



Management of Modification of Regional Typical Food "Pepes" to Develop an Entrepreneurial Spirit by Utilizing Digital Technology

 Franselin Puspita Ester Niraviona^{1*},  Nadia Septian Putri²

^{1,2}University of Bengkulu
Bengkulu, Indonesia

✉ franselin53@gmail.com *



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Abstract

The research entitled "Management of Modifications of Regional Typical Food "Pepes" to Develop an Entrepreneurial Spirit by Utilizing Digital Technology" is motivated by the rapid development of the culinary world and high interest from the community. The community began to look for modified regional specialties but did not eliminate the taste and characteristics of the food. This research was conducted through descriptive interpretative research that aims to identify community interest in regional specialties: (1) Modification of traditional food made from fish, chicken and tofu + mushrooms, (2) Community perceptions of traditional food. The earliest data collection methods are observation, interviews and documentation, while the theoretical basis used is the theory of perception and marketing strategy. The modification process that serves traditional regional food from fish has several modifications from the essential ingredients, namely Pepes chicken and Pepes tofu + mushrooms, for process modifications such as (1) Seasoning, (2) Processing, and (3) Packaging. The community has a positive perception of traditional food made from fish, chicken and tofu + mushrooms. Based on the research results, a suitable effort to be developed is to look at the existing constraints combined with the advantages that exist in traditional food offered to the community as an effort to develop food products made from fish, chicken, tofu + mushrooms in terms of seasoning, processing, taste, presentation, and menu variations.

A. Introduction

This research is motivated by the abundance of fish production in the Bengkulu area and the lack of fish processing. Bengkulu has a fairly large water area and is famous for beach tourism, arts, religious rituals and culinary preparations that can arouse people's tastes. Lifestyle and consumption patterns in the modern era have become a trend for every group of people, namely teenagers, adults and the elderly. This condition develops in line with science and technology, shifts in civilization and social change (Widiono et al., 2022). Traditional food is food that has been consumed regularly for many years and consists of dishes that are palatable, do not violate religious or cultural beliefs, and are prepared using products and spices that can be found nearby.

Pepes is a food made from fish, tofu, and others. Fish raw materials used in making Pepes usually come from sea fish and fresh water fish. The current development of science and technology demands the development of even better food processing processes. Pepes is a food dish that is wrapped in banana leaves

and then steamed and grilled. The aroma of burnt adds to the enjoyment of Pepes. Pepes is a side dish served with rice and is a typical Sundanese dish.

People that plan, manage, and are willing to take risks in order to establish new firms and commercial possibilities are known as entrepreneurs. Entrepreneurship is essentially a person's thinking, attitudes, and insights regarding the duties that fall under his purview and are always customer-oriented, as well as their pattern of behavior. Or it could be understood as all the deeds of a person who is capable of giving value to their obligations (Hanim, 2022).

The internet has grown significantly in terms of information technology development. This development is being used by a variety of small- to large-scale company activities to sell their goods, starting with the use of the internet or social media as a platform for product introduction. Digital marketing is a process of institutional activity using digital technology to deliver, create and communicate products or services from companies to consumers and other users. Saving money, expanding one's market, boosting sales, and connecting vendors and customers are at least four of the advantages of digital marketing for growing a business (Dari et al., 2023; Indriyani & Kempa, 2022; Setiani et al., 2023).

Traditional marketing will require efforts to reach and promote consumers. This can be an advantage in implementing digital student businesses in reaching the market. Digital marketing is the application of digital technology to the accomplishment of marketing objectives as well as the development or modification of marketing concepts. Traditional food has uniqueness (characteristics) and has been passed down from various generations, so if it is not developed properly it will be difficult to find consumers because it has begun to experience a generational shift.

This study uses Bloom's Taxonomy theory which distinguishes there are three domains of behavior, namely cognitive, affective, and psychomotor (Crumb, 1983). The behavioral domain which is the focus of this research is the cognitive and effective domain. Cognitive domain related to thinking skills, competence to acquire knowledge, recognition, understanding, conceptualization and reasoning. The affective domain is the domain related to attitude.

B. Research Methods

The research technique is essentially a scientific way to gather reliable data with the intention of discovering, substantiating, and producing knowledge that can then be used to comprehend, address, and foresee issues (Nana & Elin, 2018). The research was carried out during lectures in class. In this study, the population was students of Early Childhood Education Teacher Education, University of Bengkulu. Purposive Random Sampling, a random sampling method with specific considerations, was used as the sampling method in this investigation. Characteristics of the respondents are fans of regional food. Samples were taken by asking the respondent to taste the food and the respondent would provide values and opinions about the product being tasted.

Although this research is also backed by quantitative data, the analysis in this study is a qualitative descriptive analysis, which is interpreted as a method by offering a review or interpretation of the facts and information gathered in order to make it more relevant. The results of data analysis are presented in a descriptive interpretative manner, meaning that the results of the analysis are presented as they are in certain sections interpreted in accordance with the prevailing theory and framework.

Table 1. Rating Likert Scale

Alternative Answers	Score weight	Number of Respondents
Very delicious	5	1
Nice	4	8
Pretty tasty	3	1
Not good	2	0
So bad	1	0

Table 2. Value Criteria

Percentage	Interpretation
0%-20%	STE (very bad taste)
21%-40%	TE (unpleasant)

Percentage	Interpretation
41%-60%	CE (pretty good)
61%-80%	E (delicious)
81%-100%	SE (very tasty)

Formula: $T \times P_n$

Q: Number of Respondents

P_n : Likert score number

$R = T \times P_n$

(5) = $1 \times 5 = 5$

(4) = $8 \times 4 = 32$

(3) = $1 \times 3 = 3$

Total score = 30

$$\text{Rumus Index \%} = \frac{\text{Total Skor}}{Y} \times 100\%$$

$$I = \frac{40}{50} \times 100\%$$

$$I = 80\%$$

Interpretation 80% (Delicious)



Figure 1. Various Pepes Menu

C. Results and Discussion

1. Modification of Regional Typical Food

Indonesia is known as an archipelagic country, which is very diverse, consisting of various ethnic groups, languages and cultures. This diversity has a positive correlation with the diversity of traditional or regional specialties. Each region has special food that is characteristic of a region. Traditional Sundanese food is food that is commonly consumed by the community and has become a local tradition. Regional specialties can be developed by improving quality, carrying out modification processes and proper marketing.

Modification is change (Sutaguna, 2018). According to the Big Indonesian Dictionary, modification is changing something both in process and in engineering. The modifications referred to in this article are changes in the processing, taste, ingredients and presentation of the typical "Pepes" food.

Pepes is a typical Sundanese food that has existed since royal times. It is a dish that starts with fish then is wrapped in leaves or what is now known is banana sauce and then grilled. In general, Pepes is a traditional

Sundanese and Banten food (culinary) which tends to be salty and has a characteristic freshness in the use of ingredients.

Traditional Pepes before modifications were made from tilapia or other fresh water fish. After the modification, Pepes was not only made from fish but made from chicken, mushrooms and tofu and also modified spices to create a new, more delicious taste without reducing the nutritional content contained in these ingredients.

The process of modifying the Pepes Ayam includes the making of spices, the processing, the process of determining the taste, the process of serving. First, spices are things that cannot be released in cooking, where spices will give flavor to the food to be served. In the process of making Pepes, of course, you need to use seasonings with quality spices. Traditional Pepes which initially only used traditional spices, after modification of Pepes seasoning was added with modern spices which will be liked by many people. Second, before the dish is served, the food ingredients will undergo processing first, processing Pepes food, which was originally made from fish wrapped in banana leaves. now it has undergone several changes, namely Pepes chicken with spices and Pepes chicken mixed with mushrooms and tofu so that it can produce a new taste. In this processing, of course, a tool is needed for the Pepes boiling process, namely using a pot/cooker with a stable heat temperature so that it can cook evenly. Third, in the processing process of course you don't miss the process of determining taste. Pepes before modification tend to taste salty and have freshness characteristics. After the modification, it has a variety of flavors, namely spicy, sweet spicy, sweet and sour, savory salt or a combination of flavors with the right dose. With many flavors, it will increase fans of Pepes, which at first only parents knew Pepes food. After the modification, it is hoped that there will be many fans of this traditional food. Fourth, next is the presentation process, this process refers to the layout or method of arrangement in a good container when marketing or serving to be served. Before there was a modification to the marketing of Pepes food, only banana leaves were used as Pepes peels and put in plastic bags which made these Pepes look unattractive. After the modification, marketing of Pepes uses rice boxes or styrofoam so that the cleanliness and safety of the Pepes is guaranteed. Before there was a modification to the marketing of Pepes food, only banana leaves were used as Pepes peels and put in plastic bags which made these Pepes look unattractive. After the modification, the marketing of Pepes uses rice boxes or styrofoam so that the cleanliness and safety of the Pepes is guaranteed. Before there was a modification to the marketing of Pepes food, only banana leaves were used as Pepes peels and put in plastic bags which made these Pepes look unattractive. After the modification, marketing of Pepes uses rice boxes or styrofoam so that the cleanliness and safety of the Pepes is guaranteed.

2. Marketing with Digital Technology

Marketing is an activity in the economy that functions to help determine economic value where the economic value here is in the form of the price of goods and services. The goal of marketing is to recognize consumer demands and create distribution, promotion, price, and services to meet those wants while maintaining a given level of profit (Burhanuddin, 2018). An extremely thorough and closely linked method or approach is called a strategy, and it is used to carry out plans and activities within a specific time frame.

Digital technology is a technology where the operation no longer requires a lot of human labor and tends to utilize an automated system with a computer system. Digital technology continues to develop and is influenced by 3 things, namely: digital transition, the very rapid growth of the digital product industry which will impact on the growth of analog products which will experience a decline. Network convergence, fulfillment of human needs in the environment (lifestyle). Digital infrastructure, something learned as part of a product.

A business plan that can accommodate market criteria by utilizing various sorts of facilities and infrastructure that are also progressively cutting-edge and developing is the most pertinent and capable of meeting the problems of growing market composition. One of these strategies is a digital marketing strategy, which is a marketing technique carried out with the aid of digital tools, particularly the internet and the various applications contained therein, as well as the equipment that supports the use of this media and permits the creation of networks. or interconnectedness with numerous parties, in this example between manufacturers/sellers and consumers, without regard to space, time, or location (Rapitasari, 2016).

Digital marketing was initially acknowledged in the early 1990s and started to take over as the primary approach used by businesses in 2014. Digital marketing is the incorporation or application of technology in the multi-stage marketing process. A fresh hope and a new technological advancement for businesses, digital marketing is a contemporary form of marketing that is anticipated to benefit the organization. Advertisers can speak with potential customers directly through digital marketing without being constrained

by time or place. Digital marketing is one of the finest ways to avoid clutter, reduce it, and interact with clients directly (Asaniyah, 2017). Social media and digital marketing are related. Social media can be seen as a tool for promoting interpersonal communication among users of the public. Social media facilitates connectivity by allowing for more than just message sharing; it also allows for quick and easy reciprocal interactions (Lestari & Saifuddin, 2020).

The higher the level of use of a type of social media, the wider the scope of marketing messages delivered through it. Referring to the data collected by the national survey site, namely Jakpat.net, the type of social media most used by the public is YouTube, followed by Facebook and Instagram, then TikTok, Twitter and others. Digital marketing is defined by Ridwan Sanjaya and Josua Tarigan as marketing activities that include branding (brand recognition) using a variety of web-based media, including blogs, websites, emails, adwords, social networks, and of course, more than just internet marketing (Arfan & Hasan, 2022). One of the media currently in high demand by the general public as a support in their daily activities is digital marketing.

Online marketing is any form of advertising done through a computer system that electronically links buyers and vendors. Customers who pay a monthly subscription can access online information and marketing services through commercial websites. Today, the internet offers business people various opportunities to launch their marketing efforts. This is also followed by the increasing number of consumers who surf online to find the products and services they want and need (Maftuhah & Rafsanjani, 2019).

The role of the WhatsApp application is very significant in improving communication with all resellers, in addition to opening new jobs for the community by simply utilizing the social media they have. The WhatsApp application as a digital marketing tool, communicating with customers intensively is an obligation that must be carried out by every business actor in ensuring marketing success. The main role of using the WhatsApp application is to improve communication between buyers and sellers, especially for micro entrepreneurs and home industries who are already busy in the production of goods (Diandra & W.S, 2022).

Apart from utilizing the WhatsApp application, producers also utilize the Instagram application for digital promotional media in marketing their products. Due to its emphasis on the use of photographs and videos, Instagram is currently the most popular application. Additionally, Instagram now offers Snapgram, a new function that is very popular right now. The Snapgram is a feature in which we post whatever we want to post to Instagram, if indirectly the use of a Snapgram promotes what they record using the Snapgram.

3. Develop an Entrepreneurial Spirit

Entrepreneurial spirit is defined as a strong belief in and acceptance of entrepreneurial conduct, a willingness to put in a lot of effort, and a commitment to upholding relationships among members. This indicates that members have a strong desire to continue to have a psychological connection to the business. Entrepreneurial activity will increase even more if it is possible to foster an entrepreneurial spirit.

Values serve as the foundation for comprehending attitudes and motivations, and as values can affect how behavior is perceived in company operations, it is crucial to learn how to manage organizational behavior (Sukirman, 2017). Small and medium-sized businesses have access to a variety of resources, including the personality traits of business owners who also serve as the organization's managers. The principles adopted in operating a firm are typically entrepreneurial principles. Entrepreneurship is the application of resources and creative thinking to look for chances for success.

Entrepreneurship is the application of resources and creative thinking to look for chances for success. Only those with innovative and creative personalities—specifically, those with an entrepreneurial spirit, attitude, and behavior—are capable of carrying out the creative process. These individuals typically exhibit the following traits: full of confidence, as evidenced by the indicators' high levels of assurance, optimism, commitment, discipline, and responsibility; Having initiative, the indicator is energized, quick on their feet, and active; has a goal in mind, and the signs include a focus on outcomes and insight into the future; possess a spirit of leadership, which can be shown in their willingness to take calculated chances and their courage to stand out from the crowd (Gendrawan, 2018).

D. Conclusion

The results of the analysis of research data on community interest in regional specialties found that 80% of the community was interested in modified specialties, most of the Pepes consumers were students, lecturers

and the community. Based on the results of data analysis, it can be concluded that the community has a development in regional specialties.

Because business actors who are able to enhance the entrepreneurial spirit will not necessarily develop business independence, boosting the entrepreneurial spirit is able to increase the formation of business independence but it has not yet become anything substantial. Pepes is a typical regional food that requires modification so that this special food is more widely known by the public, both from the lower, middle and upper classes. After the modifications that will create new tastes, it is hoped that there will be more and more enthusiasts of this regional specialty.

So that the results of this modification of Pepes food are widely known, the authors carry out digital marketing to promote production results. This social media includes WhatsApp, Instagram which are currently the most widely used and easy to access.

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