

Relevance of Traditional Betawinese Food Carts Design as Inspiration of Betawi Food Counter at Food Court in Shopping Mall

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Keywords: Relevance, Food Counter, Shopping Mall.

Abstract: Betawinese traditional food has certain ways in selling the food. The food carts found in the street as a tool to sell traditional food, it has specific design that able to identify Betawinese food. Nowadays, people have started to enjoy eating at food court with consideration of many aspects, such as food selection, quality of food and price. Jakarta has indirectly made the mall as one of family friendly destination especially during school holiday and weekend. Food court has become main facility in shopping mall. It required a good design that should be applied in service, ambience and the food as well. Betawinese food has its own specialty that needs to accommodate by its counter. Therefore food counter design should adapt the cooking process of the dishes. Food counter design also supports the ambience of food courts, it enclosed information that able to identify the food and represent the place of origin. This research used observation and literature study as method, supporting with site visit, documentation and data. Hopefully this research could give contribution in promoting Betawinese traditional food with modern way of selling as an effort to preserve Indonesian culture.

1 INTRODUCTION

Indonesian traditional cuisine is one of tangible goods of Indonesian culture that has specific recipes from the ingredients, cooking process up to the purpose of serving the dishes. Gastronomy is skills and knowledge relating to food and drink which enhances the pleasure and enjoyment of eating and drinking (Santich Barbara, 2004). Nowadays, people have started to enjoy eating at food court with consideration of many aspects, such as the food selection, quality of food, and reasonable price as well.

There are several ways in selling Indonesian traditional food that mostly have seen as street food i.e carts, bicycles, carrying the goods called 'gendong', and also using a log that has goods in both side called 'pikul'. Each way of selling food has specified their own identity of dishes, ingredients, activities and design including in Betawinese traditional food.

There are three phases of culinary growth in Indonesia: 1). Original food; period of the archipelago kingdom before the invaders came to Indonesia, with specific technique in cooking process such as steamed, wrapped in banana leaf and

using rice and roots as source of food, 2). Multi-culture food; period of cooking process has been influenced by immigrants from Arab, China and Dutch. In the cities there has been acculturation in culinary that creates new dishes, such as *peranakan* dishes with Chinese culture, *bistik* dishes with Dutches culture and *gulai* dishes with Arabian culture, 3). Contemporary food; period of fast food and instant food, when culinary are influenced by multinational industry with tends to standardized the cooking technique, and there is less demand in traditional dishes (Alamsyah Yuyun, 2013).

In order to taste the real traditional food, it is important to know the preparation process as well, since some of Betawinese traditional food has specific presentation, like *asinan* Betawi, *ketoprak*, *gado-gado*, *kerak telur* and many more. Some of Betawinese traditional food is multi-culture food which the cooking process has been influenced by other culture.

The vast development of culinary tourism has been answered by mall developer through food court facilities. Food court has become one of facilities that have been standardized in local regulation for DKI Jakarta No. 10/2004 for business tourism in food and beverages facilities, including restaurant,

catering service and bakery (Pelayanan Jakarta, 2004). Food court design needs to accommodate storage, preservation, and preparation of various beverages and food products unique to the individual module (Papas, Chris & Antonio DiRico, 1995). Every dish has their own specification that needs to accommodate by its food counter. Therefore food counter design should adapt the original cooking process of the dishes.

This is an interesting topic to be discussed as most food court in shopping malls has specific thematic that applied in its interior design. There are few questions in this research that need to be answered: 1). What is the importance of traditional food carts used as inspiration to design food counter in food court? 2). What elements can be used as inspiration taken from traditional Betawinese food carts? This research focused on the relevance of Betawinese traditional food carts as inspiration of Betawinese food counter in food court. Site visits and field inspections are planned to discover Betawinese traditional food that found in food courts and still utilizing traditional carts for selling the food in the street. The findings data will contribute in specify aspect that needs to comply in designing food counter in food court.

2 METHODS

This research used observation and literature study as method, supporting with site visit, field inspection, documentation and collected data. The object observation is Betawinese traditional food carts that available on the street and food court. The chosen sites to conduct survey are Eat and Eat at Gandaria City, Food X-Change at Bintaro Exchange Mall, Food Avenue-Lotte shopping avenue, and Living Kitchen at Living World-Alam Sutera. These food courts have a thematic concept as a street food courts. Analysis is done by comparing Betawinese traditional food carts design to identify the basic structure to be applied on the food counter in food court area, visiting the chosen food courts and documenting food counter design.

3 RESULT AND DISCUSSION

3.1 Betawinese Traditional Food

Betawi is a community of mixed descent, different races and ethnic group who for generations lived in

Jakarta. Betawi have assimilated different cultures from Malay, Sundanese, Javanese, Chinese, Indian and Arab (Jakarta Tourism, 2015). Betawinese foods are savory and delicious. Exposure to the variety of Betawinese traditional food are often found among the Betawinese people, even so there are some traditional food started to extinct because the lack of knowledge in producing it and there are no longer people wants to sell it.

There are four categories in Betawinese food i.e main course, snack, drink and desserts. The most popular of Betawinese food are kerak telur, soto Betawi, asinan Betawi, nasi udug, nasi ulam, pindang bandeng, gabus pucung, gurame pecak, kue rangi, kue dongkal, kue cucur and kue ape. Bir Pletok, selendang mayang, es podeng and es doger are some of drinks and dessert from Betawinese traditional food (Erwin & Lilly T, 2008).

Discussion for Betawinese traditional food in this research is specific in Betawinese pickles (*asinan Betawi*), which most founded in food court and still utilizing traditional carts for selling the food in the street. Asinan Betawi is in dessert category with ingredients such as pickled vegetables, tofu, peanut sauce and rice crackers with palm sugar syrup on top. There is no cooking process in the cart, and the ingredients are stored in glass jars standing inside the carts.

3.2 Betawinese Traditional Food Cart

The history of carts originally had a function for transportation. Carts have different function and design values around the world until they can eventually develop into conveyance to sell (Beaumont, 2014). Traditional food carts become one solution for food vendors to meet the customers, and provide benefits for customers because they do not have to go out to buy the food. Most of carts design have specific features, there are two wheels and one peg and need one person to push it as a cart driver or the food vendor.

Food carts are still found on the street in Jakarta and surrounding areas, as a street food. In residential area there are plenty of food carts that go around the neighborhood in order to sell the food. Betawinese pickles traditional carts using bell as specific identity as they go around the neighborhood, thus people will notice when the cart is coming. Traditional food cart is specifically designed with purpose of selling the food and it also supported with working space and storing system. As they go around to meet the customers, they also able to stay at one place to wait for the customers to come. Generally, traditional

food carts only operate during the day so they do not need special lighting to support the selling activity. It is founded from the observation of traditional Betawinese food carts that nowadays some of traditional food carts have been modified based on the needs of food vendors. As shown picture, Betawinese pickle traditional carts has been modified by adding bicycle into carts because it is more efficient to paddle than to walk. The cart is made of wooden frame, glass on three sides of the carts and title of the dishes on the front and left side of the cart. This improvisation proved that as long as it does not change the basic function, it is possible to add other features in the carts. The color does not have certain meaning, but certain carts identify type of selling food.



Figure 1. Betawinese pickle traditional carts. (Nediari, 2018).

Traditional food carts can be made based on Quality Function Deployment (QFD). It divides into four aspect, they are ergonomic, performance, materials and design (Iqbal, 2016). There is reference of specific requirement for food carts such as 1). The heights of top table for working area is 93.8 cm 2). Storage for cooking ware 3). Display of food ingredients near the working area based on the recipes 4). Made from wood with traditional design 5). Title of the product. Based on field inspection of traditional food cart there are some component in food carts. There are 1). Window display, 2). Preparation desk, 3). pickle assorted storage covered with glass, 4). Cart stand, 5). Bicycle wheels in both side, 6). Text as the identity for the food cart, 7). Handle. There is no cooking process in Betawinese pickle traditional cart, the preparation started with putting all the ingredients in a plate, which the vendor needs to open the jars at the window display.

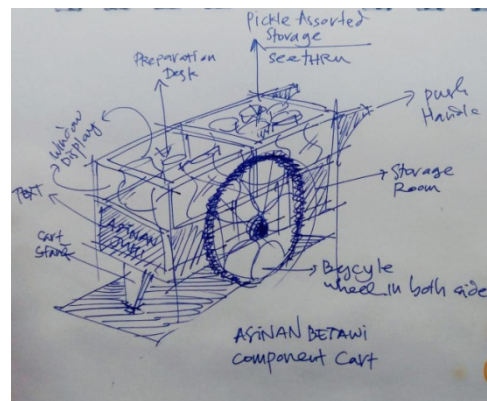


Figure 2. Cart components of Betawinese pickle traditional cart. (Fanthi, 2018)

3.3 Food Court and Food Counter

The shopping mall is a place of crowd for urban communities with particular interests. Their departure to the mall is an independent interest without any emotional ties between each other (Nediari, 2013). Jakarta has indirectly made the mall as one of family friendly destination especially during school holiday and weekends. It is found that every shopping mall has its own food court and located at the highest level of the building.

The existence of a food court in every shopping mall as one of the main facilities serves as the fulfillment of community needs for culinary tourism as a series of shopping and relaxation visits at the shopping mall. This causes shopping malls in big cities to provide a wide area intended as a food court that can accommodate visitors as well as variety of food stalls at one time. This food court area is never empty of visitor, thus encourages culinary entrepreneurs to constantly create the variety of food offered while promoting authenticity of flavors and ingredients in every food.

The variety of dishes in food court divided into appetizer, main course, snack and dessert. Food court has counters and stalls in serving the food. It is found that main course are placed in the counter while snack, appetizer and desserts are placed in the stalls that some of them found inspired by the traditional selling tools such as cart and *pikul*. These inspirations applied in thematic food court with street food concept. For some people, buying food from traditional food cart gives nostalgic value, and at the same time people also gain knowledge and experience in seeing how the food vendors prepared and served these traditional dishes. This experience are meant to be brought up into food courts not only as knowledge but also to show the younger

generation who rarely meet food carts because they do not eat street food.

Food court are rental spaces that managed by company who specialized in culinary business. Nowadays, most food court has deposit system in term of payment, customers are able to pay the deposit and top up the card with in certain amount. It also can be refund in cash if the balance is under Rp 50.000,-. The price of food and beverage in food court starts from Rp. 10.000-Rp 80.000.

3.3.1 Eat and Eat

Eat and eat is located on 2nd floor at Gandaria City shopping mall. Managed by PT. Marche Multirasa Indonesia since opened in 2010, Eat and Eat has different concept than other food courts in shopping malls. Food market concept applied in Eat and Eat as curated street food hub. It served street food from Indonesian traditional food to snacks from other countries. The late Bondan Winarno as a culinary expert and journalist said that *“Eat and Eat has been successful as pioneer in providing stage for Indonesian traditional culinary. It is an honorable place for Indonesian traditional cuisine - including the hygiene and sanitation”* (Multirasa, 2018)

There are a lot of variety of street food that available in Eat and Eat food courts both local and international food. This food court has food counter and stalls, some of main courses are serving in counter and stall. There is one counter that specifically served beverages and placed in the center of the food court. From dozens tenants in Eat and Eat, there are ten menus of Betawinese traditional food dividing into appetizer, main course, snack and dessert. Here are the findings of the visit: 1) Betawinese pickled stall placed in the main entrance of the food court, 2). The stall does not present the original selling media as a street food, 3). Working area in the stall has applied the original working arrangement as in traditional cart.

3.3.2 Food X-Change

Food X-Change is located on 1st floor at Bintaro Exchange Mall in South Tangerang. Managed by Talaga Sampireun. Despite of varieties of dishes served in Food X-Change, in both food counters and stalls, there are only two Betawinese traditional foods found in the food court. In terms of food display and selling media, the findings of the visit are: 1). Betawinese pickle was sold in traditional food cart with no design consideration, 2). The food stall grouping is not well organized with different

design at each stall. 3). There are no specific areas that identify the origin of food.

3.3.3 Food Avenue

It is located on 4th floor at Lotte Shopping Avenue, South Jakarta. It has a lot of variety of food both local and international food. The findings of the visit are:1). Betawinese pickle cart found in traditional cart and placed in special area next to dining area, 2). Food counter only served main course.

3.3.4 Living Kitchen

It is located on 2nd floor at Living World, Alam Sutera in South Tangerang. The concept is to enjoy delightful culinary experience in hommy and playful environment from legendary street foods [13].The food court had been renovated and opened on March 2018. It has food counter and stalls.The findings of the visit are: 1). Asinan Betawi served in traditional food carts and placed in special area, 2).The traditional stalls are located in special area for appetizer, dessert and snack, 3). Food counter served main course only.

The cultural treasures and various traditional dishes of the archipelago also fill the food court and alternately celebrated in the form of provincial themes, where its application to the food court area through thematic interior design approach. The thematic approach of interior design includes two things, namely the understanding of the typical selling medium of the traditional food presentation, and the relationships contained in the manner of serving the food in the original culture with the form of original selling media, such as wheelbarrow, paddle or *pikul* tool.

The results of the conducted survey on food court visitation in several shopping malls, devoted to traditional Betawinese Pickle outlets as one of the available menus, found that:

- ❖ Most of food courts that use traditional food cart as selling media are only move the cart literally into the food court without any design consideration and adjustment.

- ❖ Food counter/stall Betawinese pickle does not have elements of tradition in accordance with the original selling medium

- ❖ Food counter/stall Betawinese Pickle does not display the identity of the origin selling media which is the uniqueness of the experience will be the originality of the typical food

Based on field facts, suggested that the existence of traditional elements applied in the presentation of

typical food through replicas of the original street food cart. Media in the form of replica carts or *pikul* tools will effectively associate with the original means that circulate out there. The physical resemblance of the media sells according to the typical food when applied in the food counter/stall area is to provide the visitor experience of the preparation and presentation procedures as well as the knowledge of the original tradition of Betawi traditional food; Betawinese pickle.

4 CONCLUSION

Base of the above findings, the existence of traditional elements is recommended to be applied in food counter or food stall as an emphasis to provide experience in the preparation process and presentation, as well as knowledge of the original tradition of Betawi pickles as traditional food.

1. Maintaining the original selling media in the food court is an effort to preserve Indonesian culture, with the aim that people can know the media selling traditional food and gain experience of the preparation process of traditional food

2. a. The application of cultural inspiration is applied through maintaining the working area contained in traditional food carts exist in the food counter design.

b. The elements that can be applied in designing the food counter for Betawinese pickle are based on traditional carts component such as : 1) preparation desk, 2). See-thru pickles storages 3). Bicycle wheels, 4). Window display 5). Text of food identity Food court area with thematic interior is the gateway of visitors to enjoy the culinary tour of the archipelago. Interior design should meet the criteria of the design of food outlets that carry the uniqueness of their respective areas while ensuring the suitability of selling media with their origins. It is hoped that with this recommendation can be developed a new design on food counter or stall that can display elements of tradition in a food court as a public space. Furthermore, these two things become a reference in viewing the potential suitability of selling media design with traditional food of Betawinese culture when shifting to food court arena.

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