

Prioritizing the Development of Indonesian Culinary Businesses Over the Legal Transition of International Food Businesses in Relation to Traditional Nusantara Cuisine

Cullinary Business
and Regulation In
Indonesia

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Submitted:
JUNE 2024

Accepted:
AUGUST 2024

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ABSTRACT

Traditional food from different parts of Indonesia is very diverse. However, the growth of Nusantara's culinary business often faces problems, both in terms of legislation and competition with the growing foreign food business. Compared to food business laws in other countries that are more organized and supportive, Indonesian laws that regulate the protection and promotion of traditional foods are often uncompetitive. National food business law resistance to traditional Nusantara food is one of the obstacles to the growth of Nusantara's culinary business. More expert strategies are needed to improve the competitiveness of traditional food products as Indonesian traditional food trends continue to shift due to imported food. Behavioral theories that focus on perception, subjective norms, and behavioral control are used in this study to measure how millennials use Indonesian food. The results show that consumers have a good perception of local food. However, the lowest average value of all variables suggests that the perceptions of important people do not influence them dominantly in consuming local foods. Therefore, there is a need for efforts to raise public awareness and concern for traditional Nusantara food as well as to increase professionalism in the development of the Nusantara culinary business.

Keywords: *Nusantara's culinary business, food business law, traditional food, regulation, protection of intellectual property rights*

INTRODUCTION

Nusantara culinary business development has become one of the promising business opportunities with wide market potential and diverse culinary wealth. However, the

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 12 No.4, 2024
pp. 1275 - 1284
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v12i4.2682

Nusantara culinary business also faces significant challenges, such as intense competition with foreign food businesses that are more famous and have more effective marketing strategies. Nusantara culinary businesses must be able to compete with more well-known foreign food businesses by improving service quality and improving product image. One way to enhance the quality of service is to provide satisfaction with the needs, desires and tastes of consumers. Customer satisfaction is also an effective source of information for management in making improvements to the business. In improving service quality, the Nusantara culinary business must be able to provide better products and improve service quality. The right marketing strategy is also needed to improve product image and increase public awareness of Nusantara cuisine. Thus, the Nusantara culinary business can compete with more famous foreign food businesses and increase business success.

Indonesia is known for its rich cultural diversity and traditions, one of which is reflected in the archipelago's diverse culinary heritage. Each region in Indonesia has a specialty food that reflects local identity and a long and unique history. Archipelago culinary is not just a dish, but also a part of cultural identity that has great potential to be developed into a profitable business. With globalization and competition with international food, it is important to pay special attention to the development of the Nusantara culinary business. Many other countries have successfully brought their traditional foods to the world stage through well-planned business strategies and adequate regulatory support. On the other hand, Nusantara's traditional foods still face various challenges in adapting to international food business laws.



DEFINITION OF FAVORED DEVELOPMENT OF NUSNATARA CULINARY BUSINESS

SUPPORTING LOCAL PRODUCTS

Siding with the development of the archipelago's culinary business means supporting and promoting traditional Indonesian food. as part of Indonesia's rich richness of the nation's culture.

PRESERVING LOCAL WISDOM

This involves efforts to develop and maintain recipes, management techniques, and presentation of regional food specialties in Indonesia.

ENCOURAGING ECONOMIC INDEPENDENCE

By siding with the archipelago's culinary business, we can encourage the growth of the local economy and improve the welfare of the community.

In this research, it is necessary to analyze how the Nusantara culinary business can improve service quality and improve product image to compete with more famous foreign food businesses. This research can also help in improving the success of the Nusantara culinary business. In this analysis, several factors that need to be considered are:

1. **Service Quality:** Nusantara culinary businesses must be able to provide better products and improve service quality to increase customer satisfaction.
2. **Marketing Strategy:** The right marketing strategy is needed to improve the product image and increase public awareness of the archipelago's culinary products.
3. **Customer Satisfaction:** Customer satisfaction is an effective source of information for management in making improvements to the business.
4. **Competition:** Nusantara culinary businesses must be able to compete with more famous foreign food businesses by improving service quality and enhancing product image.

By understanding these factors, the Nusantara culinary business can increase its success and compete with more famous foreign food businesses.

METHODS

This research uses a qualitative approach with a comparative case study design. The study focuses on Indonesian culinary development and its comparison with international food business law. Data collection involved a literature review and interviews with experts in food and business. Data collection techniques:

1. **Interview:**
 - Conduct in-depth interviews with Nusantara culinary business people.
 - Interviews with legal experts who understand food business regulations.
2. **Observation:**
 - Direct observation of several Nusantara culinary businesses.
 - Observation of foreign restaurants or food businesses in Indonesia.

RESULT AND DISCUSSION

This research aims to evaluate the extent to which legal regulations in Indonesia support the development of the Nusantara traditional culinary business compared to foreign food businesses. In addition, this research also analyzes the impact of the legal transition of foreign food businesses on the sustainability and development of traditional Nusantara food. Nusantara cuisine is an integral part of Indonesia's rich and diverse culture. With more than 17,000 islands, Indonesia has various types of traditional food that are unique to each region. However, in the era of globalization, foreign foods are increasingly entering and influencing the preferences of Indonesian consumers. On the other hand, there are legal efforts being considered to protect and develop the Nusantara's traditional culinary business.

The Importance of Nusantara Culinary Business Development

1. **Cultural Identity and Heritage**
 - The traditional foods of the archipelago reflect Indonesia's rich culture and history. Developing an archipelago culinary business means preserving a cultural heritage that can strengthen national identity.
2. **Diversity and Market Potential**
 - Every region has specialties that can be developed into superior products. The market potential for traditional food is huge both at home and abroad, due to its uniqueness and distinctive taste.
3. **Local Economic Empowerment**
 - The development of the Nusantara culinary business can have a significant economic impact, including creating jobs and empowering MSMEs in the food sector.
4. **Culinary Tourism**
 - Culinary is one of the attractions of tourism. Promoting food traditional can increase tourist visits and develop culinary tourism.

Challenges in Nusantara Culinary Business Development

1. Competition with Foreign Food
 - The influx of foreign food such as fast food and international restaurants can change the tastes of local consumers, making traditional food less desirable.
2. Quality and Standardization
 - Traditional food is often lacking in terms of standardization and quality compared to internationally-stranded food.
3. Government Regulation and Support
 - Regulations that support the development of traditional culinary are needed, including the protection of intellectual property rights and adequate promotion.

Challenges Facing Foreign Culinary Influences

1. Vigorous Promotion

Foreign cuisines are massively promoted through various media, from ilan, and television shows to influencers. This creates an urge for consumers to try foreign food.
1. Affordable Price

Foreign food restaurants can offer competitive prices, making it difficult for traditional Indonesian cuisine to compete in terms of price and economy.
2. Middle-Class Perception

The trend of eating at foreign restaurants is considered a middle-class lifestyle, eroding appreciation for the archipelago's traditional cuisine.

The Role of Business Law in the Protection and Development of Archipelago Culinary

1. Protection of Intellectual Property Rights
 - Trademarks, geographical indications and copyrights need to be protected so that traditional food recipes and names are not taken or recognized by foreign parties without permission.
2. Quality Standard Regulation
 - The government can set quality standards for traditional foods to compete in domestic and international markets.
3. Subsidies and Incentives
 - Providing subsidies and incentives to traditional culinary businesses to increase production and marketing.
4. Promotion and Education
 - Traditional food promotion programs both at home and abroad, as well as public education on the importance of preserving and consuming traditional food.

Although Indonesia's culinary business has great potential, the foreign food industry continues to grow and innovate. A comparison of these two industries can reveal the opportunities as well as the challenges faced by the archipelago's culinary business. The uniqueness and strength of the archipelago's traditional food is still a special attraction for foreign tourists. This opportunity must be utilized with the right marketing and branding strategies.

10K

Number of Restaurants

McDonalds, KFC, and Pizza Hut have networks spread across hundreds of countries with a total of thousands of branches.

\$50M

Annual Revenue

Global food giants are able to rake in billions of dollars in revenue every year, far outpacing local food businesses.

1279

\$200

Average Transaction

Foreign customers tend to have a higher transaction value.

higher than culinary consumers

The traditional food of the archipelago is unique and powerful. From the diverse spices to the processing techniques that have been passed down from generation to generation, each regional dish has its own special flavor. The strength of traditional food lies in the use of fresh and healthy local ingredients. In addition, the culinary diversity of the archipelago reflects the cultural richness and adaptation of local communities to the natural surroundings.

The culinary business of the archipelago has enormous economic potential. Traditional food that is rich in local spices and seasonings is an attraction for domestic and foreign tourists. This has an impact on increasing employment and income for local communities. On the other hand, the Nusantara culinary business also has high cultural value. Each region has a diversity of specialties that reflect local cultural identity. Promoting the archipelago's culinary business also means preserving the archipelago's rich and diverse cultural heritage.



Traditional food marketing and branding strategies, among others:

1. **Highlighting Uniqueness**
Highlighting the unique characteristics of the archipelago's traditional food is the key to differentiating yourself from competitors. Explore and highlight the local wisdom that attracts the product.
2. **Balance of Tradition and Modernity**
It is important to strike a balance between maintaining the authenticity of traditional food and adapting to the tastes of the contemporary market. Smart adaptation maintains the authenticity of the flavors but also keeps up with trends.
3. **Strong Branding**
Build strong and consistent branding for traditional foods through the use of attractive packaging, product stories, and integrated marketing campaigns. This increases perceived value and consumer interest.

THE GOVERNMENT'S ROLE IN SUPPORTING THE ARCHIPELAGO'S CULINARY BUSINESS



Incentives and Regulations	Promotion Campaign	Intellectual Property Protection
<p>The government can provide incentives such as easy licenses, training facilities, and access to financing to encourage growth. culinary business of the archipelago.</p>	<p>The government can conduct a massive promotional campaign to increase public awareness and appreciation of traditional culinary treasures. Indonesia.</p>	<p>The government plays an important role in protecting intellectual property rights related to recipes, techniques, and branding of traditional Indonesian food.</p>

Close collaboration between Nusantara culinary business players and academics is very important to develop and promote traditional Indonesian cuisine. Academics can provide research, innovation, and scientific insights needed by business actors. This collaboration can create synergies in developing new menus, improving product quality, and training human resources to wider market penetration. With this collaboration, Nusantara Culinary can continue to innovate and compete at the global level.

The development of the archipelago's culinary business has undergone significant changes with the role of foreign food business laws. Here are some important points to note:

1. **Cultural and Culinary Diversity of the Archipelago**
Indonesia has a very diverse culture and cuisine that varies between regions. Thus, the development of the archipelago's culinary business must maintain and develop traditional cultures and cuisines that are unique and different from others. This can be done by developing products culinary based on local and traditional ingredients, as well as increasing public awareness of the importance of traditional culture and cuisine.
2. **The Role of Foreign Food Business Law**

The role of foreign food business laws can help improve food quality and safety, and facilitate business processes. However, these laws can also disrupt the traditional culture and cuisine of the archipelago by importing ingredients and technology from abroad. Therefore, the role of foreign food business laws must be adapted to the culture and cuisine of the archipelago so as not to interfere with the sustainability of traditional culinary businesses.

3. Nusantara Culinary Business Development

The development of the archipelago's culinary business must be done by maintaining traditional culture and cuisine. This can be done by developing culinary products based on local and traditional ingredients, as well as increasing public awareness about the importance of traditional culture and culinary. In addition, the development of the archipelago's culinary business must also pay attention to the legal role of foreign food businesses so as not to interfere with the sustainability of traditional culinary businesses.

4. Gastrodiplomacy

Gastrodiplomacy can be used as a tool to increase Indonesia's soft power through the development of the archipelago's culinary business. Thus, the development of the archipelago's culinary business must be carried out by maintaining traditional culture and cuisine, as well as increasing public awareness about the importance of traditional culture and cuisine. In addition, the development of the archipelago's culinary business must also pay attention to the legal role of foreign food businesses so as not to interfere with the sustainability of traditional culinary businesses.

In synthesis, the development of the archipelago's culinary business must be carried out by maintaining traditional culture and cuisine, as well as increasing public awareness about the importance of traditional culture and cuisine. In addition, the development of the archipelago's culinary business must also pay attention to the legal role of foreign food businesses so as not to interfere with the sustainability of traditional culinary businesses.

Empowerment of local communities in the Nusantara culinary business, including:

1. Engaging Local Communities

Culinary business players should involve local communities in the business development process, from the provision of raw materials, and production to marketing. This will increase the sense of ownership and benefit the local community.

2. Developing Skills

Provide training and skills development for local communities, such as cooking skills, managing businesses, and marketing products. This will empower them economically.

3. Supporting Local Uniqueness

Appreciate and promote the uniqueness of local cultures, traditions, and ingredients in the culinary business. This will preserve cultural heritage and enhance community pride.

The development of the archipelago's culinary business has great potential to strengthen Indonesia's identity and economy. A strong collaboration between business people, the government, and the community is needed to realize the opportunities that exist.

Education and promotion of the archipelago's cuisine at the national and international levels, including

Other:

1. Nusantara Culinary Education

Organizing educational and training programs for the wider community to get to know and understand the traditional culinary richness of the archipelago. This can be done through cooking classes, workshops, and culinary festivals.

2. Promotion at the National Level

Promote Nusantara cuisine throughout Indonesia through mass media, exhibitions and cooperation with local restaurants. This effort can increase public appreciation of traditional culinary.

3. Global Projections

Campaigning and marketing the archipelago's cuisine in the international market. Participating in world culinary exhibitions and festivals, as well as collaborating with influencers and foreign media.

4. Strategic Partnerships

Establish partnerships with embassies, tourism, and business players to comprehensively and sustainably promote Nusantara cuisine on a global level.

The culinary archipelago is rich in potential for innovation and creative expression. Entrepreneurs can develop new flavors, unique presentation techniques, and inspiring culinary concepts. Innovations in ingredients, processes, and presentation can enrich traditional culinary varieties.

Creativity can also be realized through the development of restaurant concepts, product packaging, and attractive marketing campaigns. This can promote Nusantara cuisine to a wider market while preserving Indonesia's culinary cultural heritage.

CONCLUSIONS

Nusantara culinary business development is an important effort to preserve Indonesia's traditional culinary wealth. This can be done by increasing innovation, creativity and promotion of Nusantara culinary both at national and international levels. The government also needs to play an active role in supporting traditional culinary businesses, creating regulations that protect intellectual property rights, and facilitating synergies between the archipelago's culinary business and foreign food business laws.

The development of the archipelago's culinary business requires stronger and more targeted regulatory support. Without improvements in the legal and policy aspects, the archipelago's traditional foods will continue to face great challenges in competing with foreign foods. Therefore, cooperation between the government, industry players, and the community is needed to protect and promote the archipelago's culinary wealth.

The development of the archipelago's culinary business has bright prospects due to its uniqueness and richness of flavors. However, to compete in the global market, innovation, strong marketing strategies, and compliance with international standards are required. On the other hand, foreign food business laws present challenges and opportunities for the Nusantara's traditional foods. The challenges of complying with international standards and protecting intellectual property rights can encourage quality improvement and professionalism in the Nusantara culinary business. With the right approach, the traditional food of the archipelago can be increasingly recognized and appreciated in the international arena.

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