The Traditional Culinary Business Via Online And Changes Of Human Behavior

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Abstract: The change of human behavior on the culinary business due to online technology is a new phenomenon in Southeast Asian Countries. Based on the paradigm of the Science Technology and Society (STS), there is a new cultural behavior or change due to the connection of technology in the society. This paper seeks the growth of culinary business which offers traditional or local food in North Sumatra Province of Indonesia. With an observation and survey techniques, it explored the positive effects online system on the growing of cafes and restaurants around Medan Municipality of North Sumatra. This study used three indicators in the fieldwork; they were: reinvention of gastronomy and transformational traditional culinary, online system for food commerce, as well as potential culinary for global tourism. Data obtained revealed that the number of reinvention of gastronomy and transformation of culinary business significantly increased from 2016-2018. The types of menus and transaction of cafes and restaurants grew double since the application online system. It found the human behavior in ordering the local food of North Sumatra change because the online system makes the easier and faster to get the food at homes, offices, and other places. Technology enhances the reinvention of local gastronomy and transformation of culinary business of North Sumatra Province of Indonesia. It has a great impact on the global tourism development.

Keywords: culinary business, online system, ethnic food, human behavior

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1. Introduction

The use of online systems, social media and online food is growing rapidly. In the United States this tends to increase rapidly (Hays, Page, & Buhalis, 2013; Bortolato, 2018: 45). Ying-Chuan Wang (2015) found a significant correlation from eWOM culinary promotion with an increase in the positive image of culinary tourism in Macau. Rafat (2015) predicts the growth rate of culinary businesses is getting higher because many tourists who want to know other cultures by enjoying traditional culinary. Related to culinary tourism (Long, 2010) comes from cultural innovation in gastronomy and marketing strategies, by maximizing new technology application. With regard to North Sumatra's local gastronomic wealth and reinvention and online-based culinary growth, this study has the assumption: North Sumatra's local gastronomy that evolved into online-based culinary contributed significantly to the growth of the national tourism industry (Matondang, 2016 and Matondang and Butsi 2016). The growth of culinary tourism (Long, 2010) comes from cultural innovation in gastronomy and marketing strategies, by maximizing online technology. Based on the above backgrounds, this paper seeks the growth of culinary business has applied the online system and offered the traditional or local food in North Sumatra Province of Indonesia with new trend and made the behavior changes of buyers. With an observation and survey techniques, it explored the positive effects online system on the growing of cafes and restaurants around Medan Municipality, Binajai, and Deli Serdang Regency of North Sumatra. This study used three indicators in the fieldwork; they were: reinvention of gastronomy and transformational traditional culinary, online system for food commerce, as well as potential culinary for global tourism.

2. Problem

This research explored the use of online technology which enhances the reinvention of local gastronomy and transformation of culinary business of North Sumatra Province of Indonesia and also sought the factors which change human behavior on the basis of the reinvention of gastronomy and transformational traditional culinary though the online system for food commerce, as well as potential culinary for global tourism.

3. Statement of Problem

Regarding the wealth and local gastronomic reinvention of North Sumatra and the growth of online-based culinary, this study has a statement of the problem: "Does the local gastronomy of North Sumatra that evolved into a culinary business contribute significantly to the behavior changes of buyers in the new platform of online system?"

4. Method

This study applied the Science, Technology and Society (STS) Approach (Woodhouse, 2014; Bibri, 2015). The choice of STS was due to the Social Construction factor with the application of technology. Furthermore, observation technique of culinary business and in-depth interviews with online-based culinary owners were carried out in North Sumatra. Thus, to collect data, a Multi-sited Ethnography technique was conducted (Marcus, 1995 & 1998) to follow the history of traditional culinary business in three areas (Medan, Binajai, and Deli Serdang of North Sumatra in Indonesia). Following the paradigm of the Science Technology and Society (STS), the culinary business on the online platform and a new cultural behavior or change due to the connection of technology in the society was sought.

5. Data Analysis

Data from the ethnographic field work in North Sumatra obtained that the Information technology makes various applications in the food business. Traditional cuisine in Medan, Binajai and Deli Serdang of Indonesia has used a lot of information technology to develop more as an industry. A platform of information technology basis for traditional culinary development consisting of websites, social media,
what is happening, and that has been integrated with online transportation operators (Go Jeck and Grab), such as food that is carried out by researchers who are intensive and holistic. In accordance with Bortolato (2018) study with the concept of digital marketing for food companies in Italy has shown growth in the past two years, but has not matched several fast food restaurants in the United States, the findings of local vendors in North Sumatra of North Sumatra revealed that the number of reinvention of gastronomy and transformation of culinary business significantly increased from 2016-2018. Sembiring (2016) furthermore found the incredible growth of culinary business in Medan Municipality since 2014. Data obtained from 60 locations of surveys in North Sumatra showed that the types of menus and transaction of cafes and restaurants grew double since the application online system. It found the human behavior in ordering the local food of North Sumatra change because the online system makes the easier and faster to get the food at homes, offices, and other places. The online go food menu, some traditional Sumatran foods, such as Soto Medan, Lontong Medan, are easily ordered based on a variety of flavors, and prices that match the buyer's ability. Some foreign tourists also at Medan Amaliun Food Court also said that online technology has made convenience and comfort in finding traditional culinary in the city of Medan. Plural ethnicity of North Sumatra has made this province is rich of local culinary and brought the great variety of ethnic food. Additionally, the food management in relation to meeting biological needs, identity, prestige, aesthetics, rituals, taboos (halal), power and technology (civilization of each nation). Traditional food as a cultural identity has been a social reality; it is constructed in plural society of North Sumatra. Conceptually Gupill et al (2017) states that the conflict between the Australian delegation and the 2000 Beijing Olympic committee took place because Vegemite, a jam made from typical Australian beverage pulp, was initially transferred to China. Australia has made Vegemite identity and run nutritious for Australian athletics. Likewise, the armpit of the New York Times (October 2006) reported that Australia's Vegemite ban entered the United States. Australia accepts that America has slapped Australia's cheeks (Gupill et al, 20017).

6. Conclusions
Interpretation of data gives the following conclusions:

a). There are many kinds of menus and transaction of cafes and restaurants via online system in three areas of North Sumatra Province of Indonesia. The online go food menu offers some traditional Sumatran foods, such as Soto Medan, Lontong Medan; they are easily ordered based on a variety of flavors, and prices that match the buyer's ability

b). The application online system has made the human behavior in ordering the local food of North Sumatra changed; because buyers find it much easier and faster to get the food at homes, offices, and other places.

7. References