

# Developing Traditional Food Service: A Portrait of Women in Culinary Industry

**S M D Maukar\*, F W Langitan, T F S Tangkere and A Dondokambey**  
Universitas Negeri Manado, Tondano 95618, Sulawesi Utara, Indonesia

\*maukar.sylvana@yahoo.co.id

**Abstract.** The purpose of this research is to obtain data about development of traditional food service for small woman business in Minahasa Toulour, Indonesia. The type of research used is descriptive qualitative method. The result of this research is to show that the profile data of the development of the service quality of the catering service business and the traditional home industry of the small business women at the grassroots around Lake Tondano, Minahasa, is in desperate need of rocks and guidance, because although it has the strength and opportunities such as traditional food products, the taste is quite good and popular consumer, the main raw material is the main agricultural products Minahasa so the price is relatively affordable, the role of print media and electronics to support the socialization of traditional foods Regional, National, International so it can be exported abroad, but on the other hand is also faced with weaknesses both internally and externally such as the lack of traditional entrepreneurial knowledge of Minahasa's traditional cuisine, suffering from a lack of capital, and the impact of lack of knowledge and lack of capital result in the following items being prepared ,as limited and monotonous as well lack of innovation, inadequate food business equipment, lack of clear health insurance, information dissemination and limited development, although facilities exist but cannot be implemented due to lack of funds, poor sanitation is noticed.

## 1. Introduction

Small business women who are grassroots who are engaged in catering business or household food industry around Lake Tondano, are quite a lot, with superior traditional food products that taste good enough, and make people like to consume them, but unfortunately the dishes produced are monotonous, and have not yet explored all the traditional foods of Minahasa's Toulour, and show little new innovations in terms of appearance, composition, recipe, cooking methods, decoration, ethics of traditional Minor's Toulour food, and situations like this very influential to the smoothness of business, and this problem is as a result of several factors, including: lack of capital, low knowledge of women's network of small businesses associated with traditional food entrepreneurs typical Toulour Minahasa The Anh Phan and Thi Huong Thanh Nguyen in research on An Analysis Of Factors Impact On Customer Satisfaction In Vietnam Restaurants: Case Of Fast Food Restaurants, In this study, the scale is measured on four main



factors as Service quality, Product quality, Price, and Environment affecting to all common fast-food restaurants in Vietnam market [1].

On this basis the development of a model of empowering the quality of traditional food business services typical Toulour Minahasa network of women both in the form of catering services and food industry class household is badly needed. The development model includes the provision of education and training on the quality of the excellent service of the entrepreneurs (catering business, household food industry) related to the traditional foods of Minahasa cuisine, both the staple food, the side dishes up to the delicious, a network of small women at the grassroots. This effort is in addition to raising and improving the food business of women entrepreneurs is also preserving local culture Minahasa Toullu, especially traditional foods Toulour Minahasa with raw materials seedling Toulour farmers are rice, freshwater fish. Sara Ghezzi et al., in a study on Food Safety in the US catering industry: empirical findings, the results of his research, explained that the results suggested that employees in the catering industry who work part-time need more training and development. Management was seen as more knowledgeable than non-management personnel and was seen to have more training. Overall the study found that there is a need to focus on training for employees, with even greater emphasis for new employees [2].

Based on the problems mentioned above, it motivates the writer to conduct research with topic "development of empowerment model of quality of service business of traditional food network of women small business in order to preserve local cultural tourism object in Minahasa Regency, with the first stage is descriptive qualitative research, and the research targets are related to traditional food business development profile Toulour Minahasa network of women small businesses, challenges, obstacles, advocates the development of traditional food business Toulour Minahasa network of women small business in Kabupaten Minahasa. The second stage is the research of development of traditional food empowerment model of Toulour Minahasa through the writing of entrepreneurship instruction book of traditional cuisine of Minahasa and Minor cuisine, and third step is experimental research by giving counseling and training of entrepreneurship of various traditional foods Minahasa Toulour with main ingredient of rice and freshwater fish to women's network of small business catering and home industry.

## 2. Methods

The type of research used to obtain data on the Quality of Service Traditional food business typical Toulour Minahasa in order to preserve local cultural attractions in Minahasa Regency is using descriptive qualitative research methods.

The informants in this study were women of small businesses around Lake Tondano Minahasa District. In determining the informant is using snowball sampling technique. The procedure of data analysis in this study using interactive analysis with the steps as follows: data collection, data reduction, data display, conclusions: drawing/verifying. The validity of data is tested using triangulation technique of data source.

## 3. Results and Discussion

### 3.1. Profile data development of quality of traditional food business services typical Toulour Minahasa

3.1.1. *Type of food business and menu prepared.* Existing food business types include catering and home industry, with a prepared menu consisting of modern food and traditional food. Types of traditional foods typical of Minahasa grove that exist in catering and home industry business is very limited, monotonous, and has not yet explored all traditional foods Minahasa Toulour, and show less new innovation, in the sense of in need of development, digging further so that there is a change that is: making traditional foods Minahasa Toulour coloring the excellent food in every food business both catering and home industry; making traditional Minahasa Toulour food is superior to modern food, which is starting to shift traditional food in various food business; growing, promoting traditional types of recipes and food recipes that had previously disappeared, to be promoted in every culinary business, so that the traditional food resources of Toulour Minahasa can be socialized not only at the local level but also to the National and even

International level, in order to preserve the cultural attractions local in Kabupaten Minahasa. Conducting new innovative activities will be traditional Minahasa Toulour cuisine.

In connection with the preparation of the menu, then, Bahattin Ozdemir, Osman Calisk in his research on A review of literature on restaurant menus: Specifying the managerial issues explained that based on the conceptual and empirical findings of menu literature, the major menu management issues are menu planning, menu pricing, designing, operating menu and development menu [3]. Furthermore Kimberly Mathe-Soulek et al in his research with the title The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices research results are suggested Results suggest that new product promotions can have a significant and positive effect on same store sales, whereas price-based promotions tend to be lower than the same-store sales changes and changes in stock price [4].

*3.1.2. Food business device.* Food business device that is cooking utensil, equipment & supporting facilities, location, and kitchen, is entered standard category, simple, and not yet complete, in the sense of need attention from entrepreneurs themselves to be held improving or completion adjusted to each requirement, food business. Large-scale enterprises require a larger business device than small-scale enterprises.

In connection with the food business apparatus, Alice J Chow, Abel D Alonso, Alecia C Douglas, Martin A O'Neil in his research entitled Exploring open kitchens 'impact on restaurateurs' cleanliness perceptions explain Overall, respondents whose kitchens are both open and closed viewed open kitchen restaurants as the most hygienic, with open kitchen restaurant operators being more emphatic about the cleanliness differential. In addition, open kitchens were thought to positively influence employee behavior, particularly in regards to being more exposed to customers' scrutiny. Finally, the provision of an entertaining and engaging atmosphere, as well as enhanced cleanliness perception factors that why open kitchen restaurants were constructed in that manner [5].

*3.1.3. Marketing.* Marketing of catering business products, household food industry in general can be sold out, only the consumers are mostly around the location near the business, and the maximum is the District level, although for some traditional food products have penetrated overseas through the family line but not routine and continue, and only temporary, and for example red-colored products have arrived in the Netherlands, through the family line, and the nature of marketing is only temporary, in the sense that a new order is produced. The main cause of the traumatic food products typical Toulour Minahasa only circulated the regional level, although in terms of taste quite good is due to the way socialization only using traditional techniques of mouth to mouth, and not using electronic equipment or other mass media. Also the other main cause of home industry products in general does not have a business license and expiration. Most consumers, especially tourists, are more likely to buy / choose foods that have been listed on labels about the expiry date, the Health Department permit.

As the solution is to provide understanding, awareness to small business women network of how important every food business, product have business license, and sign of expiration period, so that consumer have health insurance if want to buy, consume traditional food product Toulour Minahasa. Martin Hingley, Julie Boone, Simon Haley in his research on Local Food Marketing as a Development Opportunity for Small UK Agri-Food Businesses explained that the study explores local food as a marketing opportunity for small food producers and identifies barriers to development [6].

*3.1.4. Packaging.* The taste of traditional food products is good enough, just the unfortunate specialty of the home industry's manual of packaging techniques that are less hygienic, and the lacks model of consumer appeal and which primarily lacks the labels of expiration and does not include permission from the health department.

Findings from S.T. Wang Edward et al., in his research on the visual packaging design on perceived food product quality, value, and brand preference also suggested that. Based on the study findings, food firms should emphasize the visual packaging factors such as color, typeface, logo, graphics, and size to form consumers' positive perceptions and brand preference, originality, value [7]. Sarah Mari, John Safari, James Lwelamira, in the research on Consumers' Perceptions on Processed Food Products in Dodoma Municipality, Tanzania, In conclusion, packaging affects preferences of food products and contributed influences purchase decisions of the products. The findings of this study underscore the importance of the packaging and packaging of designs for the fulfillment of many functions related to the logistics and marketing of food products. The main implication drawn from the study is that entrepreneurs need to be cognizant of consumers' specific packaging preferences for which they can use as a strategic marketing tool [8].

Now it has been sold freely in the market for tools, packaging machines. This tool is very helpful for home industry entrepreneurs to produce packaging products that are varied and hygienic, so as to be a capital to make consumers more interested to get, buy existing products.

**3.1.5. Cleanliness.** Food entrepreneurs sometimes neglect, forget the hygiene factor, and these unfavorable habits should be eliminated, especially those associated with food handlers, facilities and processing, and the food itself. For example, many food handlers do not wear work clothes when processing food. As food handlers have to wear work clothes. Clothes that must be worn by the workforce are: a) Clothes worn by labor (apron), b) hair cover, c) cempal, napkin. Work clothes should be white.

Likewise with the cleanliness of facilities and food processing and the environment, for example, in general the disposal of wet and dry wastes is united, and or has no waste bins in the treatment room, and these habits should be prevented and avoided. Dry and wet bin should be separated. Further related to the foodstuff, it is less, not good use of food that is not worth using. Such hygiene efforts are able to minimize the contamination of food by impurities through food handlers, facilities and processing, and the food itself, so that the health of consumers who enjoy the results of the business, the product is guaranteed

Nelson Barber, Joseph M Scarcely, in research on clean restrooms: how important are they to restaurant consumers? Research has shown that consumers are concerned with restroom cleanliness, with a functioning restroom having a positive influence on customers' perception of the restaurant; and has also been shown to the impact of where to eat or to return to a restaurant. This study tested these assumptions by using a data set from the southwestern US, finding that consumers are concerned with the cleanliness of an eating establishment [9].

**3.1.6. Labor.** Manpower is still limited, which means only the cost of financing additional personnel. Basically a small-scale enterprise is definitely less labor-intensive, but if there is an increase in business, it would require additional labor. Also, the workforce generally lacks the traditional entrepreneurial knowledge of the Minahasa's traditional foods.

Zorana Antic, Srđan Bogetic in the Food Industry Workers Attitudes on the Importance of Factors Affecting Food Stuff Quality Management, argued that an organization's success depends on the knowledge, skills, creativity and motivation of the company's workers and partners. Focus on its employees enables a company's development and improvement, whereas business ethics ensures public health and safety protection, environmental protection and life quality improvement. The company management's responsibility lies foremost in education, worker training and development, thus enabling a direct and indirect influence on the foodstuff quality characteristics [10].

**3.1.7. Knowledge of traditional foods Minor's Toulour.** Based on the data indicates that the level of knowledge of traditional food entrepreneurs network of women small business has sufficient experience in

relationship with food entrepreneurs, but because the level of entrepreneurial knowledge of traditional foods typical Minahasa Toulour into the category less, is a hindrance to the progress of a food business.

Applied research and educational needs in food service management, explained that food safety management, food quality management and product development; equipment and facility layout, design; operational planning and modeling; as well as market and consumer related aspects. Underpinning scientific disciplines and operational, strategic benefits of the described studies as well as the three tiers in the educational pathways in food production are described [11].

*3.1.8 Business capital.* In general, food entrepreneurs, both catering business and home industry, network of women of small business, are lack of capital and this element can hinder the progress of the business. An examination of capital structure in the restaurant industry, the results show that using ratios from publicly-traded restaurant firms in the USA and ordinary least squares regression models, the results tend to support the notion that both the pecking-order and the financial growth cycle influence financing decisions [12].

### *3.2. Supporters*

Proponents of food business development with Traditional Toulour Minahasa food menu are as follows:

- Traditional food that is currently good in catering business or in home industry the taste is quite good and favored by consumers, Minahasa people and outside Minahasa, and therefore the opportunity for the development of a variety of traditional foods seeds more open.
- The main ingredients of traditional food are the main agricultural products of the Minahasan people, and these circumstances are very helpful to entrepreneurs to obtain raw materials, and at the same time the price is relatively affordable.
- Increasing the role of the media in both print and electronic media in the development of recipes and promotions of traditional foods Toulour Minahasa can be socialized both local, national, international, and this business is very helpful to the success of culinary entrepreneurs, home industry women small business Toulour Minahasa.

### *3.3. Inhibitors*

Inhibition of food business with Traditional Toulour Minahasa food menu is as follows:

- Lack of management knowledge of traditional food entrepreneurship services typical of Minahasa Toulour women's network of small business.
- Women's network of small businesses that are trying both catering services and food industry typical of households have lack of capital.
- The impact of the lack of knowledge and lack of capital resulted in the following as a menu that was prepared limited and monotonous and lack of innovation, food business device is not adequate, health insurance is less clear, information dissemination and development is limited, although there are facilities but cannot be implemented due to lack of funds, sanitation is underestimated.
- Marketing of business results is sometimes constrained as a result of product competition among food entrepreneurs themselves. One way out is that the business owner must have one advantage, unique to the resulting product so as to make the business become a bestseller. Because of its uniqueness resulted in competitors difficult to follow. If the product is the same as a competitor it will run along with a competitor or will be crushed by a competitor.

Thus, the elements of the food business services among which the type of food business and prepared menus, food business devices, marketing, packaging, cleanliness, labor, knowledge and capital is in need of serious attention and development, because it greatly affects the smooth operation of traditional food business padpa catering business or home industry small business women. The better these elements the

better the quality of traditional food business services network of women small businesses. The development of traditional food business typical of Minahasa groovy both for catering business and food industry of household class of small business woman business in grass roots around Lake Tondano is not yet enter the category of entrepreneurs who are able to manage food business well and means in the process of growth less show rapid progress

Then Education including the knowledge of food service business management is very helpful for small business women in managing food business for the better. The better the level of education including the knowledge of food service business management the better the quality of food service business.

Sunghyup Sean Hyun in his research on Predictors of Relationship Quality and Loyalty in the Chain Restaurant Industry explained that based on the literature review, five dimensions influence restaurant patrons' behavior: food quality, service quality, price, location, and environment. Theoretical derived from the literature review. Data analysis indicated that these five attributes influence loyalty formation, with impact mediated by relationship quality. Then Annie Gay Barlan-Espino in her research on Operational Efficiency and Customer Satisfaction of Restaurants: Base for Business Operation Enhancement, explains that it is concluded that majority of the employees are sufficient seating capacity that accommodate large volumes of customers [13]. Restaurants are efficient on the aspect of kitchen and early operations and sometimes encountered problems. Customers are satisfied in terms of 5 P's. Product, Policies, People, Processes and Proactivity [14]. Hui Key Lee, et al., in research on the Assessment of Food Safety Knowledge, Attitude, Self-Reported Practices, and Microbiological Hand Hygiene of Food Handlers, the results of the study are in the conclusion, the suggestion of this study was that the food handlers had adequate food safety knowledge [15].

#### **4. Conclusions**

The conclusions of the study are: (i) the profile data of quality service development of catering service business and traditional household food industry of small business women at the grassroots around Lake Tondano Minahasa, is in desperate need of rocks and guidance that the elements of quality of foodservice services are traditional food, food, marketing, packaging, hygiene, labor, knowledge and capital are in need of serious attention and development. The better these elements the better the quality of traditional food business services network of women small business. Furthermore, education including the level of knowledge of food service business is affecting the quality of food service business, therefore the better the level of education and knowledge of food service business then the better quality of service for small business women; (ii) small business woman Toulour Tondano faced also with several obstacles between them: (a) lack of traditional entrepreneurial food knowledge typical of Toulour Minahasa network of small business women; (b) small business women's networks, both in catering and in the household food industry, are lack of capital; (c) marketing of business results is sometimes constrained as a result of product competition among food entrepreneurs themselves; (d) the impact of the lack of knowledge and lack of capital results in the following matters being prepared as limited and monotonous and lacking innovation, inadequate and incomplete food business devices, lack of clear health insurance, limited promotion of information dissemination and development, facilities but cannot be implemented due to lack of funds, sanitation less attention by business owners; (iii) supporters such as: (a) types of traditional food produced today both in catering business or in home industry tastes quiet and favored by consumers, Minahasa community and outside Minahasa, therefore, the opportunity for the development of a variety of traditional foods seeds more open; (b) the main ingredients of traditional food are the main agricultural products of the Minahasan people, and these circumstances greatly assist entrepreneurs to obtain raw materials, and at the same time their prices are relatively affordable; (c) increasing the role of the media in both print and electronic media, in the development of recipes and promotion of nutritious traditional foods, so that traditional cuisine products of Toulour Minahasa can be socialized at Local, National and



International levels so that the home industry product network of small-business women (SME) Toulour Minahasa can be exported abroad. The level of development needs of the traditional food development model of Minor Food Supply Minahasa network of small business women is quite high and development activities are planned through Writing, publishing textbook entitled: Guidance of traditional food business service of Toulour Minahasa as reference book in giving education and training of traditional cuisine toulour minahasa to the network of women small businesses around Lake Tondano in Minahasa District. And no less important is the cooperation with the government in providing funding assistance as a catering business venture capital, household industry small business women in Tonano Minahasa.

## References

- [1] Phan T A and Nguyen T H T 2016 An Analysis Of Factors Impact On Customer Satisfaction In Vietnam Restaurants: Case Of Fast Food Restaurants *International Journal of Business and Management Review* **4** (6) p 1-17.
- [2] Ghezzi S and Baker Ayoun 2013 Food safety in the US catering industry: empirical findings *International Journal of Contemporary Hospitality Management* **25** (3) p 365-382.
- [3] Ozdemir B and Caliskan O 2013 A review of literature on restaurant menus: Specifying the managerial issues.
- [4] Mathe-Soulek K, Krawczyk M, Harrington R J and Ottenbacher M 2015 *The Impact of Price-Based and New Product Promotions on Fast Food Restaurant Sales and Stock Prices* p 110-117.
- [5] Chow A J, Alonso A D, Douglas A C and O'Neill M A 2010 *Exploring open kitchens' impact on restaurateurs' cleanliness perceptions.*
- [6] Hingley M, Boone J and Haley S 2010 *Local Food Marketing as a Development Opportunity for Small UK Agri-Food Businesses* **1** (3).
- [7] Edward S T W 2013 The influence of visual packaging design on perceived food product quality, value, and brand preference *International Journal of Retail & Distribution Management* **41** (10) p 805-816.
- [8] Mmari S, Safari T J and Lwelamira J 2015 Consumers' Perceptions on Packaging of Processed Food Products in Dodoma Municipality, Tanzania *Social Sciences* **4** (4) p77-81.
- [9] Barber N and Scarcely J M 2009 *Clean restrooms: how important are they to restaurant consumers?* DOI: 10.1111/j.1748-0159.2009.00155
- [10] Antić Z and Bogetić S 2015 *Food Industry Workers' Attitudes on The Importance of Factors Affecting Food Stuff Quality Management.*
- [11] Rodgers S 2005 Applied research and educational needs in food service management *International Journal of Contemporary Hospitality Management* **17** (4) p 302-314.
- [12] Upneja A and Dalbor M C 2001 An examination of capital structure in the restaurant industry *International Journal of Contemporary Hospitality Management* **13** (2) p 54-59.
- [13] Hyun S S 2010 Predictors of Relationship Quality and Loyalty in the Chain Restaurant Industry *Research Article* First Published March 11, 2010.
- [14] Barlan-Espino A G 2017 Operational Efficiency and Customer Satisfaction of Restaurants: Basis for Business Operation Enhancement *Asia Pacific Journal of Multidisciplinary Research* **5** (1) p 122-132
- [15] Lee H K, Halim H A, Thong K L and Chai L C 2017 *Assessment of Food Safety Knowledge, Attitude, Self-Reported Practices, and Microbiological Hand Hygiene of Food Handlers,* Published online 2017 Jan 10. Doi: 10.3390/ijerph14010055 PMID: PMC5295306.