

## MARKETING BEHAVIOUR OF LOCAL WISDOM-BASED TRADITIONAL FOODS IN MAKASSAR.INDONESIA

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**Abstract:** The type of qualitative research through a phenomenological approach, while the results show that to improve the competitiveness of local cuisine in Makassar City, it must focus on several main aspects, namely the government and the management must collaborate to provide support and resources for the development of culinary tourism. This can be achieved by investing in infrastructure improvements, promotional campaigns, and training programmes for local culinary entrepreneurs, besides that entrepreneurs must be able to maintain authenticity starting from raw materials, the process of making and serving in a natural traditional atmosphere and incorporating aspects of local wisdom, so that this becomes its own dance power.

**Keywords:** Behaviour, local wisdom, presentation, culinary, traditional

### CHAPTER 1. INTRODUCTION

Makassar, as one of the major cities in Indonesia, has an abundance of cultural wealth and local wisdom. One of the most prominent forms of local wisdom is the diversity of its traditional food. Makassar's traditional food not only reflects its rich culture, but also serves as a significant identity and tourist attraction. Culinary stalls in Makassar play an important role in preserving and promoting these local wisdom-based traditional foods.

Traditional foods such as Coto Makassar, Pallubasa, Konro, and Pisang Epe are some examples of dishes that are not only known in Makassar, but also in other parts of Indonesia. The unique flavours and unique ways of serving make these foods have a special place in people's hearts. Culinary stalls that serve these traditional foods act as custodians of tradition as well as drivers of the local economy. Not only that, they are also a medium for transferring knowledge between generations, keeping traditional recipes and cooking techniques alive and recognised by the wider community.

In the context of marketing, consumer behaviour and marketing strategies applied by traditional culinary stalls in Makassar are interesting topics to research. Consumer behaviour towards traditional food is influenced by various factors, including cultural values, eating habits and taste preferences. Consumers who visit traditional food stalls are often looking for more than just food; they are looking for authentic experiences that connect them to Makassar's history and culture. In addition, how culinary warungs market their products amidst competition from modern and fast food is also a challenge. These stalls must be able to maintain their appeal while competing with the ever-evolving culinary trends.

Local wisdom-based marketing has its own uniqueness. An effective marketing strategy not only emphasises on the quality of taste and competitive prices, but also on how culinary stalls are able to convey the cultural and historical values behind each dish served. In this case, storytelling becomes an important element in marketing. Stories about the origins of the food, the traditional manufacturing process, and the cultural values contained can increase consumer appeal and loyalty. Food stalls that successfully incorporate story elements in their marketing tend to be more successful in attracting and retaining customers.

In addition, the role of social media and information technology in traditional food marketing cannot be ignored. In this digital era, the use of social media such as Instagram, Facebook, and culinary review platforms is an effective means to promote traditional food to a wider audience. Visualisation of food through attractive photos and videos can increase the interest and curiosity of potential customers. Culinary stalls that are able to utilise social media well tend to have a wider marketing reach and can attract the attention of the younger generation who are familiar with technology. Direct interaction with consumers through social media also allows culinary stalls to get real-time feedback and adjust their marketing strategies according to consumers' needs and desires.

### **B. Problem Formulation**

1. how is the marketing behaviour of traditional food businesses based on local wisdom in Makassar city
2. how are efforts to build the competitiveness of traditional food businesses based on local wisdom in Makassar city
3. how is the behaviour of traditional food buyers based on local wisdom in Makassar city

## **CHAPTER II. LITERATURE REVIEW**

### **A. Marketing**

According to Arik Adi Wijaya (2013) marketing is one of the main activities carried out by companies in an effort to maintain the survival and develop their companies, namely to make a profit from their company activities. The success or failure of a company in achieving its desired goals depends on the company's ability to carry out various functions in the company's fields, such as marketing, finance, production, and management as well as other fields it has, which should have an important influence in supporting the successful achievement of the company's goals.

According to (Kotler and Armstrong, 2008: 6) marketing is generally seen as a task to create, introduce, and deliver goods to consumers, both individual and group consumers. The definition of marketing itself is a social and managerial process in which individuals or organisations obtain what they need and want through the creation and exchange of value with others.

In marketing, the key to achieving organisational goals is that companies must be more effective than competitors in creating, delivering and communicating customer value to selected target markets. Companies will succeed well if they carefully select a number of target markets and prepare marketing programmes designed according to customer needs for each target market. If the company has been able to work together to serve customer needs, it will produce coordinated marketing, so that the company will benefit through customer satisfaction which is the ultimate goal of the company.

The marketing concept is used in exchange or trade activities. Marketing is one of the activities that can determine the success of achieving company goals that have been set. The goal of marketing is to increase sales that can generate profits by satisfying the needs and desires of consumers. Companies strive to always meet the needs and desires of consumers for the products or services produced with the aim of making a profit from the exchange. The marketing concept is a consumer-oriented concept, namely that all consumer needs and desires are the top priority for the company.

This concept shows that the main task of the company is to fulfil the desires of consumers who are the target of sales, therefore all planning, policies and activities of the company must be based on the needs and desires of buyers. Success or failure in achieving goals depends on the expertise of all these parts and also the ability, to combine these functions so that the company can run smoothly.

The definition of marketing according to Kotler, (2008: 9) is a social process in which individuals and groups get what they need and want by creating, offering, and freely exchanging products of value with other parties.

The definition of marketing according to Philip Kotler and Armstrong that marketing is a social and managerial process by which individuals or groups get what they need and want by creating and exchanging products and values with other parties (Kotler, 2008: 7).

Meanwhile, according to Nasution, (2006: 1) marketing management is a process of planning and implementing certain concepts and products, prices, promotions, and distribution of both ideas (Ideas), goods (Goods) and services (Service) in creating exchanges that satisfy individual and organisational goals.

According to Tjiptono, (2008: 5) marketing is a function that has the most contact with the external environment, even though the company only has limited control over the external environment. Marketing aims to attract buyers to consume the products offered. Therefore, marketing plays an important role in strategy development.

While marketing according to Henry Faizal Noor in the book managerial economics that marketing is an activity that initiates sales. Meanwhile, sales results are the main source of income (income) of the company. Thus, marketing plays a very important role in maintaining the existence and sustainability of a business, because the success and failure of the company will determine the success or failure of the business concerned (Noor, 2007: 332).

From this definition, it can be concluded that marketing is not only sales and distribution, but marketing is a series of systems of all interconnected activities, which are aimed at satisfying consumer needs. Along with the development of the community's economy, there has been a change in attitudes or understandings about marketing. Marketing strategy is a strategy to serve the market or market segment targeted by the company. The definition of marketing strategy is as follows: "marketing strategy is the marketing logic used by the company in the hope that the business unit can achieve company goals" (Kotler, 2001). Designing a competitive marketing strategy begins with an analysis of competitors. The company compares the value and customer satisfaction with the value provided by the product, price, promotion and distribution (marketing mix) against its close competitors. According to Radiosunu (2001), marketing strategy is based on the following five strategic concepts:

- a. Market segmentation. Each market consists of a variety of buyers who have different needs, buying habits and reactions. Companies cannot possibly fulfil the needs of all buyers. Therefore, companies must group heterogeneous markets into homogeneous market units.
- b. Market positioning. Companies cannot possibly control the entire market. So the second principle of marketing strategy is to choose a specific pattern of market concentration that will give the company the maximum opportunity to gain a strong position. In other words, companies must choose market segments that can generate the most sales and profits..
- c. Targeting is the strategy of entering the market segment targeted for sales.
- d. Marketing mix strategy. A collection of variables that companies can use to influence consumer responses. The variables that can influence buyers are variables related to product, place, promotion and price (4P).
- e. Timing strategy. Determining the right time to market a product is something that needs attention. Even though the company sees a good opportunity. First, preparations must be made for both production

### **B. Traditional Food**

Traditional food can have various definitions. Traditional food is a food heritage that has been passed down and has been cultivated in Indonesian society (Muhilal, 1995 in Adiasih, 2015), concentrated with local traditions (Winarno,

1993 in Adiasih, 2015), causing certain sensory experiences with high nutritional value (European Communities, 2007 in Adiasih, 2015). Traditional foods can also be defined as common foods commonly consumed since several generations, consisting of dishes that suit human taste, do not conflict with the religious beliefs of local communities, and are made from locally available food ingredients and spices (Sastroamidjojo, S. 1995 in Adiasih, 2015). (Almli et al, 2010 in Adiasih, 2015) defines traditional food as food products that are often eaten by ancestors to the present society. Meanwhile, Hadisantosa (1993) in Adiasih, (2015) defines traditional food as food consumed by ethnic groups and specific regions, processed based on recipes that are hereditary. The raw materials used come from the local area so that the food produced is also in accordance with the tastes of the community.

Traditional food includes food (including snacks) and beverages, as well as ingredients that have traditionally been used and developed in Indonesian regions or communities (Anon, 1996 in Suter and Yusa, 2014). Although there are many varieties of traditional food, in general, it can be divided into 4 major groups (Winarno, 1994 in Suter and Yusa, 2014), namely :

1. Main meal i.e., the type of food that is the staple of a menu, made in the largest quantity especially intended to eliminate hunger.
2. Side dishes, namely the type of cuisine that accompanies the main food, shown to grow and increase appetite. Side dishes are subdivided into wet side dishes with soup and no soup, fried and bakarbakaran and sambal-sambalan.
3. Snacks or market snacks are also called snack food, which is a type of cuisine that is eaten throughout the day as entertainment, not limited to a time, place and amount consumed. The effect of snacks is not solely to reduce hunger. Snacks often serve to supplement food substances that are absent or lacking in main meals and side dishes.
4. Drinks serve to entertain or relieve thirst, either in the form of wedang (wedang ginger, wedang sereh, etc.) or wedang sereh.

Traditional foods generally have weaknesses in terms of their safety against biological or microbiological, chemical or physical hazards. The existence of these hazards or contaminants is often present and found due to the low quality of raw materials, processing technology, inadequate sanitation and hygiene practices and lack of awareness of workers and producers who handle traditional food.

### C. Local Wisdom

The definition of local wisdom according to Law No. 32/2009 on Environmental Protection and Management is the noble values that apply in the community life system, among others, to protect and manage the environment sustainably. So local wisdom is a view of life and science as well as various life strategies in the form of activities carried out by local communities in answering various problems in fulfilling their needs.

In foreign languages it is often conceptualised as local wisdom or local knowledge or local genius.

Local wisdom is the truth that has been traditionalised or established in a region. Local wisdom has a high value of life and deserves to be explored, developed and preserved as an antithesis or socio-cultural change and modernisation. Local wisdom is a product of a coherent past culture that is continuously used as a guide to life, although it is local but the value contained in it is considered very universal. Local wisdom is formed as a cultural advantage of local communities and geographical conditions in the broadest sense.

Environmental wisdom or local wisdom (local wisdom) has existed in people's lives since ancient times starting from pre-historic times to the present, environmental wisdom is a positive human behaviour in dealing with nature and the surrounding environment which can be sourced from religious values, customs, ancestral advice or local culture, This behaviour develops into a culture in an area and will develop for generations. In general, local culture or regional culture is interpreted as a culture that develops in an area, whose elements are the culture of the ethnic groups living in that area. In the implementation of sustainable development, technological advances make people forget the importance of tradition or community culture in managing the environment, often local culture is considered something that is outdated in this century, so development planning often does not involve the community.

Meanwhile, Moendardjito (Ayat, 1986:40-41) said that local cultural elements are potential as local genius because they have been tested for their ability to survive until now. The characteristics of local wisdom are as follows:

1. Able to withstand outside cultures,
2. Have the ability to accommodate elements of outside culture,
3. Has the ability to integrate elements of outside culture into the original culture,
4. Have the ability to control,
5. Able to give direction to cultural development

In Sibarani (2012: 112-113) it is also explained that local wisdom is the wisdom or original knowledge of a community that comes from the noble values of cultural traditions to regulate the order of community life. The understanding of local (traditional) wisdom according to Keraf (2002: 59-60) is all forms of knowledge, beliefs, understanding or insight as well as customs or ethics that guide human behaviour in life within ecological communities.

Nababan (2003: 13) states that indigenous peoples generally have local knowledge and management systems that are inherited and continuously developed for generations. The definition of indigenous peoples here is those who traditionally depend on and have close socio-cultural and religious ties with their local environment.

The above definition provides a perspective that humans are integral beings and are an integral part of the universe as well as responsible behaviour, full of respect and care for the continuity of all life in the universe and changing the perspective of anthropocentrism to biocentrism and ecocentrism. The values of local wisdom contained in a community's social system, can be lived, practised, taught and passed on from one generation to another which also shapes and guides the pattern of daily human behaviour, both towards nature and towards nature..

### CHAPTER III RESEARCH METHODS

Type of qualitative research through phenomenological approach

### CHAPTER IV. DISCUSSION

#### A. Marketing behaviour of local wisdom-based traditional food businesses in Makassar city

Makassar, the capital city of South Sulawesi province, is known as one of the cities rich in culinary culture and tradition. Traditional food in this city not only reflects the diversity of flavours and ingredients, but also contains local wisdom values that have been passed down from generation to generation. In a business context, the marketing behaviour of traditional food based on local wisdom in Makassar is an interesting phenomenon that combines modern marketing strategies with local cultural values. This article will discuss more about the marketing behaviour of traditional food businesses based on local wisdom in Makassar City.

Traditional Makassar food such as Coto Makassar, Konro, Pallubasa, and Pisang Epe not only offer distinctive flavours, but also have stories and history behind them. This uniqueness becomes a strong selling point when marketed. Businesses in Makassar often highlight these cultural and historical aspects in their efforts to attract customers.

Local wisdom in traditional food marketing in Makassar includes various aspects such as the use of local raw materials, traditional cooking methods, and stories and legends associated with the food. The use of local ingredients ensures that the flavour of the food remains authentic, while traditional cooking methods add historical and cultural value.

Ingredients such as fresh fish from Makassar waters, local spices and local rice are often used to maintain the authenticity of the flavours. The use of local ingredients also supports the local economy and shows concern for the environment.



Traditional cooking methods such as the use of wood stoves or other traditional tools give the food an authentic touch. This attracts travellers who want to experience an authentic culinary experience.

The story behind traditional food is often used as a marketing strategy. For example, stories about the origins of Coto Makassar or tales of how certain foods are only served on special occasions. These stories add emotional appeal and cultural value to the products offered.

Local communities play an important role in supporting traditional food businesses. Community groups, including paguyuban and foodie communities, often organise events or gatherings that promote traditional food. This community support not only helps in marketing, but also in maintaining local wisdom.

Education about the cultural values and history of traditional food is also an important part of the marketing strategy. Educational programmes in schools and colleges, as well as workshops and seminars for the public, can increase awareness and appreciation of traditional foods. Good education can encourage the younger generation to appreciate and consume traditional food more, and may inspire them to get involved in the business.

Traditional food businesses in Makassar do not only rely on traditional ways to market their products. They also combine modern marketing strategies with traditional touches to reach more customers. Some of these strategies include:

**1. Social Media:** Platforms such as Instagram, Facebook and Tik Tok are used to promote traditional food. Photos and videos that showcase the process of making the food, the ingredients, and the story behind it often catch the attention of many people. Local and national influencers are also invited to introduce these traditional foods to their followers.

**2. Branding and Packaging:** Attractive packaging design that reflects local culture is one effective strategy. Packaging that features traditional motifs or information about local wisdom can increase the selling value of the product.

**3. Collaboration with Local Events:** Participation in local events such as culinary festivals, fairs, and cultural exhibitions provide opportunities for businesses to promote their products directly to the community. It also helps in building relationships with local communities and potential customers.

Despite its many advantages, traditional local wisdom-based food businesses in Makassar also face several challenges. One of the main challenges is competition with modern and international foods that are also in demand by the community, especially the younger generation. In addition, maintaining consistent quality and authenticity of flavours in large-scale production can be difficult.

On the other hand, the increasing public interest in local cuisine and culinary tourism provides great opportunities for traditional food businesses. Support from the local government and tourism organisations also opens up opportunities to promote Makassar's traditional food to a wider market, including foreign tourists.

One successful example is Warung Coto Nusantara in Makassar, which successfully combines local wisdom with modern marketing strategies. This stall is not only known for the authentic taste of their Coto Makassar, but also for being active on social media, having strong branding, and participating in various culinary events. This success shows that with the right strategy, traditional food businesses can thrive and be widely recognised.

The marketing behaviour of local wisdom-based traditional food businesses in Makassar City is a unique blend of modern strategies and rich cultural values. By highlighting the uniqueness of local ingredients, traditional cooking methods, and the stories behind the food, businesses are able to attract attention and build emotional connections with customers. Despite facing some challenges, there are ample opportunities to develop the business further. Support from various parties and innovation in marketing will go a long way in preserving Makassar's traditional cuisine and introducing it to the world. Combining local wisdom with modern marketing strategies is the key to

success in the traditional food business in Makassar City. It is important for businesses to continue to innovate and utilise technology, while still maintaining existing cultural values and traditions. With this approach, Makassar's traditional food can not only survive, but also thrive and be recognised by future generations and international markets.

Ultimately, the marketing behaviour of local wisdom-based traditional food businesses in Makassar City reflects an effort to maintain and promote cultural heritage through culinary. By prioritising its uniqueness and historical value, and utilising the right marketing strategies, Makassar's traditional food has a great opportunity to continue to be enjoyed and appreciated by various groups, both local and international. Community support, innovation, and technology will be the main pillars in the development and sustainability of this business in the future.

### **B. Efforts to build the competitiveness of traditional food businesses based on local wisdom in Makassar city**

Building the competitiveness of local wisdom-based traditional food businesses in Makassar City requires a comprehensive strategic approach. Makassar City, with its rich culture and culinary history, has great potential in advancing traditional food businesses. Here are some efforts that can be made to improve the competitiveness of traditional food businesses in the city.

To improve the competitiveness of local food in Makassar City, it is important to focus on several key aspects. Firstly, the government and the management must collaborate to provide support and resources for the development of culinary tourism. This can be achieved by investing in infrastructure improvements, promotional campaigns, and training programmes for local culinary entrepreneurs.

In addition, the use of modern technology can play an important role in improving culinary competitiveness, especially in Makassar City and its surroundings. Then innovation and entrepreneurship should be encouraged among local culinary businesses to foster creativity and attract more customers. Government policies should be adjusted to integrate culinary businesses with the creative industry. This integration can create synergies and generate new opportunities for culinary businesses in Makassar.

By implementing these strategies, Makassar can develop a strong and distinct culinary tourism brand that differentiates it from other destinations. Culinary tourism is still in dire need of attention and development from the government and managers in the field so that the involvement of all parties is needed.

By introducing customers to Makassar's local and traditional food, culinary tourism can create a sense of attachment and a desire for visitors to return. Research on speciality foods in various regions has shown that culinary tourism has become a significant strategy to attract visitors. By capitalising on the potential of culinary tourism, Makassar can not only showcase its rich culinary heritage, but also enhance the development of local communities.

Coto Makassar, Sop Konro, Pallubasa, Mie Titi, and Es Pisang Ijo are some of the local specialities in Makassar and its surroundings, having the potential to become distinctive culinary attractions for tourists. Their unique flavours and cultural significance make them must-try dishes for visitors looking for an authentic taste of Makassar. By promoting Coto Makassar and other foods as culinary highlights, Makassar can capitalise on its local food heritage and create a strong brand identity as a culinary destination. Here are some strategies that can be considered:

- **Promote Local Uniqueness:** Focus on food and beverages that are distinctive and unique to the local area. Identify traditional foods or local recipes that are rarely found elsewhere and promote this uniqueness as an attraction that sets local cuisine apart. This can be done through social media promotion, blog or article writing, and engagement with the local community.
- **Develop Networks with Local Manufacturers:** Creating partnerships with local producers such as farmers, fishermen or ranchers can help ensure the supply of high-quality and fresh raw materials. By working with local producers, it can promote their products and reduce dependence on imported raw materials.

- **Improve Quality and Sustainability:** Focusing on the quality of the food and beverages offered, the raw materials used are fresh and of high quality. In addition, it is a consideration to use organic or sustainable raw materials to keep up with consumer trends that are increasingly aware of healthy and environmentally friendly food and beverages.
- **Collaboration with Related Parties:** Collaboration with educational institutions, local governments or tourism organisations can help improve the competitiveness of local cuisine. For example, working with educational institutions to conduct training or cooking courses, or working with tourism organisations to promote local culinary destinations.
- **Use Social Media and Digital Marketing:** Utilise the power of social media and digital marketing to promote your local culinary business. Create engaging social media accounts and frequently share interesting content about the food and beverage offerings. Also, consider working with local influencers or food bloggers to boost online presence.
- **Provide a Unique Experience:** Create unique and different experiences for customers. Perhaps organise thematic events, such as a regional dinner banquet, interactive cooking show, or culinary tour. This will help increase the appeal and attract the attention of local and international travellers.
- **Employee Training and Development:** Ensure that employees are well trained and knowledgeable about the food and beverages offered. Good training can improve service quality and provide a better experience for customers.

### CONCLUSIONS

In an effort to build local culinary competitiveness in Makassar City, various efforts are made, one of which must focus on several main aspects, namely the government and the management must collaborate in building synergy, which provides support and resources for the development of culinary tourism. This can be achieved by investing in infrastructure improvements, promotional campaigns, and training programmes for local culinary entrepreneurs, besides that entrepreneurs must be able to maintain authenticity starting from raw materials, the process of making and serving in a natural traditional atmosphere and incorporating aspects of local wisdom, so that this becomes its own dance attraction.

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