

Adolescents' Knowledge and Perception of Traditional Food Products Typical of Banten Gipang PD Laila

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Abstract. This study's aim was to find out how much adolescents in Banten Province knew about the brand of traditional snack gipang PD Laila and how they viewed the visual presentation of its goods. This study employed a descriptive methodology that included observation, personal conversation, and literature review. Gipang as traditional snack are thought to be impacted by modern trends relating to the creation of new companies and different sorts of snacks. According to the outcomes of direct discussion with the owner, PD Laila's gipang items are among those that conflict with these conditions. Teenagers were also given an online survey to complete about the traditional snack gipang, the product brand, and the packaging. The findings indicated that although most youths in Banten Province were familiar with the traditional gipang snack, they were unable to name the brand of gipang as traditional snack. The majority of respondents do not know the brand name of PD Laila's gipang traditional snack and have a negative opinion of the product packaging, which influences their decision to buy traditional cuisine. The marketing of PD Laila's gipang items needs to be updated because they are thought to not have an appealing presentation or appearance. The study's findings suggest that in order for PD Laila's gipang traditional snack products to be recognizable and draw in young people, package improvements and product advertising media are required.

Keywords: *Gipang, Traditional snacks, Banten Province, teenagers.*

1. Introduction

Traditional food products are products that are frequently consumed or associated with specific celebrations and/or seasons, passed down from one generation to another, made in a specific way in accordance with gastronomic heritage, processed naturally, and distinguished and recognized for their sensory properties and associations to specific regions, regions, or countries [1]. Traditional food is food with certain characteristics or features, which clearly distinguish it from other similar products of the same category in terms of the use of "traditional ingredients" (raw materials or primary products) or "traditional composition". Or "traditional types of production and/or processing methods" [1]. It is said that an average person can associate four words with the meaning of "traditional," which demonstrates the wide diversity and complexity involved in this term [2]. Traditional foods are part of the cultural heritage of a particular region [3] and play a role in the transfer of cultural heritage to generations [3]. Traditional foods also contribute to the development and sustainability of rural areas, protecting them from depopulation, involving substantial products of

differentiation potential for producers and processors [3]. In addition, they grouped the words obtained in their research into categories such as ancient, celebration, usual/typical, ancestors, country/region, culture, and farm/field [2]. Determination of the nutritional composition of traditional foods is essential in order to evaluate the dietary drivers of undernutrition, and to design interventions to promote sustainable, healthy diets [4].

The notion of traditional food is characterized into four dimensions, namely: (1) products are often consumed over time or associated with specific celebrations or seasons; (2) products are associated with strong beliefs about nutritional and sensory characteristics that should be passed on from one generation to another; (3) preparation and consumption are specific, following gastronomic heritage; and (4) products are closely associated with a particular area, region or country [3]. Local food production, traditions and links to the area of origin of a product can represent strong elements of local identity and culture [3]. Traditional foods reflect cultural heritage and have left an imprint on our respective diets, although contemporary lifestyles do not encourage their preservation in our daily lives and habits [5]. Traditional foods are foods and beverages, which have long been known and developed specifically by people in the region and are processed from local recipes and ingredients that have flavors according to the tastes of local people, these foods and beverages include snacks and mixed ingredients or traditionally used ingredients [6]. Traditional food is food whose processing methods and flavors differ in each region because it is passed down from the time of the ancestors, in the form of daily staples, interludes, or special dishes [6]. Traditional food is always closely related to tourism because when visiting a new tourist destination, tourists also pay attention to the culinary habits and traditions of the local population [3]. The involvement of traditional food in the development of culinary tourism aims to preserve local cultural heritage. It seems that tourists support this goal; tourists choose traditional food as their consumption when traveling for the reason of appreciating local culture [3].

Quoted from www.goodnewsfromindonesia.id Gipang is a typical snack from the Banten region that has a sweet flavor. Usually, Gipang or Jipang is often sold as a souvenir, but unfortunately, this snack is now starting to become rare, because it is less popular with contemporary snacks with attractive designs. Now gipang is arguably a fairly rare snack, there are not many sellers of this snack outside the city of Serang. Even in Banten itself, gipang is only made in home industries in villages [5]. Perception is one of the factors that influence consumers in making decisions [7]. And is a direct response from an absorption or human process of knowing certain things through sensing [8]. The visual perception process is formed by several factors, namely, Shape, Shape, Color, and Texture. After knowing the four things that affect the formation of visual perception, then the four things are described one by one as the process of forming this design object [7].

The definition of MSME is a term that refers to a type of business established by an individual and has a net worth of at most IDR 200,000,000.00 (excluding land and buildings). Therefore, the role of Financial Technology is very important in developing MSMEs in Indonesia [9]. Marketing mix is "A set of controllable tactical marketing tools that a company combines to produce its desired response in the target market." The main objective of this mix is to fulfill the needs and wants of the target market. It impacts demand by exploring the needs and wants of current and potential customers [10]. The marketing mix is considered one of the most important aspects of the marketing process. It plays an important role in creating value and satisfaction for customers. In particular, the marketing mix or 4Ps (product, price, promotion, and place) operates as a major force in meeting customer demands and creating long and profitable relationships with them. In fact, the traditional theoretical framework relating to the implementation of marketing management process activities is based on the marketing mix concept [10]. The marketing mix concept serves as a tool used by organizations to survive in a competitive environment. This concept is controlled by the organization and consists of four elements-product, price, place, and promotion [10]. The company must have a database of its customers to determine the most effective marketing mix, taking into account

the macro and micro environment of the organization. The 4Ps are considered the focal point in building a marketing structure within the organization through providing quality products at affordable prices, in the right place [10]. Positive perceptions from customers come through products and services that create value for them and give them satisfaction, which gives the organization an important edge over its competitors [11].

2. Method

The method used in this research is a qualitative method by looking for data in the field or observation, literature study, and interviews. Any attempt to establish a consensus on quality criteria for qualitative research is unlikely to succeed for the simple reason that there is no unified body of theory, methodology or method that can collectively be described as qualitative research; indeed, that the very idea of qualitative research is open to question [12]. Porter (2007) claims that there are two main definitions of qualitative research: the first refers to method (using this word to identify the type of information that is collected and analysed), and the second refers to epistemological and ontological assumptions [13]. The sample used in this research is teenagers in Banten Province, using google form media or questionnaires to find out the level of knowledge of teenagers about traditional gipang food, product brands, and packaging appearance. Field data collection or observation and the first interview was conducted on November 23, 2022 and the second interview on January 30, 2023 with the owner of PD Laila gipang MSMEs at the production house located in Mesjid Priyayi Village, Magelaran Cilik Village, Serang City, Banten Province. And product comparison testing was carried out on January 1, 2023 and January 4, 2023, with a sample of people around the author's residence in Kp. Angsoka Jaya, as well as in the environment of Universitas Komputer Indonesia.

3. Results and discussion

Based on the results of research on traditional gipang food conducted through direct interviews and questionnaire forms, 97.7% of adolescents in Banten Province know and have consumed traditional gipang food. Gipang cake is quite popular in the area where the respondents live with the results of 89.2% and 88.5% of respondents answered that it was easy to get it. However, teenagers' knowledge of the gipang brand is still quite low. As in the product brand studied, namely gipang PD Laila, which shows that 56.2% of respondents do not recognize or know it and 64.6% have never bought it. Most respondents answered that they knew PD Laila's gipang cake from other people's gifts, only 16% knew it from souvenir shops, 7.6% from social media, and 0.8% from market places. This shows that there is a lack of use of digital media as a means of promoting products. Based on where to get or buy PD Laila gipang products, 34.4% of respondents answered that they got PD Laila gipang products from other people's gifts, 22.1% from souvenir shops, and 13% bought directly.



Figure 1. Gipang PD Laila

Meanwhile, based on the opinion column on the appearance of PD Laila's gipang packaging, it can be concluded that the appearance is less attractive both in terms of color and design. And as many as 94.7% agree that attractive product packaging is very important and can influence the decision to buy interest in a product. As many as 77.9% will buy products based on the appearance of attractive packaging. And regarding the perception of the appearance of PD Laila's gipang packaging, which is filled in through the column, the respondents answered that the appearance of PD Laila's gipang packaging is less attractive in terms of color and design.



Figure 2. Packaging display Gipang PD Laila



Figure 3. Product Gipang brand comparison

Gipang product comparison data collection was carried out on January 1, 2023 and January 4, 2023 in the neighborhood around the researcher's residence and campus environment, with an age range of 16-58 years. From the results of the comparison, it was found that PD Laila's gipang products were preferred in terms of taste, which was not so sweet, there was a slight savory taste, and the taste of sticky rice and peanuts was more pronounced. The size is smaller, the texture is crunchy, dense, but not easily crushed, making it easier for consumers to eat. The color of PD Laila's gipang peanut layer is lighter, and the glutinous rice is darker than Zilfi's and H. Saudi 999's products. Just like the other two products, PD Laila's gipang has three types of packaging, namely plastic packaging, large jars, and small jars. These are sold at lower prices, ranging from Rp10,000 to Rp30,000.

4. Conclusion

The development of traditional food is constrained by globalization, which has an impact on the universalism of taste. The excess is the increasingly closed taste of tastes that are unique to tradition. From the results of the research conducted, it can be concluded that adolescents in Banten Province do not recognize or know MSMEs products for traditional gipang PD Laila food and perceptions of packaging that look less attractive both in terms of the use of color or design.

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