

ANALYSIS OF BANGKA CULINARY BUSINESS DEVELOPMENT IN GADING SERPONG

Irene Illena¹, Budi Setiawan^{2*}

Universitas Pradita Banten, Indonesia^{1,2}

irene.illena@student.pradita.ac.id¹, budi.setiawan@pradita.ac.id²

ABSTRACT

Gading Serpong area is developing into a center of business, lifestyle, health and education then office buildings, worship facilities, culinary centers to meet the needs of housing and investment for residents of the capital and its surroundings. The culinary business is currently a big business and attracts many people because they like culinary and want to try local food from other regions and has high profit potential. The Bangka Culinary Business in Gading Serpong with several existing stores has continued to grow since 2018 coupled with the occupancy and community around so the need for a variety of foods has also increased. This study used interviews as an instrument conducted CitaRasa, Bakmi Bangka Asoka 57, Otak-Otak Ase, and the interview guide was made based on the research objectives. This research method uses qualitative methods, the method of collecting data by searching for articles and conducting interviews using keywords that match this research, namely culinary business, Bangka Gading Serpong culinary, and Bangka Belitung food. The results of this research conducted by interviews that Bangka Culinary first opened in 2017 through a shop because at that time there were no Bangka cuisine rivals in Gading Serpong. The development of Bangka's culinary business continued to grow rapidly from 2018 until now because many are in demand by various groups of people. This research aims to explain wants to explain the development of Bangka culinary business in Gading Serpong so that Bangka culinary is increasingly recognized by the public because of its delicious taste.

Keywords : *The Development of The Culinary Business; Bangka Culinary; Gading Serpong*

INTRODUCTION

The development of the Gading Serpong area in the past 10 years has been carried out in stages, starting from ordinary land, buffering Jakarta, to growing into an independent city. Even today, the growth of cities towards sub-urbanization is taking place at a very fast pace and has the impact of regional problems while offering opportunities (Petriella, 2023). Gading Serpong continues to develop its area to meet the residential and investment needs of the capital's residents (Arifin, 2023). An independent city is an area that is planned and developed separately with special functions related to certain potentials, economically and socially able to meet the needs of most of its population, as well as good infrastructure services and public transportation systems (Suryani et al., 2022). This area is developing into a center for business, lifestyle, health and education up to the college level such as Bethesda Hospital, hotels such as Atria, ARA and Fame, then office buildings, worship facilities, culinary centers, and financial services (Arifin, 2023).

Among the businesses that are developing in the area is the culinary business which is one of the 17 creative business sub-sectors (Ke0menparekraf, 2019), the culinary business is currently a big business and attracts many people because people like culinary and try local food from other regions (Giyatmi, Widiati, & Levyda, 2022). Business according to Saliez (2016) reveals that public space is the first principle of a sustainable city to increase the value of the area and attract investors. Culinary business is a business that a person does but is engaged in food in the form of market snacks (Clos & Bach, 2016), frozen food, contemporary desserts, dry snacks, various fried foods, contemporary drinks, coffee shops, fast food, traditional food, rice stalls (Lukmana, 2022)(Astuti, 2020). Each restaurant tries to show their uniqueness, both in the way of serving and in the menu provided and the prices that vary (Wati, Lestariadi, Supriyadi, & Safii, 2023). The many types of traditional regional specialties and modern food owned by the Indonesian people also make Indonesia a country that has economic value derived from traditional food and can grow the nation's economy, including Bangka which is known to have a variety of culinary specialties and can spoil the tongue (Suryani et al., 2022).

One of the culinary delights in Gading Serpong is Bangka culinary, which consists of 17

shophouses and 4 street vendors. Bangka culinary comes from Bangka Province which has developing potential in the culinary field (Wati et al., 2023). The high profit potential makes many people make the culinary business a business choice (Wirawan, Sudjana, Arianty, & Dewi, 2022). Currently, Lempah Kuning Muara is growing rapidly and is able to introduce Bangka specialties to the wider community (Theodoridis & Kraemer, 2023). There are also several types of traditional culinary and Bangka food, including lempah kuning (a type of soup), rusip, getas (fish crackers), kemplang, bingke cake, lakse, bluder cake, bruud bread and others (Levyda, Giyatmi, & Ratnasari, 2019). Bangka culinary based on local wisdom is in great demand by tourists, as well as foreigners (Pramezwarly et al., 2022). The diversity of culinary types makes Indonesia a country that has economic value which is used as the nation's pride and can grow the nation's economy which can be sourced from traditional food (Rosidin & Hasani, 2022). The practical implications are that in the development of the culinary business there are various challenges such as the impact on the surrounding community, Bangka culinary business challenges in the future and so that the culinary business can continue to grow, the restaurant or shop owner maintains the quality of service and the delicious taste of the cuisine. Bangka culinary business can continue to grow in Gading Serpong from before 2018 by maintaining the quality of the taste of delicious dishes and services so that customers are satisfied.

The 21 traders mentioned above are the spearheads that can disseminate and introduce various foods originating from Bangka (Azhari, Tanjung, & Sihite, 2020). The menu includes those in the Gading Serpong area such as JAM (Sweet) Bangka noodles / vermicelli / rice noodles, SUI (Salty) Bangka noodles / vermicelli / rice noodles (same but different flavors), Lempah Ikan, snacks: mpek mpek Bangka, pork skin crackers, klempang (Aprionis, 2023). They sell bangka food because they want people in Gading Serpong to try bangka food (Alexandra, 2020). In addition, there are also those who sell a unique menu of mixed Chinese food, pempek, and noodles originating from Bangka, mackerel pineapple spice, kailan cah babi, mushroom chicken noodles, engphiau soup / fish soup, and others (Eldia, 2023). Choosing Bangka Belitung culinary because the development in Gading Serpong is growing rapidly faster because of the flexibility to open a business or SME for culinary businesses (Stefannie, 2023). That way the Gading Serpong area is currently still growing with its superior products in the form of landed houses and shop houses . This research aims to explain wants to explain the development of Bangka culinary business in Gading Serpong so that Bangka culinary is increasingly recognized by the public because of its delicious taste. This research aims to describe the development, operations, influence on the surrounding environment, and challenges faced by the Bangka culinary business in Gading Serpong.

RESEARCH METHOD

This research method uses qualitative methods that require data collection, analysis and interpretation of data using numerical data or numbers (Sandelowski, 2019). The method of collecting data by searching for articles and conducting interviews using keywords that match this research, namely culinary business, Bangka gading serpong culinary, Bangka Belitung food (Wahidmurni, 2017). Qualitative research is research that emphasizes the quality or most important thing of a good or service (Sidiq, Choiri, & Mujahidin, 2019). The most important thing about an item or service in the form of events, phenomena, and social symptoms is the meaning behind the event which can be used as a valuable lesson for developing theoretical concepts. (Sugiyono, Adrio, Tanuwijaya, & Suryaningrum, 2023), the research method is a scientific way to get data with specific purposes and uses (Kristanto, 2018). Do not let something valuable pass with time without leaving benefits. Qualitative research can be designed to contribute to practical theory, policy, social problems, and action (Hanaysha, Al-Shaikh, Joghee, & Alzoubi, 2022).

RESULT AND DISCUSSION

Progress Before 2018

Bangka Culinary Development before 2018 in the Gading Serpong area there was only a mall that held a culinary festival in the SMS (Summarecon Mall Serpong) area called the Serpong Culinary Festival (SCF), to be precise in 2017 with the theme Raos Pisan Euy (Tri Hudaya, 2023) with the nuances of Tanah Pasundan, besides that other foods are dominated by various kinds of food and drinks from the archipelago, especially typical food from West Java, and some from East Java, as well as some specialties from other Javanese regions (Petriella, 2023a). This culinary is called successful because many visitors who come to the culinary make people from various regions curious to stop by to taste the best dishes, both with their beloved family, relatives, friends, coworkers, and relations (Ischak, 2020).

Based on the success of the event, in 2017 there was a shop that opened Bangka cuisine in Gading Serpong (Cserháti & Szabó, 2014), the shop was opened because at that time there was no Bangka cuisine rival in Gading Serpong, so the owner/manager opened a shop in Gading Serpong for residents and local residents to try Bangka specialties for the first time in Gading Serpong. Since then, traders who want to do Bangka food business began to enter Gading Serpong.

Progress from 2018 to the Present

Starting in 2018 Bangka culinary is growing rapidly to date, its culinary cuisine is increasingly in demand by the public so that it can expand Bangka culinary food in Gading Serpong and its surroundings (Mueller et al., 2022). Current Bangka culinary according to the background above and the results of interviews with restaurant managers and managers during field observations to 17 shops and 4 street vendors around (Sugiyono et al., 2023) the Gading Serpong area, namely CitaRasa, Bakmi Bangka Asoka 57, Kedai Meli, Bakmi BB, ES Bangka23 Pempek Jason, Bakmi Bangka "Liong Lie", Pempek Bangka, Otak-Otak Ase, Bakmi Bangka Julia, Krupuk Tiam Perdana original crackers from Bangka & Palembang, Martabak Bangka AAA, Mutiara Bakmi Bangka, Pukis Bangka Mega-Rasa, Bakmi Bangka 268, Bangka Citra Snack (BCS) Bangka snacks and souvenirs center, Acu 999, Bakmi Bangka Akwet, Bangka Afui Chicken Noodle, Bakmi Bangka original 17, Tenda Bangka 995, Fen's Bakmie Bangka, Bangka Paradise.

Operating Hours

Operational stores that are open from morning to evening (7am - 6pm) are CitaRasa, Bakmi Bangka Asoka 57, Kedai Meli, Bakmi BB, Pempek Bangka, Otak-Otak Ase, Bakmi Bangka Julia, Krupuk Tiam Perdana original crackers from Bangka & Palembang, Mie Ayam Bangka Afui. Operational shops that are open in the morning until night (8am - 10pm) are ES Bangka23 Pempek Jason, Mutiara Bakmi Bangka, Bakmi Bangka 26, Bakmi Bangka "Liong Lie", Bakmi Bangka Akwet, Acu 999, Bangka Citra Snack (BCS) snack center and souvenirs typical of Bangka. Shop operations that are open in the afternoon until night (4pm - 10pm) include Martabak Bangka AAA, Kue Pukis Bangka Mega-Rasa (Nur Afifah, 2022).

Table 1. Average Number of Visitors per week and Employees

Restaurant Place	Average Number of Visitors	Number of Employees
Snack Bangka	100	4-5
Bakmi Bangka Asoka 57	350	8-11
Otak Otak Ase	300	7-12
CitaRasa	250	8-13

Kue Pukis Bangka	70	3-4
Martabak Bangka AAA	250	4-5
Bakmi bangka Liong lee	120	8-10
Es Bangka Pempek Jason	86	6-9
Kedai Meli	80	5-6
Bakmi Bangka 268	150	7-8
Krupuk Tiam Perdana kerupuk asli bangka & Palembang	70	4-5
Bakmi BB	120	5-7
Bakmi Bangka Julia	87	5-6
Mutiara Bakmi Bangka	90	2-3
Bakmi Bangka Akwet	180	5-7

Visitor Satisfaction

Based on the results of the interview, visitors who visit the snack shop or restaurant are very satisfied with the Product, Service and Management (Chen, 2017) (3P) according to the tourism business standards that have been carried out by the Business Certification Institute so that they are also given a business license, besides that the restaurant and shop must be safe and clean so that customers feel comfortable in the shop. The store managers also conduct training for employees to improve the best service, so that buyers will be more satisfied if customers come back to buy their products (Suwandojo & Wati, 2021).

The survey results on one of the products that sell Bakmi Bangka, the visitors are very happy and satisfied, especially with the offers and discounts for loyal customers in the restaurant, and also the buyers are very happy if the price is reasonable (Sindari, 2021) and the right portion for interested buyers in the restaurant and also the visitors are satisfied with the waiting time for the food to come out very quickly (Chen, 2017).

Impact on the surrounding community

The number of shops, restaurants, and Bangka culinary snacks that are in demand by customers has an impact on the surrounding community (Kadir, 2022), including the creation of new jobs so that it can reduce the unemployment rate such as working as a cook, waitress, cashier, and other staff. Other economic impacts around successful Bangka restaurants can bring in customers from outside the region/city, thus increasing additional income to the local community. This has a positive impact on the surrounding economy by increasing opinions and other activities (Park, Chidlow, & Choi, 2014).

In terms of social and cultural impact, Bangka restaurants become a gathering place for the local community, residents can gather at the restaurant to celebrate certain events that will certainly get a special price for the local residents (Destiana, 2022). Then there is the impact on culinary education. Restaurants with good quality often have programs to train and develop culinary skills for the surrounding community with coaching clinic activities among others. There is also the environmental impact, where restaurants are involved in environmental challenges to keep the environment clean from waste and also the impact on the community to manage waste and traffic cleanly (Filimonau, Fidan, Alexieva, Dragoev, & Marinova, 2019).

Bangka Culinary Business Challenges in the Future

The challenges of the Bangka culinary business in the Gading Serpong area are quite tough in the future because there are many culinary delights from other provinces such as Medan cuisine, Malay cuisine, Palembang, and others that come to Gading Serpong. Therefore, the Bangka culinary business in Gading Serpong must prepare a strategy by carrying out various product innovations and based on the present (Nurani, 2022).

Among the types of food businesses that must innovate in the future are food noodle restaurant business people who are very likely to reduce customers in their shops because there are tough competitors, such as many newly opened noodle shops including Bakmi Medan (AK, Asmuni, Anggraini, & Abd. Warif, 2023). Then there are also Bangka snack business owners who must also have a unique concept, have good service and have high-quality food, so that customers become loyal customers, as well as the quality of raw materials must be maintained in addition to bombarding through promotions on various social media (Roger, Baran, Galka, & Robert, 2017).

CONCLUSION

From the research results, this culinary business is a business that is in demand especially in big cities, especially cities that are growing rapidly such as in the Gading Serpong area, Tangerang. Gading Serpong continues to increase its development and arrangement to meet the needs of residents and meet the needs of the surrounding community. Along with that, other businesses have also developed, including the culinary business, especially Bangka culinary, which consists of 17 shophouses and 4 street vendors, and the results of discussions that have been carried out with interviews, that Bangka culinary has experienced rapid development in the Gading Serpong area from 2018 to the present. And the results of the interview also show that visitors who visit the snack shop or restaurant feel very satisfied with the products, services and management in accordance with the tourism business standards that have been carried out by the Business Certification Institute so that they are also given a business license, besides that the restaurant and shop are also safe and clean so that customers feel comfortable in the shop. The challenge of Bangka's culinary business in the future is quite tough in the future because there are many culinary delights from other provinces such as Medan cuisine, Sumatran cuisine, Palembang, and others that come to Gading Serpong.

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