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## Family Economic Empowerment through Traditional Cake Snack Business in South Sulawesi, Indonesia

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### **Abstract:**

*This type of qualitative research through phenomenological approach, as well as the results of the study shows that traditional cake snacks have their own taste that is very preferred by the tongue of the people of South Sulawesi in particular and people outside Sulawesi generally, in addition the shape and variety also varies greatly with a wide variety of flavors, nevertheless the authenticity and purity of traditional cake snacks that do not use preservatives and dyes that make traditional cakes sell sweets unsan seasoned, so that to this day is often presented at official private banquets, governments, welcoming national and international guests*

**Keywords:** *Ekonomi, bisnis, jajanan, pemberdayaan, tradisional*

### **1. Introduction**

Indonesia has a wide variety of traditional snacks that must be preserved its existence. Traditional Indonesian food is one of the characteristics and cultural treasures owned by Indonesia, not only in terms of taste, shape, diversity and variety, but from its colors that suit the Country of Indonesia. Indonesia is a country rich in ethnic groups, so traditional food and snacks are very diverse. About 1500 traditional Indonesian foods are spread throughout the state of Indonesia. And more than half are traditional snacks in the form of sweets, wet cakes, pastries, fritters, drinks, chips, etc. Along with the development of the era, some traditional snacks have begun to be difficult to find, so usually once a year or so a culinary event is done tempo doloe in some cities, especially major cities such as Bandung, Jakarta, Surabaya, Makassar and others.

Traditional snacks are starting to be abandoned by the public because they are considered unattractive compared to modern snacks and easier to get modern snacks than traditional snacks. Despite the problems of traditional snacks, the development of the times and technology influences the rapid development and addition of information. Modern media such as the internet, gadgets, magazines, newspapers, books, and others. This of course leads to easier and faster dissemination of information. The rapid development of the industry that led to the marketing of modern snacks more quickly spread and reached caused traditional snacks to begin to shift. The development of science and technology led to advances in almost all aspects of human life. In this modern era, advanced and cutting-edge tools are increasingly accompanying daily human life. The impact of traditional things is slowly being abandoned in order to adjust life as a modern human being.

One example that is starting to be abandoned is traditional foods whose process and presentation takes quite a while when compared to the variety of fast food that is currently available everywhere. Of course, everything fast food and modern doesn't always have everything; fast food tends to be fatty and unhealthy. Kue putu is one of the wet cakes of traditional Indonesian snacks that has a delicious taste. The cake that when cooked has the characteristic of this sound is one of the favorite cakes of Indonesian people. Traditional Indonesian food is influenced by people's eating habits and integrated into the socio-cultural system of various ethnic groups of regions. The food is preferred, because the taste, texture, and aroma according to the taste. Traditional foods also contain positive aspects such as: ingredients that are natural, highly nutritious, healthy and safe, cheap, and easy to obtain, and in accordance with the tastes of the people.

With a variety and variety of basic ingredients, it can be produced various types of traditional food that are delicious and nutritionally balanced. To his taste. Traditional foods also contain positive aspects such as: ingredients that are natural, highly nutritious, healthy and safe, cheap, and easy to obtain, and in accordance with the tastes of the people. With a variety and variety of basic ingredients, it can be produced various types of traditional food that are delicious and nutritionally balanced. There is a phrase that states that never say to know a nation if it does not know the typical food of the country, this phrase also applies in Indonesia. Therefore, never say you have known Indonesia if you do not know the typical food produced from every region in Indonesia.

South Sulawesi is located at 0°12' – 8 South latitude and 116°48' – 122°36' east longitude bounded north of West Sulawesi, east of Bone Bay and Southeast Sulawesi, west of Makassar Strait, south of Flores Sea. The area of South Sulawesi is 46,717.48 km<sup>2</sup>. This area consists of 24 districts / municipalities that have 4 regional tribes namely Bugis, Makassar, Mandar and Toraja. In South Sulawesi Province, for example, it is famous for some of its specialties such as traditional

cakes. Here are some traditional cakes from Makassar city including, bitch kote, putu cangkir, putu kacang, cucuru bayao, se'ro-se'ro, baruasa, baroncong, and songkolo.

However, with the presence of various types of imported food products such as, brownies, bread, Dunkin' Donuts, pizza hut, hamburgers, pancakes, and cake, spread in various corners of Makassar city, making traditional Makassar cakes experience a decrease in productivity. This is because most people prefer to use modern pastries as food in every event. For example: during seminars, trainings, or birthday celebrations, people prefer brownies, or bread as food. As for traditional Makassar pastries, we can only meet at events that still give the impression of customary elements, such as weddings, aqiqah, royal ceremonies in Balla Lompoa, etc. Internally in the competition of the food service business world, there are still a number of cultural issues. In the daily life of Makassar people are faced with a growing number of modern food services that serve imported, modern food dishes, clean, comfortable, and attractive looks. Everything is packaged in the application of efficient and effective concepts.

In the era of globalization, the demand for product quality will be higher along with increasingly competitive prices. The success of a business in the open market is determined by productivity and production efficiency. In order to survive and develop sustainably, each part of the business carries out its work and points to the responsibilities held by the businesses of both small traders and large entrepreneurs. Knowledge of how to walk or trade products is important for traditional cake merchants when faced with several problems, such as declining revenue caused by declining consumer purchasing power towards a product resulting in slow growth in trading activities. As is the case with traditional cake merchants in a market that is experiencing a decline in revenue resulting from consumers preferring modern pastries that look more palatable, practical, and attractive and with pleasant facilities.

If this is left constantly then it is feared that traditional values related to food service business will be increasingly mixed with modern concepts or values. Such phenomena can be seen ranging from children, teenagers, to parents coming to visit and enjoy dishes from modern pastry shops to enjoy a cake that is much better than the cake itself. Globalization has changed the world trade map. An increasingly open market makes competition more intense and gives birth to competitive hype. With more and more modern pastries coming into Indonesia, not only caused the extinction of some traditional cakes that were replaced, but also affected the economy of traditional cake merchants who were declining. To face competition with imported cake products, traditional cake merchants need some effort or strategies to be made in order for traditional cakes to also remain typical of the region or not to experience extinction and also to maintain their economy to remain stable. Therefore, this research was conducted to find out what efforts are made by traditional cake merchants to be able to survive in the midst of the emergence of modern pastries products and to know the socio-economic conditions of traditional cake merchants in traditional markets.

Based on the above description, the formulation of the problems in this paper is as follows:

- What is the potential of traditional hawker business in South Sulawesi?
- What are the disadvantages and advantages of traditional pastry snack business in South Sulawesi?
- How to business strategy of traditional baking snacks in Makassar City?

## 2. The Foundation of Theory

### 2.1. The Meaning of Traditional Snacks

Traditional Food is a unique cultural heritage, and is often forgotten but actually quite in demand. Although small, but traditional cake is part of the attributes of Indonesian tradition that needs to be maintained and preserved, as a local jewel to advance Indonesian tourism. France offers a lot of its peculiarities to the people of the world. From tourist attractions to specialties. The French have typical breads such as brioche (served compulsorily at breakfast, the shape is unique and classic, and known all over the world) and Savarin (a typical French dessert) that they maintain to this day. There is even a type of bread made anyway using ancient methods. Similarly, in Indonesia, every province or city must have special food and snacks. As in other provinces, South Sulawesi province has traditional snacks made from natural ingredients. This should be maintained for generations.

### 2.2. Types of Traditional Pastry Snacks

#### 2.2.1. Pancakes

Pancakes or surabi is derived from Sundanese "sura" which means large. In Javanese the meaning "suro" means also large. Second, the authenticity of Serabi as a typical Indonesian cake is still debated. According to culinary expert, Bondan Winarno, the origin of Serabi there are two possibilities. First, from India. There, snacks of rice flour and coconut milk are called appam. Second, the influence of the Dutch. Especially when you see there is a snack in West Sumatra called pinukuik (pancakes in Dutch).

#### 2.2.2. Bika Ambon Mini

Bika Ambon is known as a confectionery archipelago or culinary typical of Medan, North Sumatra. The name Bika itself according to the inspired source of malay cake is Bika or Bingka. Bika Ambon mini which was then modified by adding developers from Nira/Tuak Enau ingredients to hollow & different to be different from the Malay Bika or Bingka cake.

### 2.2.3. Klepon

Klepon cake is a small round shaped cake with sweetness and legit is a typical cake from Central Java. It is the easiest traditional snack to find in almost every region of Central Java.

### 2.2.4. D. My Cake

My Cake is a traditional cake name that actually comes from China, but is already popular in the archipelago, because it often appears as a tumpeng companion and is one of the filling cakes of tampah cake, if translated into Indonesian meaning Turtle. So, My Cake is actually a Turtle Cake, because of its turtle-like shape. Kue Ku has enriched the treasures of the archipelago cake.

### 2.2.5. E. Putu Ayu

Putu is derived from Javanese meaning grandson. It is said that there was a grandmother who made a cake (then not named) for her grandson. Then someone came to ask, what is this grandma cake? Understandably old, grandma thought the person was asking who the cake was given. She replied: 'I'm sorry. Because he did make the cake for his grandson

### 2.2.6. Rocking Fireworks

This cake from Betawi, named after the rocking cake. During Eid al-Fitr, this cake becomes a typical treat of Betawi residents when welcoming guests who come to visit. Lately, the popularity of rocking cake is indeed declining, as more types of cakes appear.

### 2.2.7. Putu Mayang

Putu mayang is a type of malay food that is very popular with the people of Penyengat Island. At this time, it is rare to find putu mayang in the local area. Similarly, this traditional food is not sold in markets, stalls, or pastry shops in Tanjungpinang. However, at bazaar events that are always held in the area during the Ceremony of the Maulid prophet Muhammad and 1 Muharram, putu mayang is sold as merchandise for the buyers.

### 2.2.8. Cucur Cake

Tutulu cake or cucur cake is a traditional food made from a mixture of rice flour, wheat flour, brown sugar, granulated sugar, and water. Cucur cake is one of the market snacks that is cheap taste is also good, sweet, savory, tender in the middle and krispi on the edge. The origin of cucur cake is still unclear. There are several sources who say this cucur cake comes from Manado City, some say this cucur cake comes from Central Java.

One of the highlights when visiting an area is culinary. South Sulawesi has many specialties, including market snacks. The market snacks here are no less delicious and delicious than other areas. Not only tasty and savory, the market snacks here are friendly in the bag.

Market snacks that can be found in South Sulawesi, among others:

#### 2.2.8.1. Barongko

This food is typical bugis-Makassar food. In the past, barongko was usually served as a dish for Bugis kings. In those days, barongko was only made by expert hands for customary events. Over time, barongko began to be introduced as an affordable market snack. The ingredients to make this barongko are mashed bananas, eggs, coconut milk, granulated sugar, and salt. These ingredients are processed then wrapped in banana leaves, then processed. When cooked, barongko is usually put in the refrigerator. Barongko has a sweet and savory taste.

#### 2.2.8.2. Putu Cup

Putu cangkir is a traditional Makassar snack made from brown sugar, glutinous rice, and coconut. Making this cup putu should be done manually, because to harden the dough should use water vapor. But as the era progresses, the cup putu is now starting to be covered with more modern and modern cake snacks. If you are visiting Makassar, putu this cup you can get around the area of Jalan Tamalate 1, next to adjijaya shop

#### 2.2.8.3. Roko Roko Unti

At first glance, roko roko unti food is similar to barongko. Both are both wrapped in banana leaves. In Makassar, roko roko means wrapped, and unti means banana. In Java, this cake is often called banana cake. How to make it easy. Peeled bananas are then coated with rice flour dough. This food tastes savory, and sweet. This traditional snack can be found at a traditional market in Makassar.

#### 2.2.8.4. Ijo Banana Ice

If it's this one snack, you'll already know it. Ice banana ijo is a very famous traditional food, even up to the exit of Sulsel. Therefore, you will easily find this one snack in the corners of Makassar, especially in the markets.

#### 2.2.8.5. Cucuru Bayao

This traditional food has a sweet taste, and is usually served at bugis-Makassar traditional weddings. The thick sweetness of the pastries presented at this wedding has a meaning loh. With a variety of sweet cakes, it is expected that the life that will be waded by the two brides is also sweet. This cake is made from dozens of egg yolks, walnuts, and pure

granulated sugar. A very sweet taste and a strong aroma are the hallmarks of this yellow cake. If you're a fan of sweets, don't miss out on tasting this traditional snack. The main ingredient of banana ice is banana wrapped in green flour dough, then peeled until cooked. Green flour dough comes from suji leaf water or pandan added in the dough.

#### 2.2.8.6. Jackfruit Seeds

Although this traditional cake is called jackfruit seeds, it does not use jackfruit at all. This cake is called jackfruit seed, because it is similar in shape to jackfruit seeds. This cake is made from potatoes and walnuts. That's what makes it different from other traditional Makassar cakes, which usually use coconut milk and eggs. And jackfruit seed cake is one of the cakes that is always served at traditional Bugis-Makassar party events.

#### 2.2.8.7. Bikang Doang

If you look at this one snack, you'll remember it with shrimp bakwan. In Makassar this food is called bikang doang. Made of wheat flour, grated onions, bean sprouts, carrots and decorated with shrimp sized enough. This snack can be eaten with sambal sauce, or with makassar vinegar sambal. One of the shops in Makassar that sells Bikang Doang is Jalangkote Lasinrang Shop, located on Jalan Lasinrang.

### 3. Research Methods

This study uses phenomenological approaches and is classified in qualitative descriptive research types. The data sources in this study include: Primary Data Source, Secondary Data Source. While instrument of this study is the researcher itself. The data collection techniques used are: Interview techniques, observations, documentation. While the data analysis techniques used are: Data collection, Reducing data reduction, Presenting data (data display), Drawing conclusions (drawing).

### 4. Discussion

#### 4.1. *The Potential of Traditional Hawker Business in South Sulawesi*

Economic growth in the region is supported by micro, small and medium enterprises (MSMEs). This condition is also experienced by Makassar City, South Sulawesi. In this windy city, economic growth is relatively rapid because it is supported by the SME and tourism sector. In Makassar, tourists can visit various historical sites, handicraft and culinary centers. The economy in Makassar, South Sulawesi, is growing as the tourism and culinary sectors of the city rise. The good economic climate is felt by one of the culinary entrepreneurs of mackerel brains with the brand Of Mrs. Elly's Brains. The business owner, Elly Lianti said, the development of hotels and tourism that developed in Makassar made his business more advanced. Naturally, the production capacity of the business continues to rise. In 2012, he was only able to produce 1,500 pieces of brains per day. Today, it becomes 3,500 pieces per day. "This is due to more and more demand from seafood restaurants and hotels," he said. Currently, Elly has opened a branch in Fatmawati area, South Jakarta.

The economic potential, especially micro, small and medium enterprises of MSME, is what PT Bank Tabungan Pensiunan Nasional (BTPN) is trying to work on by launching a new business unit called BTPN Mitra Bisnis. This business unit was created to finance small and medium enterprises since 2014. There are currently 3.5 million customers with an average loan of Rp 25 million. Head of BTPN Business Partner Sony Christian Joseph at the Entrepreneur Networking Forum event in Makassar mid-last week said that the funds absorbed mostly went into three areas: trading, manufacturing and services businesses. La Tunrung, Chairman of the Indonesian Entrepreneurs Association (Apindo) of South Sulawesi said, makassar city and other eastern Indonesia regions are rich in mining products and other commodities. In addition, the infrastructure in Makassar is good enough such as ports and large airports.

The development of SMEs is an integral part of structural changes that are in line with the modernization of agrobusiness and agro-industry, especially those that support food security, as well as strengthen the production base and competitiveness of the industry through the development of industrial clumps, acceleration of technology transfer, and improvement of human resources quality. Meanwhile, micro-business development is a strategic option to reduce income inequality and poverty. Cooperatives are growing increasingly effective in creating collective efficiency of cooperative members, both manufacturers and consumers, so as to be economic actors who are able to support efforts to improve socioeconomic welfare. The fact that small businesses are a big contributor to the strength of the country's economy and has been evident especially during the economic recessions of 1985 and 1997.

The difficulties of the economic recession have been helped by the presence of small businesses. At a time when big factories are starting to feel the effects of economic setbacks and firing workers, small businesses are holding out. Even those in layoffs from large corporations are actively becoming small entrepreneurs to the country's economy in every place in the world, the coming era of trade is said to belong to small businesses. The era of small business may be the fourth or fifth era in the evolution of commerce after the eras of production, sales and marketing (perhaps another era after the era of marketing). The contribution of small businesses to the community as well as the state is very significant and the form of such donations is to provide jobs, the creation of new technologies/methods as well as new products for the benefit of the state, helping the development of large businesses as vendors (suppliers and outsourcing) and so on. If the capacity of small businesses can be integrated into large, this step will greatly help the development of large businesses.

The growth model of new business units of informal value is the most prominent in Indonesia and it is estimated that more than 90 percent of new business units in Indonesia were born from this model. The cause is: (1) a kinship system that is still thick in Indonesia so that entrepreneurs have a tendency to accommodate families who have not

worked and then they can open their own business, (2) commodities sold by UMKN are simple technology so that it is easy for its workers to open their own businesses, (3) wide open business opportunities so that many business units are born due to coincidence factors, (4) forced to connect life or fill time because it is difficult to get a job and (5) socio-cultural factors and others.

Street Vendors, especially traditional pastry hawkers, also arise from the lack of jobs for small people who do not have the ability to produce. The problem of street vendors in urban areas, especially Maros Regency, will always be there because of four things: the first is because of the needs of the community for cheaper goods, varying according to their tastes as well as the location of sellers that are easy to reach. It is able to be fulfilled by street vendors who have mobility (pikulan, wheelbarrow, bicycle). Second, the number of job seekers is greater than the formal employment available. So, the informal sector, especially street vendors, is a solution to this problem. In addition to the number of people who are difficult can be accommodated in the formal sector due to inadequate levels of education. Third, there is an economic growth gap between the city and the village that reflects the centralization of development, causing the flow of human resources from village to city to get better jobs, while the fourth is the limitation of strategic business space for street vendors traditional snacks.

According to La Tunrung, in the last two years, makassar tourism and culinary industry is on the rise. "The purchasing power of makassar people and people in the eastern region is quite large. In fact, succumb to the spending of Jakartans," he said. Makassar city does have a variety of tourist attractions. In this mamiri wind town, tourists can visit various tourist destinations. For example, for historical and cultural sites, Makassar offers Fort Rotterdam, Somba Opu Fort, City Museum, Miniature Park, Kayangan, Losari Beach, Karebosi, then Diponegoro Tomb.

Meanwhile, for modern or artificial attractions there is Trans Studio Theme Park, Akkarena Beach, gold handicraft center in Somba Opu and Scabbard crafts in Panakukang. In addition, there are regional culinary centers such as Coto Makassar, Mie Kering, Pallubasa, Pisang Ijo, Pisang Epe', Konro, lulu there is a souvenir center on Somba Opu street, and many more.

The Minister of Agriculture of the Republic of Indonesia, Syahrul Yasin Limpo invited the people of Makassar, to equally look after the local culture, especially local culinary (South Sulawesi) whose basic ingredients are food, such as fruit, vegetables and tubers. It was revealed that Syahrul was interrupted by the Indonesian Ministry of Agriculture's On-Stage Farmer event which took place at CFD Sudirman, Makassar City, Sunday (15/12/2019). Not to be out of the 2016 season, the former Governor of Sulsel also hoped kapurung and Bassang Nasi Kobo'i also maintained their distinctiveness. For the people of South Sulawesi, Kapurung is a traditional food derived from luwu soil where the basic ingredients are sago. Bassang nasi Kobo'i is a typical makassar food, in the form of porridge based on white corn. According to him, if this is preserved and maintained its peculiarities, Indonesian farmers will become more prosperous. Therefore, he wants to assert that local food is part of the culture of the nation that must be kept together. "In addition to rice, yams are promising, food in Indonesia varies therefore I want everyone to be able to say local food is part of the culture of the nation that we have to keep together," he said.

Keeping local food said Syahrul, part of regional autonomy that should be encouraged. On that occasion, Syahrul also encouraged young people to struggle in the agricultural sector, especially in increasing agricultural exports that will affect the country's economy. Syahrul said the wealth of natural resources in Indonesia, opened many opportunities for large agricultural businesses to work on these millennials. He added that millennials' involvement in supporting, developing and advancing the agricultural sector is urgently needed.

*"Indonesia is a rich country, which has tremendous natural resources, the sun in Indonesia is there constantly, the sun determines the plants and the good life, the water in our country never breaks, if there is a drought, it can all be dealt with Therefore, the natural wealth that we have"* he said. Millennials have the hallmarks of strategic thinking, inspiring, innovative, energetic, enthusiastic, and fluent in adopting digital technology in various aspects of business so that it is predicted to be the bearer of renewal in agricultural development. Syahrul hopes that young people can be interpreted as bastions of agricultural development, especially in terms of increasing agricultural exports.

## 4.2. Disadvantages and Advantages of Traditional Pastry Snack Business in South Sulawesi

### 4.2.1. Advantages of Traditional Hawker Business in South Sulawesi

If you're trying to figure out what's the right business idea, you might consider doing the traditional pastry snack business. Yes, culinary itself is one of the businesses that never dies, there are always fans because it has become a basic human need. Meanwhile, the culinary business is very diverse, one of the varieties of culinary businesses that is traditional culinary or culinary typical of certain regions, especially in South Sulawesi, which has a wide variety of traditional snacks that are most interesting, have their own characteristics and flavors, which many people in Indonesia like. Here are the advantages of opening a traditional hawker business in South Sulawesi:

### 4.2.2. Increasingly Popular

After the 2000s, there were many television shows that raised traditional snacks. One of the famous is the culinary program hosted by Bondan Winarto. This impression is what then makes Indonesian people more educational with traditional culinary. So, when you decide to do business in this field, never be afraid of the appeal of a minimal society.

### 4.2.3. Cultural Wealth That No Other Country/Region Has

Traditional snacks are the cultural richness of a country that is certainly not owned by other countries. This makes traditional snacks potentially popular with tourists who come to Indonesia, especially south Sulawesi. Because usually,

traditional culinary is one of the things that is sought after when tourists come somewhere. By doing the traditional snack business, you also help introduce the traditions and culture of the archipelago to the people of the world.

#### 4.2.4. People Always Want Nostalgia

Traditional hawker business, not always have to be established in its place of origin or a place that becomes a tourist visit. The culinary business is also very interesting its potential when established in major cities such as Makassar. In big cities, people come from different regions, working for quite a long time. The people of this area have a tendency to re-taste the traditional food menus that they used to eat.

The potential of traditional culinary is indeed huge in urban areas. Urban people tend to be more open and curious about menus they haven't used to consume. Both of these things provide an opportunity for you to start a business.

#### 4.2.5. Easier Promotion

If you want to open a traditional culinary business today it is very appropriate. In terms of promotion, it's very easy. There are already social media, food reviews and so on that you can maximize. As long as it can provide the best taste and maximum service, customers will willingly recommend your place to eat on their social media accounts.

The advantages of traditional snacks over modern snacks:

- Traditional food is consumed by ethnic groups in certain regions. Traditional food is generally consumed more by the people of the region where it is then introduced to other people or migrants by selling it to be offered or peddled around.
- Traditional foods are processed following the provisions (recipes) given through generations. In general, the recipes in traditional foods made by the natives are the result of hereditary recipes and are usually more derived in the family. This is done with the aim that the typical taste of the food can be maintained.
- Traditional food is made from locally acquired ingredients and served according to local tastes and traditions. The ingredients to make traditional food can be said to be easy to obtain because basically they can be easily purchased in the markets of these traditional food producing areas and are usually adapted to the desired taste so that there are traditional foods that taste spicy, sweet, and others.

While the weakness of traditional hawker business is:

While the weakness of traditional hawker business Run the traditional cake, business is not easy amid the fanfare of modern cakes whose packaging is very appetizing. The situation is experienced by Yusuf toro family (55) who continue to struggle to develop otere cake business aka rope cake that has been pioneered for 30 years agonal is.

The existence of traditional cakes is starting to marginalize in the capital. This cake is only a bestseller hunted by tourists as a supply of cookies or used during traditional parties.

Yusuf's third son, Zubair (26), said various obstacles were encountered by his party to spread the wings of the traditional cake business, both for production and marketing reach. In fact, the prospects of home baking business are quite promising if the promotion and marketing aspects are able to be managed well. The proof is that even if the marketing is not optimal, the rope cake business can make a profit of tens of millions of rupiah per month.

According to Zubair, there are at least five obstacles that are often encountered to grow the business while maintaining traditional cakes. Here are five obstacles:

#### 4.2.6. Promotion and Marketing

Zubair claims the promotion and marketing of rope-rope cakes branded Thumbprint is still very limited. The promotion made by his business is quite conventional namely word of mouth where the quality of the product is guaranteed. "The key or secret behind the survival of traditional cakes is to maintain customer trust with the quality and taste of the product. We also continue to communicate with customers," said Zubair when he met with Warta Ekonomi at home and business location in Jalan Masjid Jabal Nur, Maccini Raya Village, Makassar District, Makassar City, South Sulawesi.

As for the marketing of the ropes cake is still limited in the scope of Sulsel. Zubair claims to have not used cyberspace to sell his products because traditional cakes do not sell enough if not packed properly.

#### 4.2.7. Access to Funding

As with starting to start a business, funding is also important in business development. To modernize production equipment and various items increased marketing and production certainly requires a large fund. Therefore, it hopes that banks and the government can care more about small businesses trying to grow their businesses.

#### 4.2.8. Hr Limitations

Business development should be supported by quality human resources. To realize this, capacity building training is required. Zubair said for now, human resources training and coaching is purely done on its own side, as is innovation and management learning. "Sometimes there are training invitations from the Cooperative and SME Services, but yes only one person is invited," he said. In addition to improving quality, the quantity of human resources is needed in line with the increase in business production. However, the increase in the quantity of hr will have an impact on the amount of production costs per month due to the increasing number of employees who have to be paid. Zubair said his own party had just begun hiring more employees after his family's rope cake business showed encouraging progress.

#### 4.2.9. Government Support Is Not Maximal

Zubair said government support has an effect on business development because the government has programs that are in line with the development of SMEs. So far, it has received several assistances regarding hr development through training, although it is still very limited. The implementation of the activity is also called impressed only formality. He hopes the government will not just hold ceremonial training, but to mentor SMEs. Various problems facing SMEs are expected to be facilitated by the government to find solutions. He also mentioned that during the 30 years of the rope cake business, it has never received material assistance for business development.

#### 4.3. How to get a traditional cake hawker business strategy in Makassar City

In managing the traditional hawker business many strategies can be done to develop the culinary business, among others:

- The first stage of the marketing strategy we take is determining the products /services that we will offer to consumers / markets. The simplest way we can do this is to make small research into the target market so that we can compare our products with competitors, know the market response, and evaluate the advantages and disadvantages of our products. By conducting such research will help us to evaluate/improve the quality of products, understand the wishes of consumers, and provide an overview of the future prospects of our products. Let's take for example a home bakery business. The resulting products are various pastries. We can try to buy products owned by competitors for us to learn both in terms of packaging, price, and taste. Then compare it to the product we created.
- Then how do markets/consumers know our products? We can make a tester that can be offered to neighbors / offices / acquaintances. Pay close attention to each incoming response/input, especially the taste problem because everyone has different tastes.
- The next marketing strategy is to determine the price. Determining prices can be the most complicated thing. A frequently asked question is: Is the price of my product acceptable to the market? - No, no, no, no, no, no, no, no, no, no, no, no, Generally, the way used is to use the benchmark cost of the product from raw materials to ready to sell. Each product has its own cost component. Determining the price of a product based on cost is done by adding a certain percentage of margin to the cost of the product, where the percentage is considered a profit. The percentage is derived from the average margin in the market. However, such methods have drawbacks. The differentiating power that becomes the uniqueness of the product is taken into account so that the product experiences a uniqueness crisis. Where this uniqueness actually helps the product to have a premium price in the market. If the products we produce, for example pastries, are made from premium ingredients, made hygienic, without preservatives, and safe to consume for all ages, then the uniqueness of the product will boost the price of the product to a premium price.
- Location determines sales turnover". That response is true. Of course, we want our products to sell hard. But how will the product sell if we miscalculated in determining the location? which will result in a loss. Especially when there are already competitor products, which can result in head to head competition. Things to consider in determining the location are the target market (low, middle, up), products sold according to the needs of the surrounding community, and the number of competitors in the region.
- Making traditional snacks into an online business is a good step to market culinary products. Considering that with all kinds of consumption now can be purchased or obtained through online lines. Even the form of distribution can also be through online channels, examples of food messages via Gojek, as well as actively promoting and advertising traditional cake snacks that we have to all social media that we have examples: Facebook, Instagram, WhatsApp and other medsos applications.

Tips on success in the traditional cake business to keep the business going and growing.

- Consistent and continuously build a good and unique taste
- Always maintain quality, although the price of raw materials is often volatile because it often goes up and down.
- Creating the right packaging and marketing channels.
- Several ways that can be done in order to face business competition, among others:

#### 4.3.1. Mature Concept and Planning

To determine the concept in doing business, there are several things to be aware of, among others, the appetite for the community, characteristics or lifestyle of the community, purchasing power, raw materials resources, and the absence of similar businesses. These considerations will help to determine whether or not the business is successful. In addition, the concept of a mature business will help to create a business plan that is also mature. In business it can't come from. You're risking considerable investment. If the planning doesn't mature, everything will be wasted and a big loss. Therefore, in careful planning, it is necessary to create a business plan.

#### 4.3.2. Evaluation and Innovation

With competition will make you more innovative to create a plus in the products sold. Innovations made in various ways will attract customers to glance at your products versus competitors. In addition, in conducting a business, an evaluation of the shortcomings and value of more in doing business is also necessary to further advance the business.

#### 4.3.3. Expand the Market Network

When facing business competitors, one way that can be used is to expand the product market. If initially only sell variants of drinks, it doesn't do any wrong to add by making a variant of cake menu that can be enjoyed by all circles. This expansion of market share will also increase revenue and add value to customers.

#### 4.3.4. Standardization and System

Standardization is necessary so that consumers are not disappointed when purchasing your product standardization recipe serves to produce a uniform taste in all its branches. Once the business starts running, then create a stable and strong business system. After the foundation of the business is felt strong, then expand the market with various desired business systems, such as opening branches, to franchises. With a strong and consistent business system will be a positive value for investors who are interested in doing business with you.

### **5. Conclusion**

Traditional cake snacks have their own taste that is very preferred by the tongue of south Sulawesi people in particular and people outside Sulawesi generally, in addition to its shape and variety also varies with a wide variety of flavors, although the authenticity and purity of traditional pastry snacks that do not use preservatives and dyes that make traditional cakes sell sweets unan seasons, so to this day it is often served at private official banquets, the government, welcoming both national and international guests. The empowerment of traditional pastry snacks in South Sulawesi is very good through more targeted marketing by using the right business strategy so as to help in supporting the family economy in particular and Indonesian society in general.

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