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## Food Innovation of Sundanese Nasi Liwet, How New Formulation and Brand Advertise New Food Product

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### ABSTRACT

*Sundanese Nasi Liwet have less acceptance especially in consumers. Innovation was conducted to improve the consumers and markets acceptance of Sundanese Nasi Liwet. Innovation was adopting fusion method, while branding was changed by branding new innovated product with "Kubu Liwet". The new product had yellow color made with original recipe. The condiment was crispy fried chicken skin and stir-fried chayote. Topping that being used was sambal matah. Open sensory evaluation and marketing test was conducted to measure the success rate of advertisement by formulation and branding. Open sensory evaluation was conducted toward 100 consumers in Bogor City. Sensory evaluation conducted by applying level 5 Likert scale. Market acceptance conducted by measuring average daily sell point of product during 6-week market time. Overall acceptability improved from 3.62/5 to 4.33/5. Average daily selling product of original Nasi Liwet was 6.4 while innovated product was 13.4. It was found that the new formulation and brand successfully advertise the new innovated Sundanese Nasi Liwet.*

*Keyword: Food Innovation; Sundanese Nasi Liwet; New Formulation; New Food Product*

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## INOVASI PANGAN NASI LIWET SUNDA, BAGAIMANA FORMULASI DAN JENAMA BARU MENGIKLANKAN PRODUK PANGAN BARU

### ABSTRAK

Nasi Liwet Sunda memiliki penerimaan yang rendah di kalangan konsumen. Inovasi ini dilakukan untuk meningkatkan penerimaan konsumen terhadap Nasi Liwet Sunda. Inovasi dilakukan dengan metode Fusion. Brand nasi liwet diubah menjadi "Kubu Liwet". Produk baru memiliki warna kuning dibuat menggunakan resep orisinal. Lauk pendamping yang digunakan adalah kulit ayam krispi dan semur labu. Taburan yang digunakan adalah sambal matah. Kesuksesan mengiklankan dilakukan dengan mengukur tingkat penerimaan keseluruhan dan uji pasar. Uji sensoris terbuka dilakukan pada 100 konsumen di Kota Bogor dengan menerapkan skala Likert level 5. Uji pasar dilakukan dengan mengukur tingkat penjualan rerata harian produk selama enam minggu. Tingkat penerimaan nasi liwet meningkat dari 3.62/5 menjadi 4.33/5. Rerata harian produk yang terjual dari nasi liwet orisinal adalah 6.4, sedangkan untuk produk terinovasi adalah 13.4. Diketahui bahwa formulasi dan jenama baru sangat berhasil mengiklankan nasi liwet Sunda.

Kata kunci: Inovasi Pangan; Nasi Liwet Sunda; Formula Baru; Produk Pangan Baru

## INTRODUCTION

Traditional culinary Small and Medium Enterprises (SME), provide poor support for daily expenditure of its practitioners. Traditional culinary gain less popularity especially after COVID-19. There were a lot of factor affecting the low popularity of traditional culinary. The factor can be categorized as internal factors and external factors. The internal factors consist of the low quality of service, and hygiene of products; poor condition of the location; lack of resources; poor interests, motivation, and entrepreneurial mentality of traditional culinary practitioners. Externals factor are unstable economy, pandemic COVID-19, global competition, preference for fast food, and competition with new food products. Traditional Culinary SME's also lack of research and development (Ajo, 2020).

Advertisement play an important role in selling rate of a product. In term of advertisement of new food product, there were at least three factors affecting the success rate of advertisement. Those factors were, sensory, functional and symbolic. The three factors working in coordination. Applying one factor as advertisement tool resulting non-significant improvement in selling rate. Applying two or three factors complementary proven to increase selling rate of a product (Haase *et al.*, 2018).

Innovation and formulation are two important keys to accelerate the advertisement of new food product. Small and Medium Enterprise especially traditional culinary practitioner were deemed to be the "guinea pig" of economic change. They lack of resources especially in term of innovation. Innovation is one of the key to advertise the new product. Innovation deemed to success if the new innovated product significantly improves the performance of new product (Putra *et al.*, 2022). This research conducted as

references on how innovation affect the buying decision of consumers toward new innovated Sundanese *Nasi Liwet*.

## RESEARCH METHOD

Innovation of Sundanese *Nasi Liwet* was conducted using fusion food methods. Fusion conducted by fusing Korean *Hotteok* and Sundanese *Nasi Liwet*. Crispy texture from *Haitai* was adopted by applying chicken crispy to *Nasi Liwet*. New colour also applied turmeric in to the original *Nasi Liwet* recipe.

Consumers acceptance was conducted by applying open sensory evaluation toward 100 respondents in Bogor Regency. Sensory evaluation was conducted at three spots around *Sempur* Field and Bogor Botanical Garden using transect methods. Sensory evaluation conducted using 5 scale likert chart toward taste, colour, texture, aroma, and aftertaste.

**Table 1. Nomination Chart of 5 level Likert Chart**

Scale	Explication
1	Strongly dislike
2	Dislike
3	Neutral
4	Like
5	Strongly like

Success rate of the advertisement was measured by counting the number of product sold during one week selling period. Conventional Sundanese *Nasi Liwet* was also sold as control. Both of product was sold with 15.000,00 IDR rate. The data was used as parameter how the advertisement affecting buying decision of consumers.

Data was analysed using Paired T Test. This analysisist conducted to measure how significant innovation of Sundanese *Nasi Liwet* advertise itself. The analysisist was conducted using SPSS IBM Statistic 23.

## RESULT AND DISCUSION

The results of the innovation for the Sundanese *Nasi Liwet* was shown at Figure 1.



Figure 1. Appearance of Innovated New *Nasi Liwet*

The new innovated Sundanese *nasi liwet* has yellow colour with original recipe. The condiment was crispy fried chicken skin and stir-fried chayote. Topping that being used was *sambal matah*. This new formulated *nasi liwet* was branded as "*Kubu Liwet*". Commonly, Sundanese *nasi liwet* served with chili shrimp paste. The innovated product only retains the taste of Sundanese *nasi liwet*. Picture of original Sundanese *nasi liwet* was shown in figure 2.



Figure 2. Original Sundanese *Nasi Liwet*

Innovation of traditional food giving different result based on the area. Some area responds negatively to innovation of traditional food. India and south east Asia respond negatively to innovation of traditional food. USA, Canada, and

Australia in other hand, respond positively to traditional food innovation (Guiné *et al.*, 2020).

Traditional food innovation still faces a lot of challenge. Transfer of knowledge is the key to succeed of traditional food innovation. Without proper transfer of knowledge, traditional food innovation may face a lot of opposition and resistance. Digitalization is one of success key in developing new traditional food innovation (Oliveira and Cardoso, 2020).

Traditional food innovation in Ghana developed in Europe. The development of Ghana's innovated traditional food product developed by acculturation of Ghana's Immigrants in Europe. However, when the innovated product tested to native Ghanaians, the acceptance of food was changed. Only young generation open to innovated Ghanaian Traditional Food (Osei-Kwasi *et al.*, 2020).

Rice product preserve a very strong emotional perception especially to Asian consumers. Application of different colour will affect strongly the acceptance of new rice based food product such as *nasi liwet*. Most Asian prefer original rice based product. But when colour applied, yellow colour scored highest in term of appearance, aroma, flavour, mouthfeel, and overall liking (Jeesan and Seo, 2020). That's why the application of yellow colour in this formulation already in accordance with previous researches.

Crispiness of condiment also play important role in acceptance of Asian culinary. *Haitai* was accepted highly especially to Asian high school students due to its crispiness. The most popular one was chicken skin *Haitai*. It gave sensational taste and mouthfeel to young consumers (Anggraeni *et al.*, 2020). Choosing crispy fried chicken skin in this research was in accordance with previous founding.

The result of sensory evaluation was shown in table 2.

**Table 2. Sensory Evaluation Results of New Formulated Sundanese**

Parameter	Control	Innovated Product
Taste	4.13	4.33
Aroma	3.90	4.28
Appearance	3.25	4.36
Texture	3.71	4.35
Aftertaste	3.82	4.38
<b>Overall Acceptability</b>	<b>3.62</b>	<b>4.33</b>
P Value	0.0089	
<b>Difference</b>	<b>Very statistically significant</b>	

From the reformulation of Sundanese *nasi liwet*, the taste was improved from 4.13/5 to 4.33/5. There's no significance change to the taste since the main recipe for both *nasi liwet* were the same. However, the aftertaste score improved significantly from 3.82/5 to 4.38/5. In innovation of *nasi krawu*, difference of recipes was the main factor for consumer's perception against innovated rice product. The taste depends on combination of spice and seasoning (Nabillah *et al.*, 2021).

The aroma's score was improved from 3.90/5 to 4.28/5. The innovation improved the aroma of Sundanese *nasi liwet* significantly. The aroma of new formulated *nasi liwet* improved due the application of *jambal tulang* to the original recipe. Addition of *jambal tulang* may affect the aroma significantly. Addition of 5.4 % will affect the aroma of the product significantly (Azka, Santriadi and Kholis, 2018).

The consumers respond toward appearance of the product was improved significantly after reformulation. The score improved significantly from 3.25/5 to 4.36/5. The addition of turmeric improved consumer's perception toward *nasi liwet*. Turmeric

found to have positive impact toward rice based innovated product. Yellow colour of turmeric was found to improve the acceptance of traditional Palembang's *nasi minyak* (Febriyanti, 2020). Addition of turmeric as natural yellow colorant not just improve the acceptance of cooked rice. It also improve in vitro digestibility of it (Ho, Wong and Siew, 2021).

Texture of innovated *nasi liwet* laso improved from 3.82/5 to 4.38/5. Although using the same variety, new formulated *nasi liwet* processed using rice cooker. The original was processed using Castrol. Beside of the variety, processing of rice also affects the consumer's respond toward texture. The use of bucket in fried rice proved change the texture of it significantly (Fitriana *et al.*, 2020). Overall the innovation of Sundanese *nasi liwet* significantly improved consumer's perception toward *nasi liwet*.

The result of market acceptance toward innovated was shown on graphic bellow,

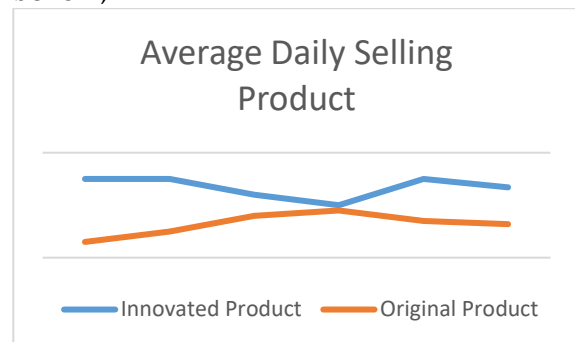


Figure 3. Market Acceptance of Sundanese *Nasi Liwet*

Average daily selling number of innovated product was significantly higher compared to original one. It can be concluded that the innovated product branded as *Kubu Liwet* more succeed in advertise them self. The new brand is important to increase the buying decision of new food product. asil dan Pembahasanditulis dengan font **Book Antiqua 12**. Hasil data yang sudah diolah/dianalisis dengan metode yang

telah ditetapkan. Pembahasan adalah perbandingan hasil yang diperoleh dengan konsep/teori yang ada dalam tinjauan pustaka. Isi hasil dan pembahasan mencakup pernyataan, tabel dan ilustrasi (gambar, diagram, grafik, sketsa, dan sebagainya). Young consumers respond negatively toward traditional food. New impression was needed so change the buying decision of traditional food (Anam, Istiqomah and Husna, 2022).

## CONCLUSION

It can be concluded that new formulation and brand of Sundanese *Nasi Liwet* successfully advertise *nasi liwet* in significant way. It significantly improved overall acceptability of traditional Sundanese *nasi liwet*. It also improved the buying decision of consumers so that the selling point of new innovated *nasi liwet* significantly higher compared to the original one.

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