

Micro, Small, and Middle Enterprise: Sago Food in Contemporary Culinary

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Abstract: At present, enterprise in culinary is booming in all around Indonesia. Related to the program of President Joko Widodo that determines the tourism as leading sector to generate national income. President of Indonesia has opened ten priorities of tourism destinations, and culinary is part of tourist fascination. Now, contemporary culinary is growing very well by young entrepreneurs. However, they prefer present imported food such as Western, European, Chinese, Japanese, Thai Food, and recently South Korean Food. Usually, the basic ingredients of imported foods are imported from their origin country. Indonesia that consist of thousands islands, islets, and ethnics; from Western to Eastern part of Indonesia have rich of traditional culinary. Development of local food has great potential to create profitable culinary enterprises, and to attract consumers; local food can be modified into modern culinary. Sago, as local food can create the opportunity of profitable local culinary enterprises. The purpose of this research is assessing the Sago as local food for profitable culinary enterprises. The methods applied for this research consist of hedonic and business plan using food truck concept. The analysis result reveals that Sago Food Truck enterprise in Merauke District with capital one Million Rupiahs in one-year period, the return on investment (ROI) can be obtained within 2 years and one months and the average result of hedonic method is 3,98 that means the preferences of foods are high accepted.

Keywords: Micro, small, and middle enterprise; Sago Food, Contemporary Culinary.

1. Introduction

At present, the number of the world population is increasing year by year. In Indonesia, the percentage of population has an increase 1.49% per year. The impact of greater population will need the larger land area for human settlement and of course for food agriculture. The major staple food in Indonesia is highly depend on rice. The intake of rice is around 139 kg/individu/year, then deccreas to 120 kg/individu/year. The reason of decreasing is not about of local food deversification, however because of the change diet behaviour, from rice convert to the imported wheat flour. The data in 2017, Indonesia is the biggest wheat importir in the world. The wheat flour mostly are used for the product of noodle, bread, and biscuit. The consumption of noodle in Indonesia within period of 2015 is around 14 million packs per year.

The necessity of staple food becomes the major program of President of Indonesia that discribes into the Nine Nawa Cita programs, and Food is number one within the programs; and Tourism is in number four.

Furthermore, the President of Indonesia also strongly supports the vocational school to produce young entrepreneurs in all sectors, one of them is culinary enterprise. At present, enterprise in culinary is booming in all around Indonesia. Contemporary culinary is growing very well by young entrepreneurs. However, they prefer present imported food such as Western, European, Chinese, Japanese, Thai Food, and recently South Korean Food. Usually, the basic ingredients of imported food are imported from their origin country. Indonesia that consist of thousands islands, islets, and ethnics; from Western to Eastern part of Indonesia have rich of traditional culinary. Development of local food has great potential to create profitable culinary enterprises; and to attract consumers; the

local food can be modified into modern culinary. Sago, as local food can create the opportunity of profitable local culinary enterprises.

During the climate change era, one of the most sensitive impacts is on food agriculture. The amount of paddy production also decreases in this climate change period. Our highly dependent on rice becomes a problem, and then we have to import the rice to fulfill our rice need. However, we have abundant in food resources plants such as tuber, corn, and sago. Sago as one of indigenous plants in Indonesia has highly contains of carbohydrate (sago starch) and huge productivity. Now, using the new technology, sago starch can be created into rice shape, and it can be cooked like the real rice using rice cooker or pan.

However, the current problem is how to cook the sago rice, and the most important is the taste. Why many people is not interested in local food, usually because of uninteresting taste. Our people have familiar with the taste and texture of rice. Therefore, the important task is the method how to cook sago rice and how to cook in attractive, interesting and delicious way; and then how to create the concept of profitable local culinary enterprise.

2. Research Methodology

The methods applied for this research consist of cooking experiment, hedonic assessment method (Hastuti, 1988 in Setiawan, 2018), and business plan using food truck concept.

3. Results and Discussion

3.1 Sago Rice

The major staple food in Indonesia is highly depend on rice. The intake of rice is around 139 kg/individu/year, then decreases to 120 kg/individu/year. The reason of decreasing is not about of local food diversification, however because of the change diet behaviour, from rice convert to the imported wheat flour. The data in 2017, Indonesia is the biggest wheat importir in the world. However, Indonesia has indigenous plant wich contains of high carbohydrate and huge productivity, that is Sago Palm.

Development of the new technology has found the machine that can produce analog sago rice that is made from sago starch. The nutrition of analog sago rice is similar to the natural rice, even the analog sago rice has advantages of good nutrition, that is: organic; gluten free, and also good for special needs people; low glycemic index, suitable for the person who has diabetic; and high resistant starch, appropriate for people who has intestine sensitivity.

The shape of natural rice and analog sago rice is similar, however the color is different; the color of natural rice is brighter than the analog sago rice. The methods of cooking for both of these types of rice are almost the same, but the procedure of cooking is different. The procedure of cooking can influence the results of rice texture.

The procedure of analog sago rice cooking is: 1) boil the water into rice cooker pan, 2) after boiling the water, pouring the analog sago rice without washed, 3) stir the analog sago rice so that the analog sago rice and the boiled water can be mixed well; then close the lid of rice cooker and wait until the analog sago rice well cook. The comparison of the amount between the water and the analog sago rice is: 2 cups water \approx 1 cup analog sago rice. If we put too much water, the quality of rice will be too soft or like porridge. Therefore, we have to consider the comparison of the amount between water and analog sago rice.

3.2 Menu

There are three selected analog sago rice menus that will be served for Micro, Small, and Middle Enterprise (MSME) that famous and familiar in the daily menus. Those menus are: fried analog sago rice, grilled analog sago rice, and kebuli analog sago rice. The ingredients of those menus are easy to find in all over Indonesia regions. The reason to choose those menus is well-known menus for all generations.

3.3 Hedonic

The method of this research is using experiment and hedonic. The cooking experiment was conducted at Kitchen of TST. Those three menus are cooked per menu. After cooking one menu,

panelists should try and taste the menu and then they should write down the rank that consists of color, aroma, taste, and texture. The range of rank is 1 (the lowest) to 5 (the highest). The number of panelists is 13 persons who are expert in gastronomy. The average of hedonic rank is 3,98 that means the preferences of foods are high accepted.

3.4 Business Plan of Food Truck Concept

3.4.1 Business Description:

Mappi Food Truck is the name of the potential culinary enterprise that will be opened in Mappi District, Papua Province. This Food Truck will provide food made from sago starch. Related to the development of technology, at present, sago starch can be made for analog sago rice that similar to the natural rice. The methods of cooking for both of these types of rice are almost the same, but the procedure of cooking is different, then the analog sago rice is cooked for fried analog sago rice, grill analog sago rice, and kebuli analog sago rice. Those analog sago rice menus are provided to eat at the place or take away. The menu is presented in attractive way and using unique box with Papuan ornaments for takes away.

3.4.2 Business Objective

The purpose of Mappi Food Truck is to encourage the sago local food that has not been maximizing used. Huge amount of sago in Papua usually is cooked for Papeda as staple food and Bagea cookies in recent centuries that very popular in old generation. Therefore, to attract the preferences for sago in young generation, the local food should be cooked more creative and innovative within contemporary culinary.

3.4.3 Description of Product/Services

Mappi Food Truck consists of three words, that is Mappi, Food, and Truck. Mappi is representative the name of Mappi District in Papua, Food is the sago local food that they are selling to customer, and Truck is a kombi car for the attractive mobility selling the analog sago rice food. This food truck is very suitable for culinary trade in Papua location, because the condition of geographic in Papua is hilly and low density, so that very easy and flexible for moving around areas.

3.4.4 Competitor Analysis

At present, there are a lot of new culinary enterprises in Papua. Mostly they are from out side of Papua. Mappi Food Truck has good taste and innovation, and fair price. There are several competitors located in the border between Districts of Mappi and Merauke, namely: Taman Festival Kuliner PMI, Rumah Makan Masakan Padang, Rumah Makan Sate Rusa, Mie Ayam dan Bakso Arema, Ratu Bandeng Merauke, Ayam Goreng Fatmawati Merauke, and Rumah Makan Panorama.

3.4.5 Marketing Strategy

According to Kotler et.all, (2001), the company divides the market segmentation into the several smaller segments that can be reached effective and efficient, and the products and services can meet the consumers' needs.

The primary target market of the Mappi Food Truck is families, teenagers, and kids who live in Mappi District and surrounding.

3.4.6 Pricing Strategy

Mappi Food Truck will sell the food with the average price in line with the financial ability of local people. The price of menu consists of food costing plus 40% margin. Mappi Food Truck will provide good quality and service.

3.4.7 Sales Strategy

Mappi Food Truck has sales strategy how to generate the amount of selling products. The sales strategy among others is promotion through brochure, join exhibition and festival, and continuously updated advertisement through social media (Website, Facebook, Twitter, Instagram, Whatsapp, Line) to attract consumers.

3.4.8 Sales Forecast

Sales Forecast is prediction about the demand level of potential consumers in certain period. The percentage of annual net income is as follow:

- ❖ 2019 : Rp 494.782.377
- ❖ 2020 : Rp. 540.262.815 (10%)
- ❖ 2021 : Rp. 590.063.831 (10%)
- ❖ 2022 : Rp. 644.626.312 (10%)
- ❖ 2023 : Rp.709.114.009 (10%)

3.4.9 Sales Goals

Sales goal is the target of selling product that should be achieved in certain period to get profit or Break Even Point (BEP).

- Initial Capital : Rp 1.000.000.000,00
- Target BEP : 2.1 years
- Monthly Sales Target : Rp 80.000.000,-

3.4.10 Organizational Structure

Mappi Food Truck is categorized start-up entrepreneur. During the first development, Mappi Food Truck has three Heads (Marketing, Accounting, and Purchasing), one Cashier and one Chef.

4. Conclusion

Sago palm is one of Indonesia indigenous plant which naturally vigorous growth in wild forest. The population of sago palm is all around Indonesia, however the hugest population is in Papua and Maluku. Sago palm is categorized as neglected and underutilized species, because sago palm has little attention and a little bit ignored by researchers and policy makers. Sago palm in traditional food and culture can empower indigenous communities and reaffirm their identity. Through the development of new technology, sago starch can be modified into analog sago rice and cooked in variety of contemporary food.

Through the creativity of products and marketing strategy, analog sago rice can create the opportunity of profitable enterprise. Within initial capital Rp. 1.000.000.000,-; the Break Even Point (BEP) can be obtained in 2.1 years, and the range of annual profit within five years period is around Rp. 400.000.000,- to Rp. 700.000.000,-. Local people can manage the potential of this enterprise to increase their income and also to keep their culture, environment, and sustainable food system.

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