Development of Culinary Industry based on Creative Economy in Serang

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Abstract: This research aims to illustrate the development of culinary businesses based on the creative economy in Serang City and efforts towards creative cities. The method used in this study is qualitative descriptive using primary and secondary data. The research population is a Culinary Business Actor in Serang City with a research sample that is Sample selected based on unique business characteristics and has characteristics in based on Creative Economic. The results show that culinary business in Serang City can be said to be prospective enough to be developed with a creative economic development model. On the other hand, the problems faced by culinary business owners are quite diverse and other culinary business promotions both locally Serang City and outside the city of Serang are still lacking, the existence of seasonal culinary businesses, product innovations that must still be developed.

Keywords: creative economy, culinary industry, innovation, serang

1. Introduction

The creative economy is a form of development in a country that is very important for the implementation and improvement of sustainable development to achieve the prosperity and welfare of the community. Sustainable development is a competitive economic climate and has new resource reserves, so that creative industries can be used as a manifestation of survival for developed countries that offer equal opportunities for developing countries.

Therefore, the creative economy is believed to be able to become a new economic axis in Indonesia in the future because of the concept of creative economic models that tend not to require subsidies or massive investment from the government but have a big impact on the economy (Greig, 2011; Donald, 2013). On the other hand, the creative industry in Indonesia is still faced with various obstacles.

Serang city already has a creative community (people). This is evident in the various creative industries in Serang City. Culinary is one of the reflections of Serang City. Broadly speaking, there are several aspects that support the application of creative cities in Serang City such as creative industries and creative communities. In addition, the city of Serang began to carry out various creative industry developments through various fields such as culinary with the Gebyar culinary week of the creative market industry in August 2020.

Culinary in the city of Serang that has been in the spotlight and has names such as satay bandeng, empingetakakan, jerky kaujon, satay cake, gigang, rabeg, pecak bandeng, and so forth. Furthermore, in addition to culinary as one of the creative industries, that the Banten indie clothing (BIC) community and has conducted exhibitions in 2019, the presence of BIC is expected to boost the creative industry, especially the younger generation in Serang City.

2. Methods

The methods used in this study are descriptive and verificative methods. The study techniques used include three approaches, namely: literature studies, focus group discussion, and observation. The population in this competition is the culinary business actors recorded in the Tourism Office data in the field of Creative Economy and the Ministry of Industry and Trade of Serang City. The sample is selected based on unique business characteristics and has characteristics in the based of Creative Economic. The data used in this study is in the form of Primary data and Secondary Data. Analysis of this study uses SWOT Analysis.
3. Results

Serang city has the appeal of its wealth of natural resources. So that culinary business in Serang City experienced significant growth. The potential of the creative economy in Serang City in the culinary sub-sector is quite a lot. Culinary business in Serang City is very developed, including the manufacture of beef and buffalo jerky, satay bandeng, wet cakes, pastries, chips, processed soybeans, processed fish, processed bananas, processed cassava, salted eggs. Culinary businesses in Serang City are spread in Serang District, Kasemen Subdistrict, Walantaka Subdistrict, Cipocok Jaya District and Curug Subdistrict.

Innovation in making satay bandeng has been done in Serang City, which is in the form of the type of taste made and packaging (vacum) to be more durable. Likewise, processed soybeans in Serang City have varied. Products of the type of processed soybeans are in the form of soy sauce production, tempeh chips with various flavors, and soy milk found in Cipocok Jaya sub-district.

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The production of satay bandeng in Serang City is located in Serang District. There is already an innovation from this satay bandeng product. Innovation is done in the form of taste and appearance. The taste of satay bandeng is now quite an innovation that consists of taste innovation, namely sweet and spicy taste. As for the appearance of satay bandeng currently consists of various forms, namely, the original form of satay using satay handles, and some are wrapped in banana leaves that are then burned. This makes satay bandeng remain as a culinary mainstay in Serang City. In addition to satay bandeng other culinary products such as crackers made from types of catfish, tutut, and shellfish and also the heart of bananas is an adociety carried out by UKM serang city. Pastries such as rose cakes have experienced innovation and creativity by producing products with various flavors.

Culinary Industry Problems

Economic activities based on innovation and creativity in Serang City have not contributed greatly to the economic development of Serang City. Based on the evaluation of the creative economy subsector program of Serang City, it can be known that the potential of the Creative Economy in Serang City is engaged in the culinary field.

Culinary-based creative economic opportunities provide the greatest potential possessed by Serang City. The Culinary Industry present in Serang City can be an opportunity to attract local visitors and those from outside serang city to travel culinary in Serang city by offering a variety of culinary both culinary to the typical of Serang City and Culinary that has been innovated. Tourist visits from inside and outside serang city are expected to boost the economy of Serang City.

Street vendors in Serang City have not yet obtained trading places collected in one region safely and comfortably. Currently, the street food trade in Serang City has not been fully concentrated in an area, so it can be a tourism attraction in the culinary field that will have an impact on increasing the original income of the region (PAD). Street vendors who gather / group in one area in Serang City are only in a few in the Serang City area, such as on Jl. Diponegoro and in the Old Market area. While others are still scattered in various areas in Serang City.

Analysis of The Pillars of Culinary-based Creative Economy Development Model in Serang City.

The author selects 7 Samples with unique characters in each endeavor. With the uniqueness and special characteristics, the author chooses:

1. Culinary Business Actors "Satay bandeng Hj. Maryam". In the Kaujon area with uniqueness raises the typical culture of Banten, where satay bandeng is one type of food during the banten kingdom. Currently
the resulting satay bandeng has undergone innovation in the form of flavors. During this time the typical bandeny satay of Serang City is known to have only 1 original taste that is savory sweet, currently has undergone innovation into 2 flavors, namely original and spicy.

2. Culinary Business Actors' Rabeg H. Naswi". It is located in magersari. This culinary lifts banten culinary culture, which is made from meat and goat innards. This culinary processed steamed goat meat with sweet, spicy chili and spicy ginger, as well as other spices. During this processed Culinary Rabeg uses Goat meat, tp currently has been innovated by using beef as the basic ingredient of making Rabeg.

3. Business Actors "Pecak Bandeng Luy" whose center is located in Sawah Luhur area in Kasemen Subdistrict. The uniqueness of this typical culinary city of Serang is, doing innovation over the processing of Bandeng fish products. Where one of the potential fish products in Serang City is Bandeng Fish. The unique culinary processed pecak bandeng is bandeng fish that is processed and topped with processed sambal pecak made from chili, cayenne pepper and also onions and terasi. The innovation carried out by this culinary businessman is, bandeng fish used in Pecak Bandeng without thorns so as to make it easier for culinary lovers to eat pecak bandeng where so far bandeng fish are famous for their many and small spines.

4. Culinary business actors "Nasi bakar marrow". It's in the old market area. This marrow grilled rice is a culinary that is characteristic of Serang City that has been around for decades. This culinary uniqueness is rice wrapped in banana leaves and disi with bone marrow then steamed and then burned.

5. Culinary Business Actors "Sop Ikan Taktakan" located in taktakan subdistrict and located in the Area of West Serang, is one of the culinary that became an icon of tourists who visited Serang City. Processed fresh fish processed in the form of soups and added spices, making this culinary has its own distinctiveness and becomes one of the innovations processed fresh fish and tabledikulier typical of Serang City.

6. "Gipang Lili Jaya" pastry business in serang city district. The culinary uniqueness of this pastry is Gipang and Kue one which is a typical Banten cake. This cake is the original Gipang made from white sticky rice. Pastries made from glutinous rice raw materials mixed with thawed white sugar and on top are lined with finely mashed peanuts. Currently gipang cake has undergone innovation, namely the basic ingredients used not only white glutinous rice but also black glutinous rice. Packaged in jars as well as in plastic.

7. Business Actors "Ketan Bintul" found in the old market area. This culinary is a typical seasonal food during Ramdhan day as a fasting opening takjil. This culinary is made from glutinous rice that is ground into glutinous rice and then grown and uleni then cut into pieces and sprinkled with coconut serundeng. This food is a characteristic of Serang City and is an ancestral cultural heritage. So that this food is always missed every year by the local community as well as the immigrant community and tourists.

Creative Economy Development Strategy

Every systematic and structured effort in the development of the creative economy to support Serang City into a creative city must depart from the strategies that need to be done so that the development of existing creative industries is directed and productive. Related to this strategy, the creative economy development strategy in Serang City should focus on strengthening the industry, increasing access to business capital, expanding market access, increasing appreciation of actors and products, increasing capacity and quality of human resources, and strengthening their institutions.

SWOT ANALYSIS

Here is a summary of swot analysis of the picture of creative economy-based culinary business in Serang City:

| Strength | From various types of creativity Kota Serang has a superior sector that can be used as a strength such as the creative industry in the culinary field, because it has various types of culinary with strong characteristics and has been known to the wider community, especially with its innovations and has high potential with creative products so that the selling value is high and can improve the welfare of the community. This sector can describe the identity and characteristics of Serang City, and can be used as a strength and needs to be maximized. |
| Weakness | Based on existing data that various creative industries that infrastructure is not adequate and integrated, so creative industry players are reluctant to develop their creative products. |
There is still no assistance and the high cost to start various creative industries, weak creative industry institutions, in addition to the low utilization of human resources and natural resources. One of the important things is the lack of integrase patterns to increase the creative industry in Serang City, especially culinary businesses.

**Opportunity**

Based on the observation of the many culinary processed typical of Serang City creative industries that began to develop can be used as an opportunity if it continues to grow rapidly and if it develops can be a force for the creative sector in Serang City. The high composition of the productive age population, this is a great opportunity if used properly.

**Threats**

In general, which can be used as obstacles and obstacles to the development of creative Serang City is not ready for human resources, has not established synergy of financial institutions for the creative industry, still depends on the city of Serang on the products of other regional creative products so as to reduce the purchasing power of local products of Serang City. Lack of capital will be a threat regarding the sustainability of the creative industry, especially in the culinary field.

4. Conclusions

The state of culinary business in Serang City can be said to be prospective enough to be developed with a creative economic development model. On the other hand, the problems faced by culinary business owners are quite diverse and other culinary business promotions both locally Srang City and outside the city of serang are still lacking, the existence of seasonal culinary businesses, product innovations that must still be developed.

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