

**THE VIABILITY ANALYSIS OF TRADITIONAL ACEHNESE CAKE TRADERS
AFTER 11 YEARS TSUNAMI DISASTER
(STUDY IN LAMPISANG VILLAGE, ACEH BESAR DISTRICT)**

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ABSTRACT

The increasing of society prosperity can be reached either by economic empowerment society based on local wisdom. Each region in Indonesia have their own local wisdom, one of them is traditional culinary in the form of traditional cake. Aceh Province which has the center activity in Banda Aceh has many extraordinary various kind of traditional culinary and it was existed since the time of immemorial that is traditional Acehnese cake like bhoi cake, keukarah, bada reuteuk, dodol, meuseukat, halua ue, wajik puteh, bu grieng, pisang salee, kuweh seupet and etc. The aims of this research to analyze what factors that can influence the viability of traditional Acehnese cake traders after 11 years Aceh's Tsunami disaster in effort to preservation local wisdom. This research conducted to all traditional Acehnese cake traders in Lampisang Village, Aceh Besar District, which is an industrial center of traditional Acehnese cake. After earthquake and tsunami disaster happen, Aceh is also one of the most tourist destination visited place either by domestic or foreign tourist including Lampisang village which is a trajectory line area to go to the most populer beach in Aceh, that is Lampuuk beach. The research methodology used in this research is qualitative descriptions. The result of this research show that there are some factors influence the viability of traditional Acehnese cake traders such us availability of raw materials factors, the simple material processing factors, marketing factors, government support factors and promotion factor.

Keywords : Viability Analysis, Trader, Culinary, Traditional Acehneses Cakes, Local Wisdom.

I. INTRODUCTION

Economic empowerment based on local wisdom can increase the prosperity of society which marked by increasing of income society and optimitimization empowerment local society. Each region in Indonesia has their own local wisdom. One of local wisdom that can be empowerment is traditional culinary. In 2011, Ministry of Tourism and Creative Economy iclude culinary as the one of Creative Economy Subsector. Basically, culinary has a closely related in preparation and cooking food which is the basic activity in fulfill the life necessities.

Based on Creative Economy book: Indonesian new power towards 2025 (Kemenparekraf 2014), the defenision of culinary as preparation activity, manufacture, food and drink presentment which becomes an element of creativity, aesthetics, tradition, and/or

local wisdom; as the most important element in improving the taste and the value of that product, to attractive the purchasing power and give the experience for consumer.

There are so many regions in Indonesia still be the special have traditional culinary especially traditional cake that still has a discrete to their own region. For example, kumbu and maksuba from Palembang, Bakpia pathok from Yogyakarta, Lumpia from Semarang and also from Aceh, Indonesian west province has the unique and characteristic itself from traditional Acehnese cake culinary such as Bolu Bhoi, Kuweh Seupet, dodol, meuseukat, wajik puteh, halua ue, bada reuteuk, sagon Aceh, Bu grieng and pisang salee, this snack / cake usually presented with the special drink like sanger, coffe, tarik tea or another special drink.

All the uniqueness traditional culinary in Indonesia can not be separated from the tradition system and culture which was adopted and trusted by local society. Traditional culinary is one of the tradition and culture richness that must be maintained through promotion process, revitalization and inovation. This is the case do to dam the invasion of foreign culture which comes into Indonesia. Many traders who started making cooperation in the culinary sector so make them to be able to put the culinary from the outside countries of Indonesia. Traditional culinary will be even less competitive with modern snack cake from American which familiar we known as Dunkin Donuts, mochi cake from Japan and Risoles cake from Dutch and so many else from the other countries. Even though, traditional culinary has it own way process that is believed in a good and qualified process. Therefore it shoul be has an effort to balance the invasion modern culinary and to come back the glory of traditional culinary especially in snack / cake.

Aceh province has a center of Aceh's traditional cake industry that is Lampisang village in Aceh Besar district which is about 7 Km from the center of Banda Aceh city and has a strategic location in the line on the way to the Lampuuk beach and Western Aceh, Meulaboh. In Lampisang village, Aceh Besar district, there are about 40 traders / business place that offer all kind of incredible traditional cake special from Aceh for example meuseukat, dodol, halua ue, bolu bhoi, bada reuteuk, sagon Aceh, bu grieng, wajik puteh, kuweh seupet dan pisang salee. In deeper analysis, The traders of traditional Acehnese cake have already existed even before tsunami disaster in Aceh and still maintain their bussines as well. Early identification was found that there are some factors that influence this viability traditional cake traders special from Aceh there are availability of raw materials factors, financial capital, the simple material processing, marketing product, and product promotion.

Based on the description, The writer interested in researching about the factors that make the traditional Acehnese cake traders to be able in viability after 11 years tsunami disaster in developing their business.

1.1. PROBLEM OF RESEARCH

This research discuss about the factors that influence the viability traditional Acehnese cake traders in Lampisang village, Aceh Besar district after 11 years tsunami disaster.

1.2. AIM OF RESEACH

The aim of this research is to know the factors that influence the viability traditional Acehese cake traders in Lampisang village, Aceh Besar district after 11 years tsunami disaster.

II. LITERATURE

2.1 Local Wisdom

Local wisdom can be defined as a richness local cultures with contain the wisdom of life; way of life which accommodate the wisdom of life. In Indonesian which we known as archipelago country, the local wisdom is not only in locally specific cultural or ethnic, but also can we say as cross-cultural or ethnic that can be forming as the value of cultural in nasional culture. According to Saharuddin (2009) in Mustika and Apriliani (2012), local wisdom is exist and grow by itself from generation to generation, it grow and survive by itself. There is no knowledge or technology underlying it, however, actually the *transfer of knowledge* process ongoing naturally.

2.2. Traditional Culinary

Culinary is a part of life which has a closely related with the daily food consumption. Culinary is also can be defined as the processing result of food. And the foods are side dishes, food / snack or cake or drink. Traditional culinary is one of the Indonesian cultural has. Traditional culinary is a processed in form of food or drink that will be a characteristic of the local area with the processed of raw materials which available in that area. Each city has the different traditional culinary. Indonesian traditional culinary must be introduce to young generation. Aceh province has a variety of traditional culinary food. This is a treasure richness food that owned by Aceh's people. There is some special food in the city, but it has the different taste. This difference is caused by the use of seasoning and ingredients slightly different. For the traditional cake sold in Lampisang Village is dominated by sweetness taste, there are : Bolu Bhoi (bolu ikan), Bada Reuteuk, Keukarah, Wajik Puteh, Halua ue, Meusekat, Dodol, Dodol Durian, kuweh seupet, Bu grieng, Sagon Aceh, dan pisang salee.

III. METHODOLOGY RESEARCH

3.1. Location and Object Research

This research conducted on traditional Acehese cake traders in Lampisang village, Aceh Besar district. The reason to choose Lampisang village as a research location because Lampisang village is the center of Aceh traditional cake industry. After earthquake and tsunami disaster in 2014, Aceh is one of the most visited place destinations either by domestic or foreign tourism including Lampisang village which is in the line on the way to go to the most populer beach that is Lampuuk beach, Aceh.

The Object on this research is the factors that influence the viability traditional Acehese cake traders in Lampisang village, Aceh Besar district after 11 years tsunami disaster in Aceh.

3.2. Sample

The sample needed in this research is about 40 traders the traditional Acehese cake in Lampisang village, Aceh Besar district.

3.3. Data Collection and Analysis

In review from the data type observation that used in this research is descriptive research method. In this descriptive research, the researcher wants to describe the research activities that conducted on a specific object in clearly and systematically (Sukardi, 2003: 14). This research used the data that obtained from primary and secondary of respondent research. The data obtained directly from the respondent (primary), that is from interviews in 40 traditional Acehese cake traders in Lampisang village, Aceh Besar district. The data obtained indirectly (secondary), there are from all various sources of literature that is articles, journals and the other sources.

IV. THE RESULT AND DISCUSSION

4.1. The Factors That Influence the Viability of Traditional Acehese cake Traders

The factors that influence the viability of traditional Acehese cake traders according to the results of data collection from observation and depth interviews to 40 business owners / traditional Acehese cake traders in Lampisang village, Aceh Besar district, there are some factors that influence the viability traditional Acehese cake by this time even after 11 years tsunami disaster that is divided into five main factors, there are (1) availability of raw materials factors, (2) the simple material processing factors, (3) marketing factors, (4) government support factors and (5) promotion factor.

The availability of raw materials can be the first factor that influencing the viability of traditioal Acehese cake traders, it caused by the easy found of raw material in the traditional market where around the Lampisang village in Lhoknga subdistrict Aceh Besar district or even that raw materials can be obtained in Banda Aceh region which located about 7 km from the Lampisang village. The reached location which availability of raw materials, so that make the traditional Acehese cake traders special from Aceh more easy to get shopping what materials needed such as sugar, flour, rice flour, glutinous rice flour, wheat flour, coconut, glutinous rice, Banana fruit and the other raw materials.

Furthermore, the simple material processing factors can be influence the viability of traditional Acehese cake traders from the observations and interviews above, some traders have no difficulty on materials processing, especially dodol, Bolu Bhoi, keukarah, wajik puteh, halua ue, meuseukat, Bu grieng that the most main of the raw materials are from the flour, sugar, glutinous rice, coconut fruit and coconut milk. Pisang salee has the main of the

raw material from banana fruit. Therefore it was very easy and simple to process all the raw materials that is the factor which makes the traders still survive in continue the wisdom of Achenese culinary which today is too much found in the marriage tradition in Aceh.

Marketing factors as well as factors that make traditional cake traders specially from Aceh still viability nowadays. The good marketing and marketing mix system that includes the elements of product, price, place and promotion and the consumers of traditional Acehnese cake greatly affects the traders in viability the existence of this traditional Acehnese cake. In the practice, the traders peddle their merchandise in the stores along Lampisang village Street in Lhoknga subdistrict, Aceh Besar district. Because, the housewife in this village still makes this traditional Acehnese cake nowadays. Except peddle their merchandise in the store, the order is received because this traditional Acehnese cake not only for consumptions everyday but also as a cake in the marriage ceremony. The traditional cake trader, peddle their merchandise everyday start from 09.00 a.m until 09.00 p.m.

Government support factors in introducing this traditional cakes special from Aceh to general public especially foreign tourists make the traders were be able to viability the existence of the traditional Acehnese cake. Moreover the government support is also provide to give the ease in get a financial bussiness that most trader receive from PT. Telkom Tbk. The easy financial bussiness can be achieved to be one of the consideration the traders to still can survive in effort in that traditional Acehnese cake bussiness.

Promotion factors influencing the viability of traditional Acehnese cakes, it is related to "*word of mouth*", traditional Acehnese cake such as make Bolu Bhoi, keukarah, bu grieng, dodol, meseukat, halue ue, pisang salee and others are enough popular. Recommendation of mouth to mouth consumer become a mainstay of the traditional Acehnese cake trader because this is a cheap promotion tool and this is an effective and efficient promotion tool. So is the central location of the traditional cake, which is a line to go to south west Aceh region and to go to Lampuuk beach as tour location in Aceh that makes easy for consumers to visit it. They choose to open a business in the roadside of Lampisang village, Aceh Besar district. (Interview, January 5, 2016).

The five factors above is the most dominant factor in influencing the viability of traditional Acehnese cake traders in Lampisang Village, Aceh Besar district. In defend this viability is needed a real attitude to keep the culinary in this modern culinary in the form of a 'franchise' from the foreign countries. That traditional culinary even 'marginalized' by the local people, especially the younger generation today, the younger generation is more fun and open to modern culinary be compared with traditional culinary. But actually that traditional food has become an 'icons' of Aceh that can not be replaced by another.

V. CONCLUSIONS

The results based on the deep discussion and interviews, there are some factors that affect the viability of traditional Acehnese cake traders in Lampisang village Aceh Besar district after 11 years tsunami disaster, there are: (1) availability of raw materials factors, (2) the simple material processing factors, (3) marketing factors, (4) government support factor and (5) promotion factor.

VI. SUGGESTIONS

1. It should be best if the traditional Acehese cake traders in Lampisang village, Aceh Besar district make some strategies such as by doing a synergy with local government in maintaining their business.
2. The existence of traditional Acehese cake traders special from Aceh needs to be supported by the promotion with more aggressively, for example with a unique culinary festival special from Aceh which introducing Aceh culinary to all kind levels of society to raise consumer awareness to preserve the local wisdom of this culinary sector.

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