

Research Article

The Role of Branding in Traditional Food Business Development

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Abstract: The global food industry is growing, driven by changing consumer preferences and as technology rapidly develops. Traditional food businesses face challenges in maintaining their popularity amid the rise of fast food and modern culinary trends. An effective marketing strategy is essential in promoting this traditional food business. This research examines the role of branding in developing traditional food businesses, focusing on the Indonesian context. This study aims to determine how branding might boost the appeal of traditional food enterprises, particularly those that sell fermented foods that are indigenous to West Java. This research uses an action research method approach. The results showed that branding plays an important role in differentiating a traditional food business from its competitors and increasing its appeal in the eyes of consumers. The study concludes that branding strategies, such as visual and community-based branding, can effectively promote traditional food businesses and can be trusted to preserve the value significance of their culture.

Keywords: Branding, Marketing, Oncom Food Business, Traditional Food.

I. INTRODUCTION

Globalization and the development of the times cause culinary trends to continue to change. Food or snacks must continue to follow or build trends to maintain popularity. Currently, the most popular food trends are foods that have a unique appearance and are served quickly and practically. Traditional food itself has the characteristics of making, how to cook, and a distinctive taste image. However, traditional food began to be eliminated with the development of food trends in demand, especially among young people, such as fast food. One factor that influences this is the difficulty of building appropriate marketing to increase the popularity of regional food.

Marketing is predicting the wants of consumers or clients and guiding the flow of goods and services that satisfy the needs of consumers or producers to achieve business objectives. According to the marketing philosophy, to satisfy the target market (consumers) more effectively and efficiently than competitors, it is necessary to first ascertain their needs and desires. (Sungkawati et al., n.d.)

Branding is an activity carried out to maintain and strengthen the brand to provide perspective to others. A brand is more than just a product because it has a dimension that differentiates it from similar products (Anggreni et al., 2022).

Food is a food product that is ready to serve, or that can be eaten immediately. Food is usually produced from food after first being processed or cooked (Soekarto, 1990). The Big Indonesian Dictionary (KBBI) claims that the word traditional is an attitude and way of thinking and acting that always adheres to norms and customs that have existed for generations. Traditional food (including snacks), beverages, and ingredients that have traditionally been used and developed in the region or society of Indonesia.

Oncom is one type of fermented traditional food similar to tempeh. The fungus *Neurospora Sitophila* ferments oncom, which is often reddish-yellow or orange in color and produced in West Java (Sarwono, 1987; LKN-LIPI Bandung, 1975; Sastraatmadja, Tomita, and Kasai, 2002). Oncom is a traditional food typical of the Sundanese people of West Java, and almost everyone likes food derived from oncom. Oncom is easy to consume, directly or as a mixture of other dishes.

This study's problem formulation is as follows:

- A. Does the branding of a business affect the popularity of traditional food business development?
- B. What are the things that businesses need to do to improve branding effectively?

The objectives of the study are:

- A. Analyze whether the branding of a business affects the popularity of traditional food business development
- B. Analyze what things businesses need to do to improve branding effectively



II. LITERATURE REVIEW

A) Marketing

Philip Kotler claims that marketing is a human endeavor focused on fulfilling needs and desires through trade. A marketing strategy is a set of product marketing initiatives businesses implement to accomplish a specific objective. (Winarto, n.d.) According to Kotler and Armstrong (2008), the idea of marketing strategy is a marketing logic where business units aim to add value and profit from their relationship with customers (Marissa Grace Haque-Fawzi et al., 2022). Marketing is a business strategy carried out by companies to maximize sales of a product. The marketing concept considers that in achieving goals, one must first determine the needs and desires of the target market (consumers) to provide satisfaction to the market more effectively and efficiently than competitors. Today, determining customer impressions is considered one of the important factors in business success (Sungkawati et al., n.d.) (Sharif et al., 2019).

B) Branding

Branding is a communication activity carried out by companies, organizations, and individuals that aim to get a good response and image from stakeholders, consumers, or other business partners. Branding aims to introduce the brand to better recognize the performance of its products. Branding will build the image of a business so that the business has its characteristics. (Bambang D.Prasetyo & Nufian S. Febriani, 2020) According to KBBI, a brand is a mark imposed by entrepreneurs on goods produced as an identification mark, a stamp (mark) that becomes an identifier to express a name, etc. The brand is also gallantry, excellence, as well as quality. Brands are more than just products because they have a dimension that differentiates them from similar products (Anggreni et al., 2022). Companies view brands as assets, but historically, non-financial characteristics like customer awareness, value, and perceived recognition have been used to evaluate brands (Dharma & Sukaatmadja, 2015).

C) Traditional Food

A study on brand image, product quality, and regional food marketing was conducted in 2013 to identify these factors' simultaneous and partial effects on traditional food consumers' satisfaction. Furthermore, there are related studies related to regional food being an attraction, such as a 2018 study that discusses the potential of regional food as a power tourist attraction in the Special Region of Yogyakarta. This research aims to ascertain whether the traditional food of Kolombeng Cake can be a product that makes a tourist attraction. Because of its distinctiveness, creativity, authenticity, and diversity, Kolombeng traditional cuisine is a popular tourist destination. The mix of rarity and distinctiveness in Kolombeng Cake, a traditional dish, demonstrates its uniqueness. (Christian Lasander, 2013). (Harsana et al., 2018). According to Ernayanti, traditional food has cultural values, traditions, and beliefs sourced from local culture (Harsana et al., 2023).

D) Oncom

Oncom is made from peanut meal, tofu pulp and tapioca pulp. Oncom is made by fermentation with the help of a mold, usually from *Monilia Sitophila* or *Rhizopus* sp. Molds are multicellular fungi in the form of filaments. Improvement of the quality of oncom should lead to a good and low-cost supply of food with a high protein content and efficient use of agricultural products. (Dr. Wiwi Wikanta, 2019) (Sastraatmadja et al., 2002). Oncom is a product produced from a tofu meal and processed by involving neurospores. Two categories of oncom exist: The oncom mold deteriorates the red oncom. While the tempeh mold breaks down the black oncom, *Neurospora scatophila oligosporus rhizopus*. (Sastraatmadja et al. 2002). Oncom is rich in nutritional content, especially carbohydrates and proteins. In addition, oncom can stimulate the production of m-RNA expression cytokinins in peritoneal macrophages (P-Mac) and show potential for oncom as an immune stimulation in innate immune cells. (Yunianto et al., 2021).

III. RESULTS AND DISCUSSION

A) Method

Our research focuses on what needs to be done to improve branding using action research methods. Action research is a democratic and participatory process that involves the development of practical knowledge to find useful goals for the benefit of life in the world. Action research must clearly distinguish the differences in action characteristics, and research must be directly involved and not just as a spectator. Action research can use data collection methods that can be done qualitatively and quantitatively to try to find solutions to the problems faced. Action research is a type of research that focuses on social issues in society and emphasizes studies that empower people to alter society. Action research aims to enhance society, the organization, and a family member's quality of life (Dr. Muhammad Yaumi, 2016).

Qualitative methodologies are used in our research. Research that is descriptive and frequently involves analysis is called qualitative research methods. The theoretical underpinning serves as a roadmap to ensure the research's focus aligns with the field's facts. (Wekke, 2019). In this study, data were taken using observation. Researchers make observations through business financial statements to observe how transactions before and after branding.



Fig. 1 Elnara Action Research Cycles

From Figure 1. Elnara plans to observe the sales transaction cycle before and after branding. Elnara does branding in several ways. From the results of the branding, Elnara knows that many people still do not know about oncom products.

B) Result

In the Indonesian market, the Food and Beverage Industry has a strong allure. This creates a great and profitable opportunity for entrepreneurs who want to start a food and beverage business. Currently, businesses from the F&B sector still dominate and occupy the first strata of the Indonesian market. Every year, products from the food and beverage sector continue to innovate and are in demand by millennials.

Elnara is a traditional food business that aims to increase public interest in Indonesian regional food. If we observe, today's teenagers want fast and practical things, so the current food trend is fast food. So many regional foods have not been evenly distributed in Indonesia, especially outside Java. This is a potential opportunity. Elnara comes with a concept of "all taste in one plate" to simplify locating local cuisine in one location. We make regional food practical to serve. One of the products we sell is tutu oncom.

Elnara tries to improve branding in several ways:

- A. Collaborating with WrapWay and Soeshi
- B. Replacing packaging with more premium
- C. Follow the bazaar

Revenue	
Revenue from sales	270000
Revenue from investment activities	0
Total Revenue	270000
Cost of Goods Sold	
Cost of Goods Sold	97200
TOTAL GROSS PROFIT	172800
Operating Expenses	
Production Cost	50000
Transportation Cost	20000
Total Operating Expense	70000
NET INCOME	102800

Fig. 2 Elnara Financial Report (Feb-March)

Revenue	
Revenue from sales	430100
Revenue from investment activities	0
Total Revenue	430100
Cost of Goods Sold	
Cost of Goods Sold	159137
TOTAL GROSS PROFIT	270963
Operating Expenses	
Production Cost	40000
Transportation Cost	60000
Total Operating Expense	100000
NET INCOME	170963

Fig. 3 Elnara Financial Report (April-May)

Sales during the Manawa festival		
Product	Total product	Total price
RB Tutug Oncom	26	
Chili sauce	11	
Tahu & Tempe	4	
Kriuk	8	
Oncom	22	
Shredded chicken	11	
Green chili squid	10	
	92	Rp928,000

Fig. 4 Sells during the Manawa Festival

C) Discussion

Table 1: Percentage of branding impact

Per cent	Branding Activities		
	WrapWay and Soeshi Collaboration	Bazaar/event	Packaging
	59,29%	243,70%	-

Elnara used qualitative data and an action research methodology in her study. The findings indicate that a company's branding significantly impacts sales levels. Branding done by a business can vary, but the main purpose is to introduce the business to the public. After Elnara made observations from the action research approach, it can be concluded that branding actions by participating in events or bazaars can significantly increase sales. However, the packaging must be changed to be more premium to introduce the right branding action product. Packaging is the first aspect seen by the public when determining the intention to buy a product. Branding by collaboration is very effective in increasing innovation and creativity, especially in creating new products. This branding can reach new consumers; it's not as big as the bazaar.

IV. CONCLUSION

From this study, it can be concluded that of the three brandings we do, all have different effectiveness, so the branding done depends on needs. In our business, Elnara does branding with the main aim of increasing the number of sales, so it can be concluded that the best branding for our business is to participate in events or bazaars.

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