

Teenager's Perception of Traditional Balinese Food in Kuta Selatan Badung Bali

Ni Luh Suastuti

Sekolah Tinggi Pariwisata Nusa Dua Bali,

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Abstract.: Bali is very famous tourist destination also has a wealth of culinary spread throughout the Regency. Each district and city has culinary with different characteristics, for example Klungkung Regency is known as Serobotan, Gianyar Regency is known as babi guling (pork roll), Negara Regency known as betutu Gilimanuk (traditional roasted chicken), and many other nicknames. Traditional Balinese food is also very unique where one food can vary in each City District, as lawar in Tabanan Regency will have a taste, presentation of food, and ingredients that are different from lawar from Badung Regency or Karangasem. This certainly can enrich traditional Balinese cuisine. Teenagers are the next generation whose take a very important role in maintaining and developing Balinese culture, especially Balinese culinary culture. It is very important for Bali to make teenagers aware and start loving and consume traditional Balinese food. The phenomenon that has happened recently has been the opposite, where adolescents, especially teenagers those domiciled in urban areas such as in Kuta Selatan Badung Bali. It can be seen that comparing than traditional local restaurant there are more teenager visiting the fast food restaurant. It is always a long que line customer especially a teenagers customer in KFC or Mc Donald rather than in traditional food restaurant in Kuta Selatan. This happened also was influenced by the developing of tourism which brought many influences such as many culinary from outside of Bali and from overseas sold in Bali such as Korean, Japanese, Indian and others, which eventually can erode the existence of traditional Balinese food. This can affect the behavior of adolescent consumers in choosing food consumed. This needs to be examined more deeply on how teenager in Kuta Selatan perceive traditional Balinese food so that later the customers of the Bali culinary business can take the right steps to attract teenagers to enjoy traditional Balinese food. The objective of this research was to determine the perception of teenagers in Kuta Selatan Badung Bali towards a traditional food. The research question in this study is how the teenager's perception towards Traditional Balinese Food in Kuta Selatan Badung Bali. This study uses 112 respondents' from the teenagers in Kuta Selatan Badung Bali. This study uses 10 indicators (taste, aroma, food variety, food. presentation, price, special discount, cleanliness of the restaurant, design of restaurant, other facilities such as Wi-Fi, and comfort of the restaurant). The analysis used in this study is quantitative method. The analysis shows that the teenager's perception towards Balinese traditional food is 4,12 with agree category. The highest index of perception is indicator taste (4,67 with very agree category), and the lowest index is indicator other facilities such as Wi-Fi (3,59 with agree category).

1 INTRODUCTION

Bali which is known as tourism also has a culinary that is spread throughout the Regency. Each regency and city has culinary with different characteristics, for example Klungkung is known as Serobotan, Gianyar is known as Babi Guling (pork toll), Negara is known as Gilimanuk Betutu, and many other nicknames. Traditional Balinese food is also very unique where one food can vary - in each Regency

City, such as lawar (very traditional Balinese food) in Tabanan Regency will have a different taste, food presentation, and ingredients that are different from the lawar from Badung Regency or Karangasem. This of course can enrich traditional Balinese cuisine.

This potential culinary can be used as one of the economic aspects to increase the income of the community, especially for the local people of Bali. The Balinese community can sell this traditional

Balinese food and they will get the income from it. But the Balinese people especially young generation must love and want to enjoy this traditional Balinese food. Balinese people in rural areas still want to maintain traditional Balinese food because there are often Hindu religious ceremonies. This happens because traditional Balinese food such as lawar is very closely related to customs, culture, and religious rituals. But for urban communities such as in Badung Regency, known as people who prefer to live efficiently and practically, it will be a threat to the existence of traditional Balinese food.

Badung Regency especially South of Kuta was invaded by the tourism development. South of Kuta is a very popular destination for both foreign and domestic tourists. The tourism developing in this area will also have an impact on population movements to this area which is dominated by residents, especially young people including teenagers so that they can become potential consumers of traditional Balinese food. Customer buying behavior is very individualistic and is influenced by many factors, so it is very important for businesses to know and understand how the consumer's decision process of buying the product. Marketing is based on consumer behavior that aims to create or provide higher value to consumers compared to competitors. The value obtained by consumers is the advantages that customers get from purchasing the product increasing (Khan, 2007).

Teenagers are the next generation who are very important role in maintaining Balinese culture, especially Balinese culinary culture. It is very important for Bali to awaken teenagers to start loving traditional Balinese food. The phenomenon that happened lately is the opposite, where adolescents especially those who live in urban areas prefer fast food (fast food) where this is influenced by many factors such as faster, more practical, tasty, more prestigious, more comfortable place, more comfortable atmosphere good, and many other factors. There are several other things that make teenagers more comfortable and often visit fast food restaurants. For example the atmosphere of a fast food restaurant is comfortable. This happened also influenced by the tourism which brought many influences such as the inclusion of various culinary delights from outside Bali and from abroad such as the inclusion of various types of fast food, and special foods from other countries such as Korean, Japanese, Indian food which can ultimately erode the existence of traditional Balinese food. This can affect the behavior of adolescent consumers in choosing food consumed. From the preliminary

observations of researchers it can be seen that fast food outlets, especially which are international franchise are always crowded with young people. This is inversely proportional if we look at restaurants or food stalls selling traditional Balinese food where consumers tend to be fewer. This phenomenon needs to be investigated more deeply about how teenagers' perceptions of traditional Balinese food, so that the culinary business of Bali can take appropriate steps to attract teenagers to enjoy traditional Balinese food. So far there has been no research that focuses on adolescent perceptions of traditional Balinese food. Research on Balinese food may be quite a lot but the focus on teen consumers has not been much researched. For this reason, this research was conducted with the aim of seeing more clearly and in detail about how the actual perception of adolescents in South of Kuta on traditional Balinese food.

The objective of this research was to determine the perception of teenagers in Kuta Selatan Badung Bali towards a traditional food. The research question in this study is how the teenager's perception towards Traditional Balinese Food in Kuta Selatan Badung Bali. This study uses 112 respondents' from the teenagers in Kuta Selatan Badung Bali. This study uses 10 indicators (taste, aroma, food variety, food presentation, price, special discount, cleanliness of the restaurant, design of restaurant, other facilities such as Wi-Fi, and comfort of the restaurant). The analysis used in this study is quantitative method.

2 LITERATURE REVIEW

From several studies related to traditional food including research conducted by Margi, et al (2013) with the title Identification of Potential Culinary Tourism Based on Local Raw Materials in Buleleng Regency, Bali, identified that a number of agricultural communities have the potential to be developed into culinary tourism products in the Regency Buleleng such as durian fruit, cassava / sweet potato / purple yam, and grapes. Data collection in this research uses field surveys and in-depth interviews, and literature studies to look for various types of products produced by the community in each region in Bali.

Research conducted by Yusa and Suter (2013) with the title of Traditional Balinese Food Study in the framework of Development into Leading Products in Gianyar Regency found that there were 108 types of traditional food in Gianyar Regency

consisting of 44 foods (side dishes), 47 snacks, and 17 type of drink. The nutrient content in each of these traditional foods is diverse and the potential to be developed are be guling, betutu, and jaje.

Sujaya (2013) conducted a study with the title Safety of Balinese Ethnic Foods: A Case Study on Dear Outbreaks in Karangasem and Jembrana Bali, found that Balinese ethnic foods are generally produced traditionally by providing a mixture of specific spices. With this traditional processing method, it can create a specific and distinctive taste, but this traditional processing makes Balinese ethnic food identified to contain microorganisms beyond the limits permitted by local government regulations. This can be dangerous because it can cause congenital diseases from food. The findings of this study suggest that the processing of Balinese ethnic food should be done more hygienically, using quality ingredients, and using clean equipment in its processing is expected to overcome this problem.

Research conducted by Putri, et al (2010) the title is The Existence and Essence of Traditional Balinese Food as a Culinary Tourism Support in Badung Regency, found that the existence of traditional Balinese food is still recognized and needs to be preserved while looking at its essence as supporting culinary tourism in Badung Regency directly and indirectly has a positive impact on the economy of the Badung Regency community and provides local government revenue for the local government. It can be seen from the perception of tourists about Balinese food that from the seven criteria of Balinese food, food and beverage taste, serving, and service get very good ratings . in terms of hygiene and sanitation, speed of order handling, and supporting facilities get a good perception from tourists, while in terms of tourist prices provide very cheap perceptions.

Thesis with the title Development Strategy of Traditional Balinese Food at Freestanding Restaurant in Tanjung Benoa Village, Kuta Selatan District, Badung Regency (Dalem, KP, 2010), found internal factors which are the strength in marketing strategies of traditional Balinese food at Free Standing Restaurant in Tanjung Benoa Village are food and beverage quality, food and beverage serving sizes, menu design, menu composition, nutrition and health, appearance quality, restaurant atmosphere, restaurant image, food and beverage selling prices, giving discounts to certain guests, implementing "happy hours", level of restaurant popularity, distance between the location of the restaurant and the hotel where tourists stay, access and ease of reaching the restaurant, quality of

service, intensity of promotion by restaurant waiters, creativity of special packages, attitude and appearance of restaurant employees, restaurant-oriented restaurant staff, cooperation with fellow restaurant business, and alliances with tourism businesses the other. Using a SWOT analysis, the right marketing strategies carried out in this region are market penetration strategies, product development strategies, and limited market development strategies.

The journal with the title Diners' perceptions of quality, value and satisfaction (Haemoo Oh, 2000), uses 107 consumers of fine dining restaurants in Midwestern city. This journal examines restaurant consumers' perceptions of quality, value and satisfaction, which are found between when these variables are interrelated but the consumer perception variable of value determines the most consumers to return. Value becomes the strongest indicator, when guests expect high scores, consumers will declare wanting to subscribe at the restaurant. While overall this study found that expectations of satisfaction were not a strong indicator for consumers to buy, this was inversely proportional to models that had already bought restaurant products found that satisfaction was a strong factor for repurchasing. Satisfied consumers may not always come back unless they expect value.

According to Ernayanti (2003) states that traditional food has cultural values, traditions, and beliefs that originate in local culture (local indigenous). The traditional food of an area can be a mirror of the civilization and culture of the area, it will be well served and enjoyed by the local community as well. Dalem (2010) states that traditional Balinese food can be interpreted as food that is processed and made by local Balinese people for generations by using a blend of local herbs (base) that have specific flavors and aromas that are not possessed by other regions. With the development of traditional foods, it will provide opportunities for local people to be able to obtain economic benefits from traditional Balinese food. Moreover, Bali is an area of world tourism destination where this has increasingly opened wider opportunities for the development of traditional Balinese food.

Leavitt in Sobur (2003), argues that perception in the narrow sense is vision, how a person sees things, while in the broad sense of perception is a view or understanding that is how someone views or interprets something. Rangkuti (2003) states that customer perception is identified as a process where individuals choose, organize and interpret the stimulus received through their senses into meaning.

Nevertheless, the meaning of the process of perception is also influenced by the past experience of the individual concerned.

2.1 Research Finding and Discussion

In terms of demographics, respondents of this study is analyzed from several aspects, including age, gender, and their experience having Balinese food. Data on respondents' demographics can be seen from Table 1:

Table 1: Demographic Respondents

Demografi	Description	Number of respondents (%)
Gender	Female	45 (40,18%)
	Male	67 (59,82%)
Age	11 – 14 year old	1 (0,89%)
	15 – 17 year old	5 (4,46%)
	18 – 19 year old	106 (94,64%)
Experience in Buying balinese food	Ever buy balinese food	110 (98,21%)
	Never buy Balinese food	2 (1,79%)

Based on the data in Table 1 above it can be seen that viewed from the gender, most of the respondents is a male (boy) and from the age, most of the respondents are from the age of 18 until 19 years old, followed by 15 to 17 years old. And if we look from their experiences in buying Balinese food, 98,21% of the respondent ever buy the Balinese food only 1,79% never buy Balinese food.

2.2 Teenager’s Perception of Traditional Balinese Food in South of Kuta Badung Bali

The results of the teenager;s perception of Traditional Balinese Food in South of Kuta Badung Bali can be seen in Table 2 below:

Table 2: Teeneger’s Perception of Traditional Balinese Food in South of Kuta

Atribute	Perception	Kategor y
Taste	4,67	Very Agree
Aroma	4,60	Very Agree
Food variety	4,57	Very Agree
Food Presentation	4,14	Agree
Price	4,31	Very Agree
Special Discount	3,79	Agree
Cleanliness of restaurant	3,71	Agree
Design of restauran	3,88	Agree
Other facilities such as wi fi	3,59	Agree
Comfort of restaurant	3,90	Agree
Average :	4,12	Agree

From 10 indicators above, only three indicators get very agree category and seven indicators are rated agree by respondents. The taste of Balinese food get the highest score (4,67) followed by the aroma indicator. This in not really surprice because Balinese food is very famaos on very strong taste and aroma. Balinese food is known by using many spices, very hot, and have special aroma.

But if it seen from the indicator cleanlines of the restaurant, design of the restaurant, offering discound, other facilities, and the comfort of the resraurant, the respondent give only agree category. This indicate that the restaurants or warung that sell Balinese food need to improving the cleanliness of the restaurant, make a cool design of restaurant including providing wifi so the teenager will be more confortable to stay. Overall teenagers perception on traditional Balinese food are agree with a value of 4,12.

3 CONCLUSION

The results of teneeger’s perception towards traditional Balinese food is 4,12 with agree category. The teneegers is not hate Balinese food the love it, but the question is why they do not buy it. There are some reasons why they do it. First because of the restaurant that sell Balinese food never give a special discount such as buy one get one free, or

never make a happy hour. Second the restaurant atmosphere need to be improve, have to be more clean, cool, more instagramable, and wifi available so the teenager can be more comfortable.

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