

## THE ECONOMIC POTENTIAL OF TRADITIONAL SNACKS TO IMPROVE THE WELFARE OF HOME INDUSTRY PLAYERS IN MAKASSAR CITY, INDONESIA

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DOI: <https://doi.org/10.56293/IJMSSSR.2022.4550>

IJMSSSR 2023

VOLUME 5

ISSUE 1 JANUARY – FEBRUARY

ISSN: 2582 - 0265

**Abstract:** This type of qualitative research through a phenomenological approach, while the results showed that the potential of the traditional snack cake business made by home industry players is very potential in building the family economy, and this means that the more it is managed it will provide great benefits, this is because traditional cake enthusiasts reach 95% of the total population of Makassar, until now the management of traditional snack cakes is still dominated by families so that the products produced are very dependent on the business actors, while the cadre to continue long-term business has not been carried out, so that in the future it needs government policies and assistance so that home industries continue to exist.

**Keywords:** Economy, Poteni, Improvement, Welfare Actors

### CHAPTER I. INTRODUCTION

A country has a wide variety and characteristics of culture and customs, as well as its speciality foods. So does Indonesia, which is rich in cultural diversity such as ethnicity, religion, customs, and also speciality foods scattered throughout the regions in Indonesia. With so many regions in Indonesia, there is also a variety of beauty or charm possessed by the region including its speciality food. Each region has its own charm in terms of its speciality food, both for foreign tourists and local residents. Traditional food is food that comes from a particular region which is characteristic of a region.

Traditional food is often served at events that still give the impression of a traditional element, such as weddings, circumcisions, traditional ceremonies, and religious ceremonies. Traditional food is influenced by people's eating habits and integrated into the socio-cultural system of various ethnic groups of regions. The food is liked, because the taste, texture, and aroma in accordance with his taste. Traditional foods also contain positive aspects such as: natural ingredients, high nutrition, healthy and safe, cheap, and easily available, and in accordance with the tastes of the community. With the variety and variety of basic ingredients, it can produce various types of traditional foods that are delicious and have balanced nutrition.

There is an expression that states that never say you know a nation's identity if you have not tried the speciality food of a country, this expression also applies to Indonesia. Therefore, never say you know Indonesia if you don't know the speciality foods produced from each region in Indonesia.

In the city of Makassar, there are several specialities such as traditional cakes. Such as: jalang kote, putu cangkir, putu kacang, cucuru bayao, se'ro-se'ro, baruasa, baroncong, and songkolo. In addition, the presence of various types of imported food products such as brownies, bread, Dunkin' Donuts, pizza hut, hamburgers, pancakes, and cakes, which are spread in various areas of Makassar city, has made traditional cakes decline in terms of productivity. This condition occurs because many people prefer to use modern cakes as a food menu at every event. For example: At seminars, trainings, or birthday celebrations, many people prefer to use brownies or bread as their food menu.

Traditional cake menus can generally be found at events that still have traditional elements, such as weddings, aqiqah, royal ceremonies at Balla Lompoe and others. Internally, in the competitive world of food service, there are still a number of cultural issues. In daily life, the people of Makassar are faced with an increasing number of

modern food services that serve a variety of imported, modern food dishes, clean, comfortable nuances, and attractive displays. Everything is packaged in an efficient and effective application of the concept.

The existence of traditional food in the form of traditional cakes is widely found in the city of Makassar, almost every area and corner of the city of Makassar many people sell traditional food both in the form of traditional cakes or daily consumption foods with traditional specialities, in general, many people like and seek to buy traditional food or cakes, and this is evidenced that all traditional cake sellers are 99.9% profitable in every sale, however, traditional specialities are still dominantly consumed by the people of Makassar City, while these products have not been able to provide profits when sold outside the city of Makassar.

### A. Problem Formulation

1. What is the economic potential of traditional cake snacks in Makassar city?
2. What is the marketing strategy of traditional cake snacks in Makassar City?
3. What are the strengths and weaknesses of the traditional cake snacks home industry in Makassar City?

## CHAPTER II. LITERATURE REVIEW

### A. Traditional Food Concept

Food is a form of human culture, because through the process of processing raw materials into food, this is also in its manifestation, how to serve and consume until it becomes a tradition. All of these things happen because of the interrelated relationships involving many aspects of social life and involving various cultural elements that exist in the community order. In addition to having a primary function, food should also fulfil a secondary function, namely having an attractive appearance and good flavour.

Because, no matter how high the nutritional content of a food ingredient will be rejected by the public if the appearance and taste are not attractive and meet tastes. so packaging and taste become an important factor in determining whether a food will be accepted or not by consumers. Winarno (1994) states that traditional food is the food that has the most characteristics where a person is born and grows (in Lydia, 2010: 13-14). More specifically, the density of these traditions is characterised by, among others:

1. Traditional food is consumed by ethnic groups in a particular region. Traditional food is generally consumed more by the people of the area of origin of the food which is then introduced to other people or immigrants by selling it in stalls or peddling it around.
2. Traditional food is processed following the provisions (recipes) given for generations. In general, recipes in traditional foods made by the indigenous population are the result of hereditary recipes and are usually more passed down within the family. This is done with the aim that the distinctive taste of the food can be maintained.
3. Traditional food is made from locally obtained ingredients and served according to local tastes and traditions. The ingredients for making traditional food can be said to be easily obtained because basically these ingredients can be easily purchased in the markets of the traditional food producing areas and are usually adjusted to the desired taste so that there are traditional foods that taste spicy, sweet, and others. Kuhlein and Receveur define indigenous food systems as implying a socio-cultural process of sharing: "indigenous peoples' traditional food systems can be defined to systems that originate from local, culturally acceptable natural environments and also include sociocultural meanings, acquisition/processing techniques, uses, composition, and side consequences for the people who use the food" (Kuhlein and Receveur, 1996:417).

Traditional food is food, including snacks and mixed ingredients that are used traditionally and have long developed specifically in the region or community of Indonesia. Traditional food is a form of aesthetic achievement of how the nation in a certain historical time span built with spirit and taste. Traditional food is related to various aspects that include, among others:

- ✓ Cultural aspects include food habits, tastes, beliefs, religion, ceremonies, evidence of ancient heritage;
- ✓ Ecological aspects include biological, geographical;

- ✓ Technological aspects include food substance, nutrition, processing, preservation, packaging, aesthetics;
- ✓ Economic aspects include production, consumption, value addition, price, and welfare.

Traditional Cakes are snacks or light meals that are not main meals. Cakes are usually sweet, savoury and salty. Kue is often defined as snacks made from flour dough, whether rice flour, sago flour, tapioca, or wheat flour. The word "kue" comes from a Hokkien word: this shows the influence of Chinese cooking arts in the archipelago, some cakes do show their Chinese origins such as bakpia. Cakes can be cooked by steaming, baking, or frying. Cakes in Indonesia are usually categorised by their moisture content, namely wet cakes and dry cakes. Most wet cakes are traditional cakes of the archipelago, while some other cakes such as lapis legit, risoles, pastel (jalang kote) and pancake show influences from European countries, namely Belanda and Portugal. (Wikipedia. 2015. Cakes).

### CHAPTER III. RESEARCH METHODS

#### Qualitative research type through phenomenological approach

### CHAPTER IV. DISCUSSION

#### A. The economic potential of traditional cake snacks in Makassar city

The traditional cake business is still in high demand, from children to the elderly. In Indonesia itself, there are various types of traditional food. Nowadays, many traditional foods are also modified to compete with contemporary foods. One of the traditional foods that have a place in the hearts of Indonesians is traditional cakes. Therefore, the traditional cake business can also be a business idea that can be done for those who have a business spirit; traditional cakes are certainly an interesting opportunity. Especially for those who realise that traditional cake have a special place in the hearts of the Indonesian people.

Every official activity both at the government and private levels of the moment traditional cakes are served either as the main menu or supporting menu, which is where the stigma that develops if there is no traditional cake menu then the event is less perfect, such as in a wedding event that as if it must be mandatory available traditional snack cakes.

Every country and culture has traditional cakes that are favoured by its people. For example, France, Germany, Turkey, and other countries. Including Japan, its traditional cake called mochi has many fans even in Indonesia. In Indonesia itself, there are many traditional cakes that have the potential to generate profits. Especially if we have a good sales strategy, the benefits obtained can be maximised.

The role of small businesses is very important in growing and developing the economic potential of the people and is a strategic and potential business sector in creating jobs, encouraging economic growth, accelerating the process of equity and providing economic services to the wider community. This gives legitimacy to the need to guarantee the right to life, the right to develop, and the right to be fostered for small businesses so that they can develop into strong, healthy, and independent businesses and can develop into large businesses.

Traditional cakes that are generally made by families and become personal consumption and family members have now been managed as a home industry business that is managed in large quantities, this is inseparable from the large public demand for traditional cakes, this opportunity is a breath of fresh air for home industry players so that in Makassar city there are thousands of home industry players who print tens of thousands of cakes every day.

Home industry activities are divided into three levels, namely the lower class home industry where the number of cakes made is around 1500 cakes, the middle class home industry with a range of 5000 to 10,000 cakes (which are sold directly) outside of orders, then the upper class home industry where cakes are made above 11,000 cakes outside of special orders.

Home industry is a productive activity where this concept is understood from two approaches; First, the approach to economic activity from small-scale economic actors is called the people's economy. Based on this approach, the intended economic empowerment of the people is the empowerment of small-scale economic actors. Second, the

economic system approach, namely economic democracy or the economic system. The potential contained in traditional cakes is actually very large. Diverse cultures are an invaluable asset, and their economic uplift in the form of traditional cakes is expected to attract greater-than-expected social benefits, such as increased contracts, transactions, and investments in the form of new economic organisations. However, the effort to produce traditional cakes while competing with imported food products has always faced obstacles, such as overcooking, lack of technology or other cultural constraints. The fast food industry forces the world's population to eat uniform food. For example, fried chicken from purebred chickens has pushed aside free-range chickens, which are more natural because they are generally organically raised. Another example, the fast food industry's use of wheat flour in bread and doughnuts has led local food lovers to consume more wheat.

It is feared that over time people will increasingly forget their local food, replacing it with global food (broiler chicken and flour). Therefore, the national food industry is currently experiencing a decline in production because it is unable to compete with the modern food industry controlled by developed countries. With low product quality and high production costs, the national food industry is not competitive. This is due to the lack of capital and skilled human resources to run the production process efficiently. The potential availability of food that varies from one region to another makes Indonesia rich in typical food or traditional cakes in each region. This wealth, both in terms of types of food as well as cooking methods and flavours. Some of them have the potential to be developed into people's businesses. Given the importance and strategic importance of the people's economy, especially small businesses with regard to various challenges and opportunities, in empowering the people's economy it is necessary to foster a conducive business climate and together with the community and the business world itself to provide guidance and development (Prawirokusumo, 2001: 92).

The people's economy is an indigenous economy. The people's economy is intended as the economy or economic development of a group of people who develop relatively slowly, in accordance with the conditions inherent in the community group. Various experiences, knowledge, and abilities, as well as things that have been inherited by the ancestors have various cultural products that are worth developing. One of them is the traditional cake with its service system. In its development, the traditional cake is selected and created so that it can become a good economic asset. Utilising regional potential is one of the steps that can be taken, namely by developing what is unique to the region to be used as a business that supports the welfare of the people. Traditional food is one of the business opportunities that can support the welfare of the people.

## **Traditional cakes in Makassar and various regions in South Sulawesi**

### **1. Putu Cup**

Putu Cup, a traditional South Sulawesi cake This traditional South Sulawesi cake has the same ingredients as other putu cakes made from glutinous rice flour. However, this South Sulawesi putu is different because brown sugar is combined with the rice flour mixture, then filled with grated coconut. Putu Cup is so called because its shape resembles an inverted cup. The process of making this cake is also quite unique, which is steamed with specially designed tools. Putu Cup is even more delicious when served with hot tea or coffee. For the people of South Sulawesi, Putu Cup is usually served as breakfast in the morning before starting their activities.

### **2. Taripang**

Taripang, a traditional South Sulawesi cake This snack is one of the most famous and favourite traditional South Sulawesi cakes in Makassar. This cake is also made from black glutinous rice flour and wrapped with melted brown sugar. This cake has its own distinctive flavour on the tongue. In the past, Taripang cake could only be found in traditional markets. But now many shops, coffee shops and cafes also sell Taripang as a choice of snack menu while relaxing.

### **3. Jalangkote**

Jalangkote, a traditional cake of Makassar City Jalangkote is similar in shape to pastel. The difference is that the pastel skin is thicker than Jalangkote. Before serving, this snack is fried first. The filling is in the form of pieces of boiled potatoes, carrots, noodles or can also be replaced with vermicelli. It's even tastier if you put a piece of egg in it.

If pastel or other fried foods are enjoyed with cayenne pepper, Jalangkote is different. Jalangkote has a special sauce. The sauce is liquid from a mixture of vinegar and chilli.

#### 4. Barongko

Barongko, the traditional cake of Makassar City, Barongko, this traditional cake is also quite a favourite. It is made from mashed plantain as the main ingredient, and then mixed with coconut milk, eggs, milk and a pinch of salt. Walnuts can also be added to make it more savoury. After all the ingredients are mixed, the dough is then wrapped using banana leaves. Then cooked until done.

Some people like to serve it warm, but some people prefer to put the cake in the refrigerator to enjoy it cold. During the royal era, Barongko cake was served as a dessert for Bugis kings. Today, it is a must-have for every formal occasion.

#### 5. Sikaporo Bugis

Sikaporo Bugis, a traditional cake of Makassar City Sikaporo Bugis, this beautiful-looking cake was once only served as a dessert for royalty. Nowadays, this two-coloured layer cake can be found at weddings, and with its soft texture, Sikaporo has a sweet flavour. Made with rice flour, eggs and agar-agar mixed with sugar, Sikaporo is also known as Bugis pudding cake. To make it, Sikaporo dough is steamed in layers on a baking tray. Mostly, the colours chosen in the layers of Sikaporo Cake are yellow on the top layer using egg yolk and green on the bottom.

#### 6. Roko-roko Unti

Roko-roko Unti, a traditional cake of Makassar City, Roko-roko Unti is one of the traditional foods of Makassar City that is usually served when farmers are in the planting or harvesting season. This cake uses plantain wrapped in rice flour. The batter is given a little warm water to make it thick when used to coat the plantains, mixed with grated coconut to make it more savoury. This traditional snack from Makassar is then wrapped in banana leaves. That's why this cake is called Roko-roko unti, meaning banana wrapped in banana leaves.

#### 7. Onde-onde

Onde-onde, the traditional cake of Makassar This traditional cake is similar in shape to klepon. Klepon is also made from glutinous rice flour that is given water so that it can be formed into rounds. After that, it is filled with brown sugar that has been cut into squares. After being cooked over boiling water, the round Onde-onde cake is then wrapped in grated coconut. This cake is usually served by the community during traditional events and celebrations, such as a proposal or wedding procession. It is also often served during thanksgiving for entering a new house, buying a new vehicle. So Onde-onde cake has its own philosophy so it is a must-have.

#### 8. Jackfruit Seeds

Jackfruit Seeds, a traditional Makassar cake this cake is made from potatoes. Despite the name Jackfruit Seeds, this cake does not have jackfruit in the batter at all, but because of its colour and shape, it resembles jackfruit seeds with the pulp still attached. Hence the name Jackfruit Seeds. This cake has a sweet and savoury taste. To make it, potatoes are boiled until cooked, then mashed. Then all ingredients such as walnuts, sugar are mixed together, stir until it can be shaped, remove from heat and cool. Take the dough and shape it like jackfruit seeds, dip it into the egg yolk and then put it in the boiled sugar water. Cook until the egg yolk is cooked then serve.

#### 9. Bayao Pannyu

Bayao Pannyu, this traditional cake is called Bayao pannyu or in Indonesian, Turtle Egg. The ingredients used are similar to Onde-onde. The difference is, if Onde-onde is sprinkled with grated coconut, Bayao Pannyu is coated with rice flour that has been fried. However, the main ingredient remains the same, which is glutinous rice mixed with water to make a round dough.

## B. Marketing Strategy for Traditional Cake Snacks

### ➤ 5 Successful Strategies for Marketing a Cake Business

To run a Traditional cake business, skills are required. Having a talent for cooking usually makes a person more often try to cook new foods. This practice requires a lot of money because it is certain that sometimes there will be failures so that it adds a lot of expenses. However, not everyone who has a hobby of cooking can only spend money.

The cake business is a business that has prospects because not everyone can make it, from day to day more and more people like and need. When starting a cake sales business and want to market it, the first thing that needs to be done is to make sales in the neighbourhood. Offer the cakes made to neighbours and ask for suggestions and critiques, from this criticism can be used as a foothold for business progress. In addition to being able to provide advice and criticism, with this strategy it can save on promotional costs, because it is enough to do around the neighbourhood area without having to spend a lot of money, the cake business is related to the taste of likes or dislikes, so you should provide a tester cake to potential customers so that they taste (try) how the quality of the cake is made, then they will believe to make purchasing decisions or recommend to others, in addition to direct marketing, can also do marketing through social media. With this media, we can spread photos and descriptions of the product to the target to be addressed. With social media, cake products that are made can be known to many people and of course can grow. When using social media, then you should always post at a certain time so that many people see. In addition, Give Bonuses A lot of people are interested in free goods. We can utilise this condition as a marketing strategy for our cake business to get many loyal customers. We can give bonuses to consumers who successfully invite their friends to shop at your place. Thus there will be many new consumers who come based on their friends' recommendations.

Another thing that can be done by giving bonuses to consumers who promote our products on social media, by participating to market a product certainly requires an appreciation. Giving an award in the form of a discount or free product will attract them to participate in promoting the cake business repeatedly.

### Strengths and weaknesses of the home industry of traditional Makassar snacks

Home industry, home industry or household industry is a business unit that is not in the form of a legal entity and is carried out by a person or several household members who have a workforce of four people or less, with the activity of converting basic materials into finished or semi-finished goods or from less value to higher value with the aim of being sold or exchanged for other goods.

Home industry is a small-scale enterprise, usually using only one or two houses as the centre of production, administration and marketing at the same time. When viewed from the business capital and the amount of labour absorbed is certainly less than large companies in general.

### ➤ Advantages and disadvantages of home industries

#### 1. Home industry advantages

**Home industry related to traditional snack cakes is still favoured by various levels of society, this is because traditional cakes have a taste that is very liked by the community since several centuries ago until now, traditional cakes have meaning and historical value whose form is a reminder of the past, even though the current conditions of various imported food models both from abroad and within the country are growing, but it does not make people move to cakes made outside the south sulawsei area, 99% of people are still looking for traditional cakes.**

Home industries are able to survive and anticipate the economic downturn caused by inflation and various other causal factors. The advantages of home industry in addition to opening new jobs and empowering the surrounding community, home industry business owners can manage independently and free time. Here are some advantages or attractions of home industry or small household industry:

1. The owner is also the company manager, who works alone and has his own management style (including all managerial functions such as marketing, finance and administration).
2. Family company, where the manager may not have reliable managerial skills.
3. Mostly create new jobs, innovations, new resources and new goods and services.
4. Business risks are borne by the owners.
5. Slow, irregular, sometimes rapid and premature growth (premature high-growth).
6. Flexible to short-term fluctuations, but no long-term plan (corporate-plan).
7. Independent in pricing the production of its goods or services.
8. Simple legal procedures.
9. Taxes are relatively light, as the person/entrepreneur, not the company, is the one taxed.
10. Contacts with external parties are personal.
11. Easy establishment process.
12. Easy to dissolve at any time if desired.
13. The owner manages independently and is free of time.
14. Owner receives all profits.
15. Generally have a tendency to survive.
16. Opportunities are opened up by various government regulations and policies that support the development of small businesses in Indonesia.
17. Relatively does not require too much investment, labour that is not highly educated, and other means of production that are not too expensive.

## 2. Weaknesses of the home industry

In addition to the advantages mentioned above, the home industry also has various obstacles that cause weaknesses for the manager of a small industry, including internal factors of the home industry itself and several external factors. According to Tohar (2000), some of the weaknesses of the home industry are as follows:

Generally, small business managers feel that they do not need or have never conducted feasibility studies, market research, cash/cash turnover analysis, and various studies that are needed for a business activity. Do not have a long-term planning system, adequate accounting system, budget needs, capital, organisational structure and delegation of authority. As well as other managerial tools (business planning, execution and control) that are generally required by a business enterprise. Lack of business information, relying only on the manager's intuition and ambition, and weak promotion. Lack of technical guidelines for operational activities and quality control of work and products, and often inconsistencies with the terms of orders, resulting in claims or rejected products.

## CHAPTER IV. CONCLUSION

Home industry traditional snacks cake is very potential in strengthening the family economy, because in general traditional snacks cake is very liked by all levels of society, in the manufacture of traditional snacks cake does have different quality, this is because the raw materials are also different quality so that the taste and aroma are also different, even so the characteristics remain attached, The community as consumers can choose traditional cakes made from natural ingredients and processed traditionally or traditional cakes whose raw materials are processed through modern equipment, of course the taste and taste are different, in general, the potential of traditional snack cakes is very liked and loved by various groups, where in general the people of Makassar never get bored of eating traditional snack cakes, for this reason, the existence of traditional snack home industries that are widely present in Makassar city has great potential in strengthening the family economy as a source of additional income.

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