

Culinary Business Management Based on Local Wisdom (Case Study On The Three Mango Tuna Shredded Fish Business)

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ABSTRACT

This research aims to reveal problems regarding the management of culinary businesses based on local wisdom (Case Study Of the Triple Mango Tuna Fish Floss Business). This research is a type of qualitative descriptive research, that provides an overview and description of the business managemenet implemented by the triple mango tuna fish floss business. Data collection techniques in this research were carried out by means of documentation, observation and interviews. The results of the analysis in the research show that appropriate business management that can be applied to the tuna floss business to support aggressive management is to use management that is oriented towards business development.

Keywords: Culinary; Business Management; Local Wisdom

INTRODUCTION

Fish is the main commodity in the fisheries sector which is a food ingredient that is rich in protein and is good for consumption every day. However, fish is a commodity that rots quickly. However, the development of fish technology can be used as processed raw material. Where this preparation is well known in the community, namely processed fish floss. The potential possessed by businesses making tuna floss is also one of the factors that influence the sustainability of the business. Therefore, the tuna fish floss household business is considered to be able to become a large source of income in improving the community's economy, especially tuna fish floss entrepreneurs in Tanjung Merdeka Village, Tamalate District, Makassar City. (Bustari, 2014).

The increase in demand for fish floss is also supported by people's increasingly busy lifestyles and the need for practical and easy-to-serve food. Fish floss, which has a soft texture and delicious taste, is a popular snack choice in Indonesia. Tanjung Merdeka Village has a home-based business that was formed by a family, where this home-based business is engaged in the

trade sector which produces fish which is processed into food that can last for days, where this preparation is generally known as shredded meat. However, this product is not yet very widespread on social media, however, the name or identity can become a characteristic of the product. Furthermore, if measured from the taste, texture and composition of the additional ingredients used, the Tambu community's Abon (flossed fish) products are not far behind in terms of quality and quality of similar products. Thus, good management of the fish floss business has the potential to increase income and provide promising business opportunities. However, managing a fish floss business also has its own challenges, such as competition with similar products, fluctuations in raw material prices, and changes in people's consumption patterns. Therefore, it is necessary to manage the fish floss business well and continue to improve product quality so that it can compete in the market.

One of the most famous processed products now is shredded products. Making fish floss has an alternative processing method in anticipating the production and diversification of fishery products. The processing of fish floss is a raw material to which spices are added with the aim of improving the taste and extending the shelf life. (Jakiyudin, 2023). Tuna is a type of fish that has many fans in the company because it has a delicious taste and has healthy nutritional content and can also make children's minds smarter. Tuna fish has high food ingredients and is a type of fish that is in great demand in local and international markets. The commitment to small industry is clearly visible because small and medium industry is a household business which needs to be upgraded to become an efficient business capable of growing and can increase people's income and create employment opportunities. (Anita, 2020).

The emergence of various brands of fish floss requires producers to be able to know what and how are the reasons that encourage a consumer to purchase a product. Consumers have many choices to determine what type of fish floss brand to buy. Some consumers who are curious will usually try other brands and then compare them with other brands. This is because it is driven by various factors that shape consumer behavior in determining a purchase.

Increasing income provides consumer quality guidance for a product. Apart from that, demographic elements such as level of education, knowledge, lifestyle, technological advances, transportation and communication influence consumer choices. The increase in various other competing brands also influences consumer purchasing decisions. To make the best use of technology, it is necessary to prepare the millennial generation to be smart in looking for opportunities. The generation being prepared must be mature in understanding the basics of entrepreneurship, including leadership in organizations, good communication, establishing cooperation between business partners, and so on. This is done so that the generation is prepared to face the challenges of the future. Leadership has been studied by experts from time to time and is quite interesting to study. (Ariasmara, 2022).

Satisfaction In recent years, competition between business producers has become increasingly fierce. The success of a producer's business can be seen from developing appropriate marketing strategies to identify changes in consumer needs in order to achieve customer satisfaction. Then it shows that the mediating influence of marketing strategy variables between supply and demand produces marketing performance that will increase customer satisfaction.

This management can of course also increase the economic value of these natural products which, if managed well, will certainly become entrepreneurial opportunities, for example as souvenirs that can be brought home by immigrants who happen to visit the area because West Sulawesi has several exotic tourist destinations. . Apart from being a souvenir, of course this preparation can be made into a dish or traded in places commonly visited by local people and

immigrants. Traditional food processing or diversification is local wisdom owned by the Mandar tribe, however surveys and inventories of types of processed food as a type of wisdom that has economic value in the area have never been carried out and reported. (Syamsuri, 2022).

In the early culinary history of the archipelago before industrialization in Indonesia, the growth of food craftsmen was closely related to a life that depended on local wisdom. Their way of life depends more on the goodness of nature. Culinary craftsmen whose skills in making food are influenced by immigrants. The arrival of these immigrants was based on cultural enthusiasm to show their cultural existence. They introduce the unique culinary flavors of their ancestral areas of origin. For example, fish floss, often the taste. They use spices, meat .(Samodro, 2018).

Tanjung Merdeka Village has potential for fish, both sea fish, brackish and fresh water fish, and also has the potential for many other local food ingredients that are not yet available. This is what encourages mothers to want to optimize existing potential (local wisdom) to be able to further support the economy and welfare of their community by exploring and developing local wisdom, poverty can not only be reduced (relieving) but can also be avoided (preventing) because of the *sustainability of resources* for next generation. For this reason, they hope to increase their role in efforts to improve the family economy through food processing skills. One of the business opportunities they are targeting is a fish floss business that utilizes the potential of the community's local wisdom.(Miranti, 2018).

Management of tuna fish floss has quite good opportunities, this is due to high market demand, easy processing and abundant tuna fish resources. The wide market share and target market that reaches foreign countries, makes tuna shredded processing one of the most popular fish processing alternatives when compared to other types of sea fish. Tuna fish floss processing activities in Gajahrejo village are carried out by the Joint Business Group (KUB).(Talib, 2018).

Based on this background, the researcher feels it is important to conduct research on "How to Manage a Fish Floss Business in View from the Aspects of Production, Marketing, Finance and Resources in Developing a Culinary Business Based on Local Wisdom. Case Study on shredded Tuna in Makassar City."

METHOD

Types of research

In this research, the researcher used a qualitative descriptive research method. The descriptive method was carried out so that the researcher could better describe the properties that are known to exist which are relevant to the variables being studied. The selection of a qualitative research approach is carried out on the basis of the specifications of the research subject and to obtain in-depth information that covers social reality.

Focus and Focus Description

In this research, the focus of the research is the management of culinary businesses in the mango three fish floss business, in this case the management of culinary businesses based on local wisdom in the three mango tuna fish floss business. As for the descriptive focus, the focus is on explaining the management of culinary businesses based on local wisdom in the three mango tuna fish floss business, which in this case explains how to manage local based culinary in the three mango tuna fish floss business in the tuna floss business.

Data collection technique

In this research, researchers used data collection techniques through observation, interviews and documentation. Observations are carried out to obtain patterns of behavior and events needed to explore research problems. Interviews are used to make it easier for researchers to conclude the results of interviews. Documentation is used to obtain business profile data.

Data analysis technique

The data analysis used is descriptive. The analysis steps in this research are as follows:

- 1) Data recording: Taking notes that produce field notes, these are coded so that the data source can be traced.
- 2) Data categorization is carried out through collecting, sorting, classifying, synthesizing, summarizing and creating indexes.
- 3) Interpretation of data Thinking by making the data categories have meaning, looking for and finding patterns and relationships and making general findings to test the validity of the data, this research uses source triangulation where data obtained from interviews with research informants is cross checked with data obtained from other informants.

RESULTS AND DISCUSSION

In the context of managing the tuna floss business in Makassar City, there are several important aspects that need to be considered: production, marketing, product quality and financial aspects. The results of the interview with Mrs. Ratna, owner of the Tuna Fish Floss business, revealed how the management of this business can be viewed from the perspective of local wisdom.

In managing the production of tuna floss, it can be seen that Mrs. Ratna still uses traditional tools because there are limited funds to buy modern equipment. This approach is in line with local wisdom values that encourage adaptation to the environment and existing resources. The choice of a fish dryer (spinner) as a drying solution shows the effective use of available resources. Local wisdom teaches that utilizing tools available around you can reduce high operational costs. The harmony between local wisdom principles and simple production management provides evidence that traditional values can contribute to facing modern business challenges.

The importance of feasibility analysis in looking at production sites using models. The importance of technology in marketing media also influences the economic improvement of village communities and the existence of a feasibility strategy in increasing economic productivity can support the good management of the Tuna Fish Shredded Production Processing Industry. Apart from that, if the tuna production is abundant and unsold, it will just be thrown away. So, further management is needed so that fishermen do not suffer losses. This processing seeks to make processed tuna products that can last longer, considering the nature of tuna which rots quickly. This fish production can be processed into Tuna Fish Floss.

The partner related to production is the lack of equipment, which affects the process of making tuna floss for tuna floss, especially the supply of raw materials, namely tuna fish which

is the main ingredient for making shredded meat. Therefore, to support production activities and overcome the problem of limited raw materials.(Solikahan, 2018).

An interesting approach in managing this business is the use of workers from high school graduates. Mrs. Ratna wants to empower young people around her by giving them opportunities to work and generate income. This approach is in accordance with the principles of local wisdom which teach about helping each other and strengthening social relations in the community. Providing job opportunities to young people not only helps them financially, but also forms character and responsibility from an early age.

Mrs. Ratna still uses manual marketing by relying on word of mouth communication. This approach reflects confidence in the quality of the products sold. Nevertheless, Mrs. Ratna realizes the importance of adapting to digital and social media developments. Her attitude of keeping open the possibility of using social media shows her readiness to learn new things, while maintaining traditional values that have proven effective in marketing. The importance of product quality is illustrated by Mrs. Ratna's direct involvement in every stage of production. This approach shows commitment to product quality and maintaining cleanliness in the production process. The selection of quality and fresh raw materials is also in line with local wisdom values which prioritize balance with the surrounding environment.

Product marketing includes the entire process starting from market analysis, delivering products to customers and receiving feedback. The marketing activities that have been carried out by the tuna fish floss household business can be said to have not been optimal, especially in promotional activities. Apart from that, there has been no effort to increase, develop or expand market share. If these activities can be developed well, it will have an impact on increasing consumer interest in fish floss products. Promotional activities are related to marketing communications where the organization tries to inform, persuade and remind consumers directly or indirectly about the products being sold .(Anita, 2020).

The marketing aspect is a very important aspect to study because marketing is one of the main objectives of business activities. In this marketing aspect, there are several measurement indicators on economic feasibility to measure how feasible a business is, especially in the marketing aspect, namely market form, competition, product quality, product care management, pricing, distribution and promotion. (Abdullah, 2022).

Marketing communications include advertising, sales promotions, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling. The forms of promotion carried out by Citra Permata so far are in the form of sales promotions, publicity, word of mouth marketing and personal sales.

In managing finances, Mrs. Ratna applies a simple approach by recording incoming and outgoing money in a small book. This approach reflects a policy of efficiency and openness in managing financial administration. Even though it is simple, this approach still monitors financial conditions carefully, in line with local wisdom principles that teach readiness to face change. In developing a culinary business based on local wisdom, such as tuna floss, there are several principles and values that can be adopted. Adoption of local wisdom values in managing aspects of production, marketing, product quality and finance provides a strong foundation for running a business wisely and sustainably. The harmony between modern and traditional approaches in business reflects great potential in facing challenges and opportunities in the growing business world in Makassar.

Preparation of the budget can be done by referring to the proposed training from various units (departments) and programs that have been prepared by the training section. (Rakib, 2018).

Business financial records are still chaotic and not in accordance with accounting rules. This obstacle is caused by partners' limited knowledge, so that partners really do not have an understanding of business financial records starting from transactions to financial reports. Currently, all that exists is proof of transactions such as sales receipts, proof of payment from consumers and daily records of purchases of ingredients to make shredded meat, and all of that is just neatly arranged in an envelope, partners don't know what to do with these notes. (Hariyanti, 2021).

CONCLUSION

Based on the results of research that has been carried out on the Tuna Fish Shredded business, it can be concluded that the Tuna Fish Shredded business condition is in the first quadrant, this shows that the tuna fish shredded business is in a very profitable condition because it has quite good strengths and opportunities and has low prices, quality raw materials, adequate facilities and infrastructure and has a big influence on economic satisfaction.

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