, Quality, Marketing, Government.

## I. INTRODUCTION

South Sulawesi province, precisely in the capital of the province, Makassar City, has many traditional culinary foods served in this city. as one of the provinces with interesting holiday destinations, the city of Makassar is indeed one of the choices of travelers both locally and abroad. Makassar city which is known for its culinary city attracts many tourists to visit this place. The typical culinary line that is served when visiting this city becomes a sight in itself that is rarely found in other places.

This traditional culinary is a typical culinary of the city of Makassar, in addition to its delicious and delicious taste, this culinary is also rich in nutritional content because it is mixed with local beef or buffalo with a mixture of dozens of other spices. The uniqueness of one of the other culinary namely Coto Makassar is the ingredients used in the management of this culinary dish, in addition to using meat, there are also innards of beef or buffalo in the form of liver, heart, spleen, and intestines that are rarely found in other types of soups. besides that in south Sulawesi there are very many traditional specialties as well as traditional cake cakes that have a taste that still persists for decades and even hundreds of years , there are traditional foods produced for the internal family, some are made to be sold to the public, at special events such as weddings and official events are often served, although the food and cake has existed for decades even hundreds of years remain in demand by various levels of society, besides the food has a philosophical meaning that the times can change but the sustainability of custom ,the culture and heritage of the ancestors remained preserved and preserved.

## A. Problem Formulation

1. What is the traditional food marketing model in South Sulawesi?
2. How is the traditional culinary business marketing strategy in building economic independence?
3. How is the challenge of traditional food marketing in the economic independence of the people of South Sulawesi?

## II. LITERATURE REVIEW

### A. Human Resource Management

Various terms used to indicate human resource management include: human resource management (MSDM), human resource management, personnel management, personnel management, labor management, labor management, personnel administration, personnel administration, and industrial relations.

Human resource management arose as a new problem in the 1960s, before it was more or less in the 1940s that dominated personnel management. Between the two there are clearly differences in their scope and level. Human resource management covers issues related to the development, use and protection of human resources; while personnel management has more to do with human resources in companies, commonly known as the modern sector. The task of personnel management is to learn and develop ways that people can be effectively integrated into various organizations in order to achieve their goals.

Human resource management is actually a movement of recognition of the importance of the human element as a potential enough resource, which needs to be developed in such a way that it is able to contribute the maximum to the organization and its development.

The term human resource management (MSDM) is now increasingly popular, replacing the term personnel. However, the term personnel is still used in many organizations to understand departments that handle activities such as recruitment, selection, compensation and employee training. And (MSDM) Human Resource Management lately is a term widely used in various discussion forums, seminars, workshops and the like.

The change of terms from personnel management to human resource management is considered a movement that reflects the recognition of a vital role and shows the importance of human resources in an organization. There are increasing challenges in effective human resource

management, as well as the growth of science and professionalism in the field of human resource management.

Human resource management is one of the areas of general management that includes aspects of planning, organizing, implementing and controlling. This process is contained in the function or field of production, marketing, finance and staffing. Because human resources are considered increasingly important role in achieving goals, the various experiences and research results in the field of human resources (HR) are collected systematically in the so-called Human Resource Management. The term "management" means a collection of knowledge about how to manage human resources.

### **The role of the government towards businesses**

The rapid development of the business world and industry in Indonesia today brings a huge impact in the dynamics of business in the country. Economic conditions and demands towards the world's free market make entrepreneurs compete with each other in developing their businesses. Various breakthroughs and forms of cooperation are carried out by businesses in various sectors. One form of breakthrough that is currently widely discussed is trade cooperation in the form of franchises. Understanding the franchise according to a. Abdurrahman is: "an agreement or agreement between a levaransir and a retail trader or a large trader, stating that the first one gives the latter a right to trade its products, on terms agreed by both parties". Furthermore, in the dictionary dictionary of bussiness terms, as quoted by munir fuady, it is mentioned that the franchise has many meanings. Among others are as follows: a license granted by a company (franchisor) to a person or to a company (franchisee) to operate a retail outlet, food or supermarket where the franchisee agrees to use the franchisor's name, product, service, promotion, sales, distribution, method for display, and others company support.

The right to market the company's goods or services within a particular territory, such rights have been granted by the company to an individual, individual group, marketing group, retailer or wholesaler. In indonesia, the development of franchises shows very rapid progress. The rapid development can be seen from the new trend of business development through franchises is no longer the monopoly of foreign companies. Domestic franchisors have been born even growing in various major cities in indonesia, such as es teler 77, turkish kebab yogya, mrs. Tanzil friedchiken, fried banana pontianak, indomaret and many others. Because the franchise or franchise business system is so attractive and profitable for small entrepreneurs or local entrepreneurs, the government considers it necessary to regulate the business. To create orderly business by means of franchises or franchises as well as to provide protection to consumers. So has been issued government regulation number 16 of 1997 on franchise through state gazette number 49 of 1997 which in its development has been repealed and replaced with government regulation number 42 year 2007 on franchise. To increase the role and participation of the wider community in this franchise or franchise business, there needs to be a participation of small and medium-sized entrepreneurs. Either

as a receiver or a franchise giver. Franchise businesses or franchises need to be developed again in order to encourage the growth and development of the indonesian people's economy. Every entrepreneur who runs a franchise business or franchise is obliged to register his/her business. So it can be known the development of franchises or franchises nationally. In the case of registration of franchise or franchise business, the minister of industry and trade has issued a decree of the Minister of Industry and Trade Number 259/mpp/kep/7/2007 concerning the provisions and procedures for the implementation of franchise business registration. The government's attention to economic actors is carried out through government intervention in the field of regulation. Namely in terms of making rules of play that are summarized in the legislation as codification of the law. Various government policies have been carried out in an effort to support economic development, both macro and microeconomic policies.

### **III. RESEARCH METHODS**

**Types of kualitatif research through phenomenological shorts**

### **IV. DISCUSSION**

Until 2021 the development of traditional food marketing and traditional cakes have not fully shown optimal results, meaning that to advance the need for seriousness and synergy of support from the stake holder and the government itself, Traditional cake existence still exists, but its existence began to present a cake pesain that has a name with practical uniqueness, but in practice traditional cakes are still served and are prerequisites in official events and wedding events , the existence of traditional food is still in great demand by people outside South Sulawesi including from abroad, I think the government is still very concerned about the continuity and esistensiness of traditional food by giving and requiring that traditional food be served at official government-level events.

Traditional food whether it is cake or other food is different from the old man made in the past, which is still processed manually while traditional food and cakes have been processed using technology or machinery, so the quality is different from the cake made first, *How to preserve traditional food and traditional cakes must be the role of the government in order to encourage people to continue producing traditional cakes, but in order to exist the government needs to join the business world so that the product can be helped marketed, in addition the government leadership needs to give policies so that every meeting and official event to require there to be in the traditional food and also traditional cake , (interview, H February 2021 )*

Franchise Observer, Amir Karamoy, assesses the prospects of culinary business, including regional culinary is still okay. He emphasized that business owners always innovate in terms of menus. "Consumers are now attracted to regional food because of the influence of exposés from the mass media, so the opportunities are very good," he said

### C. Traditional food marketing

#### ✓ Optimize Social Media in Marketing

Social media is the best place to promote business. Not only culinary, but also business products in other fields. Nays feels the benefits of social media to increase sales of its products. Therefore, it seeks to develop marketing through cyberspace by exploring a number of applications. *Traditional media marketing is important to reach buyer access, the current condition is still effective, but in marketing through the media there remain pluses and minuses, other public complaints are usually in the appearance of other promotions that come ( Wawacara By H February 2021 )*

According to Nays, to market a variety of food concoctions, ranging from ayam bakar taliwang (typical Lombok food) to sanggara balanda (banana processed typical of South Sulawesi), it was assisted by three employees. Doing business with online models, he continued, is also very easy and cheap. "I can also stay close to my family and get additional income," said this housewife.

#### ✓ Diligently Join Events or Culinary Festivals

In addition to social media, culinary events or festivals are the right events to promote business. The greater the echo or scope of the activity, the greater the opportunity to develop the business. Moreover, sometimes many officials and large businessmen attend an event that has the potential to become a business relationship.

Nays said that his party always tries to follow every culinary festival held in Makassar. After all, from there it obtained business relationships to increase sales of its products. "This kind of event (Makassar Culinary Night) is good for business promotion because many people come. So, the market reach can also expand," he said. Nays urged the government to intensify culinary events. In addition to encouraging the growth of new entrepreneurs, the activity is also good for attracting tourists, both local and foreign. In fact, in the future it is expected that the government will form a special forum for young entrepreneurs in the culinary field who do not have a place of business.

#### ✓ Keep the taste Quality

In addition to affordable prices, taste is a very influential factor in the culinary business. Therefore, maintaining the quality of the taste of the products peddled is an inevitability. Not infrequently, there is a food business that only sells at the beginning of the opening and over time begins to be quiet because it is not able to keep the quality of the taste of its products.

According to the results of an interview with one of the community said as follows: To maintain the quality must maintain the old recipe, although in its management is still traditional and expensive, as the economy improves people begin to realize that there is a price there quality, ( Halima, February 2021)

Nays said it paid special attention to the taste of its products to keep customers loyal. Not only that, he also maintains his own recipes as differentiation of his products with other products.

"When it comes to taste, different hands must be different and that's what I take care of where all the food is cooked," said the young mother.

#### ✓ Creative and Innovative

Learn and keep learning. That is the principle held firmly by Nays in running his culinary business. He is constantly looking for new recipes and combines them with their own recipes to produce delicious dishes. A number of mainstay menus from The Average Elmo Mom Kitchen have been developed outside of the typical or original taste.

Nays exemplifies the balanda sanggara menu from Mom Elmo's Kitchen now has at least four flavor variants. In addition to the original taste in the form of margarine plus peanuts, sanggara balanda made by him is also added peanut butter, cheese, and chocomaltin. Sanggara balanda is a typical banana processed in South Sulawesi that is widely ordered, both individually and for weddings.

I don't think traditional food and traditional cakes need development, because development means obscuring the original cake or traditional food, so that bentuk and its name exist, but quality is much expected when a touch of innovation is made. (interview by Halima)

According to Nays, innovation in a number of typical cuisines is very important in order to survive in the culinary business. Because, from time to time, competitors in the culinary business are increasingly with a variety of cuisines that are also creative and innovative.

### **Traditional culinary business marketing strategy in building economic independence**

In running a business, not only capital and quality products are needed, but the marketing aspect is also needed so that the business carried out can generate turnover on target. Similarly, in running a food business, the existence of marketing strategies is also very influential on the turnover obtained by these businesses. *Another way in the promotion is to receive orders, but there must be an example first so that the public can know the quality of our products ( Patta, February 2021)*

Food business is one of the businesses that have considerable potential, there are already many businesses who profit from this business. But not a few food businesses who went out of business aka bankrupt, because the marketing strategy used is not appropriate. To avoid the risk of bankruptcy, because of the problem of business marketing is not appropriate. Here we provide some food business marketing strategies that you can try :

#### ✦ *Make a name for the food business*

Before you open a food business, you should have prepared a name for your business. Choose a name that is interesting, unique, and easy to remember by consumers. Because business names become images that will be embedded in consumers, so they are easy to remember your efforts. In addition, things to note when searching for a business name, adjust the name with the business you run. For example: "Warung Steak" for steak specialties business, "Ramen" Japanese Noodle for Japanese food business, or "Mushroom Shop" for mushroom specialties. Business name you can place in front of the business location by using neon box or x - baner in front of your business location. So that consumers who happen to pass by, are interested in stopping by to buy your food products.

#### ✦ *Introduce business to the community*

Start a marketing by introducing your business to the community around you. With the introduction of products, the public knows what the advantages of your food business products, the price of food offered, and the services offered by your business to consumers. To introduce your food business to the community, it can be done by creating an event and inviting the wider community to visit your food business. In addition, marketing can also be done by taking local employees who are around your business location, indirectly your karywan will promote their workplace to their relatives and colleagues.

#### ✦ *Give discounts for specific events*

Provide discounts on certain events such as during the grand opening of your business, or on the anniversary of the business. In addition, you can also provide special price packages during certain days, such as providing family package prices on holidays, or holidays such as Eid al-Fitr, or new year. With the discounted price becomes an attraction for consumers to visit your business. You can use brochures, pamphlets, or banners to promote the discounts offered by your business.

#### ✦ *Build a network with other businesses that can support your business*

To build a business network is not easy, but networking is a very effective marketing. Start by creating a business network with your colleagues and close relatives that can indeed help you to grow your business. How to build a network can be done by giving a test product to your colleagues or relatives. For example, for those who have a meatball stall business, you can invite colleagues and relatives to visit to taste your meatballs. If your colleagues and relatives are interested in the meatball products, they will be happy if invited to cooperate with your meatball business. For example, for colleagues who have catering businesses, can work together to provide meatballs for their catering business, in addition to colleagues who have advertising businesses can establish cooperation in the field of marketing through the media. So many opportunities will arise, when you have a wide enough business network.

#### ✦ *Creating innovations in the menus offered*

To avoid consumer saturation, create innovations in the menus offered by your business. At least once every 6 months create a new menu on your business. The variety of menus offered will be an attraction for your business. For example, meatball business, can be given innovation by adding a menu of meatballs filled with cheese, meatballs filled with eggs, meatballs filled with fruit, to fish meatballs and shrimp meatballs. The varied menu will attract the public to visit your meatball business stall.

#### **B. *Traditional culinary marketing challenges***

Running a traditional cake business is not easy in the midst of a variety of modern cakes whose packaging is very appetizing. This situation is experienced by the family of Yusuf Toro (55) who continues to struggle to develop the otere cake business aka string cake that has been pioneered since 30 years ago.

The existence of traditional cakes is starting to be marginalized in the capital. This cake is only a bestseller hunted by tourists as a provision of food or used during traditional parties.

Yusuf's third son, Zubair (26), said various obstacles were encountered by his party to spread the wings of the traditional cake business, both for production and marketing reach. In fact, the prospect of home cake business is quite promising if the promotion and marketing aspects are able to be managed properly. The proof is, although the marketing is not optimal, the rope cake business can bring profits up to tens of millions of rupiah per month.

According to Zubair, there are at least five obstacles that are often encountered to develop the business while maintaining traditional cakes. Here are five obstacles.

#### **1. *Promotion and Marketing***

Zubair admitted that the promotion and marketing of cake straps branded Thumbprint is still very limited. The promotion carried out by his business is fairly conventional, namely word of mouth where the quality of the product is a guarantee.

"The key or secret behind the survival of traditional cakes is to maintain customer trust with the quality and taste of the product. We also continue to establish communication with customers," said Zubair when met by Warta Ekonomi at home as well as his business location at Jalan Masjid Jabal Nur, Maccini Raya Village, Makassar District, Makassar City, South Sulawesi, Saturday (11/2/2017).

The marketing of cake ropes racikannya still limited in the scope of South Sulawesi. Zubair claims to have not used cyberspace to sell his products because traditional cakes are not enough to sell if not packed properly.

## 2. Product Packaging

Product packaging is a classic problem for small entrepreneurs in business development. Zubair said not selling the cake packaging ropes was the main reason his party delayed marketing online.

"In buying, people always look at the packaging first. So, people now do not buy the product, but the packaging," he said.

*Not all traditional foods need packaging, sometimes the product appears as is and it is questioned by consumers, but there are some people who want a product to be neatly wrapped so that it looks luxurious ( Halima February 2021 )*

Zubair said to improve the packaging of its products, it has participated in various trainings organized by the government, especially the Office of Cooperatives and Small and Medium Enterprises (SMEs/UKM). From there it learns about packaging. The problem, he continued, is that it takes a small amount of funds or a partnership network to obtain attractive packaging.

## 3. Access to Funding

Just like when starting a business, funding is also important in business development. To modernize production equipment and various items of increased marketing and production certainly requires large funds. Therefore, it hopes that banks and the government can be more concerned with small businesses who are trying to grow their businesses.

## 4. Limited Human Resources

Business development must be supported by quality human resources. To realize this, it is necessary to increase capacity training efforts. Zubair said that for now the training and development of human resources is purely done by his own party, as well as innovation and management learning.

*Human resources related to traditional food products and traditional cake cakes are experiencing a setback due to humans who make the food has been classified as old while the children do not continue because of the influence of the times and modernization ( Patta, Feebruari 2021 )*

In addition to improving quality, the quantity of human resources is needed in line with the increase in business production. However, increasing the quantity of human resources will have an impact on the amount of production cost per month due to the increasing number of employees who have to be paid. Zubair said his own party has only started hiring more employees after his family's rope cake showed encouraging developments.

## 5. Government Support Is Not Maximum

Zubair said government support has an effect on business development because the government has programs that are in line with the development of Small and Medium Enterprises. So far, it has received several assistance regarding human resource development through training, although it is still very limited. The implementation of these activities is also said to impress only formalities.

## V. CONCLUSION

To facilitate traditional food and cakes, the government must pay attention both in the form of capital, as well as from the marketing aspect, in addition the government invites the private sector as a partner to help promote and marketing traditional food products and traditional cakes and the government needs to provide facilities and access to ease in production development and marketing,

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