

CULINARY DEVELOPMENT STRATEGY IN TELAGA NIGHT CULINARY SAWANGAN DEPOK JAWA BARAT

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ABSTRACT

The development of tourism has a positive impact on the economy of community. The tourism sector certainly cannot be separated from the culinary sector. Because tourism and culinary is indeed a symbiosis of mutualism. Culinary becomes part of creative economy is a potential subsector for other sectors. Culinary actors are also increasingly creative and skilled at producing at traditional dish with development and innovation to follow current trends. Culinary developmensts are now increasingly developing in the city of Depok. It is inseperable from the existence of restaurants, cafes, or other culinary centers, especially culinary at night. Telaga Kuliner is the culinary center in Depok which serves various types of Indonesian and foreign foods. This place is officially opened on august 2017 by manager of Telaga Kuliner, Mr. Dwi Andriyanto, S.Kom. The method used in this research is qualitative descriptive method. Sampling is done by purposive sampling and snowball sampling. In will study, author use a triangulation method (participatory observation, interviews, and documentation) with 12 resource persons from manager and traders. After being grouped into 20 strategies with use SWOT analysis and then the author have a question to be ask for the manager and wich is became a five alternative strategies to develop a Telaga Kuliner to became culinary center that is able to serve food with good service and innovative offerings. So that Telaga Kuliner can be a destinations for culinary lovers to visited. The study will conducted from 20 May 2019 until 20 June 2019.

Keywords: strategy of the developing, Telaga Kuliner, night culinary, SWOT analysis

INTRODUCTION

The development of tourism has a positive impact on the economy of the community. In the development of a tourism destination, various related aspects are considered for effective and efficient planning and on target by involving all relevant stakeholders. Local community participation is also needed to contribute to developing, contributing, and maintaining tourism activities in their area. In addition, socio-cultural factors that are also related to tourism can be considered in developing and managing tourism so that it can co-exist with the cultural values of the local community.

The tourism industry sector in a country certainly cannot be separated from the culinary sector. Because it is true that tourism and culinary are indeed a symbiosis of mutualism. Where if tourism in a developed country develops rapidly, then the potential of its culinary wealth also goes forward and develops rapidly.

So that what will be famous is not only the destination of the tourist destination, but also the local food of the local area can become its own land icon.

Indonesia is a country that has a lot of ethnic and cultural diversity in each region. Utilizing natural resources that are very rich so as to produce several special offerings with the characteristics of their respective regions. The culinary potential in various regions is also able to compete with foreign culinary. This proves that Indonesian culinary competition is not only able to compete domestically but also able to compete in the world. Culinary as part of the creative economy is a potential subsector for other sectors. Culinary also has a strategic role in strengthening Indonesia's identity. Culinary practitioners are also increasingly creative and skilled in producing a traditional dish with development and innovation in order to keep up with current trends.

Depok City is a city in West Java Province. The city is located in the south of Jakarta, directly adjacent to the city of South Jakarta. Depok is an administrative city which is a buffer for the city of Jakarta. Because many Jakarta residents also do all their activities in the city of Depok. Culinary developments in the city of Depok are now increasingly mushrooming among the people. It is inseparable from the existence of restaurants, cafes or other culinary centers, especially at night culinary. The competitors try to display each dish with different creations and innovations. With the help of digital media which is also growing rapidly to promote the culinary business owned by these competitors.

There is an evening culinary center in the Sawangan Culinary Lake area, Depok. This area is always crowded and passing vehicles and crowded with customers who mostly come from the surrounding community. Telaga Kuliner Sawangan has started to open its stand from the afternoon and is open until early morning. There are also many choices of archipelago food menus that are sold here, such as various chicken dishes, various soto dishes, various toast, various rib dishes. Here there are also other foods from the archipelago such as various Chinese dishes and various Japanese dishes. With so many stands and food menu choices in Telaga Kuliner Sawangan it can make it easier for customers to choose their dining menu. But with so many food menus served at Ttelaga Kuliner Sawangan, there are still many foods that are not in accordance with applicable standards. There are still many foods that are sold less well in terms of taste and appearance. Food innovation has not been maximized by traders to be added value to the food sold. The processing process and the cleanliness of the food sold are still not good. In promoting the nighttime culinary center, the manager still lacks of technology, still relying on the distribution of flyers and word of mouth visitors.

Identification of Problem

1. Not yet maximum innovation in culinary found in Telaga Kuliner Sawangan.
2. The culinary development has not been maximally carried out by the stand owner in the Telaga Kuliner Sawangan.

Formulation of the Problem

1. What strategies will be applied by the Sawangan Culinary Telaga night culinary center to promote its culinary?
2. What efforts will be developed by the Telaga Kuliner Sawangan Center in the culinary development?

Research Purposes

1. To find out the nighttime culinary development strategy at Telaga Kuliner Sawangan.
2. To find out how to develop an efficient and effective area for the Telaga Kuliner Sawangan.

DEFINITION OF STRATEGY

In general, a strategy can be used to achieve common goals. Strategies also have different bases depending on what they want to be implemented. A planning, implementation, and evaluation within a certain period of time is a related part of the strategy.

a. According to Hamel and Prahalad:

"The strategy is an action that is incremental (constantly increasing) and continuously and is carried out based on the perspective of what is expected by the customers in the future. Thus, planning a strategy almost always starts from "what can happen", not starting from "what happens". The speed at which new market innovations and changes in consumer patterns require core competencies in the business being carried out. "(Qtd in Rangkuti, 2014).

b. According to Porter:

"Strategy is a very important tool to achieve these goals." (Qtd in Rangkuti, 2014)

c. According to Chandler:

"Strategy is the long-term goals of a company, as well as the utilization and allocation of all the resources that are important to achieving that goal." (Qtd in Rangkuti, 2014)

After seeing this explanation, the strategy in this study is a plan in which there is a formulation and uses all available resources so that the company's goals can be achieved in accordance with shared needs. In connection with this research is a strategy of being able to develop various traditional food products in a Culinary Pond with the aim of traditional food being re-asked by the public in this era. So that the development of innovation in traditional food preparations will be able to achieve the goal of the Culinary Pond that is obtaining clappers and can compete with other culinary centers.

2. Strategy Concept

Strategy is a method used by individuals and groups to achieve a goal, both of which have short-term and long-term goals. A strategy can work well if there is an understanding of the concept of an appropriate strategy. These concepts include:

a. Distinctive Competence

According to Rangkuti (2014: 5) states that a company that has strength that is not easily imitated by competing companies is seen as a company that has Distinctive Competence. According to Day and Wensley in rangkuti (2014: 5) states that the identification of distinctive competence in an organization includes workforce expertise and resource capabilities.

A company can develop applying the concept of distinctive competence that relies on workforce expertise and resource capabilities. For example in a company has a chef who is an expert in the field of traditional food. The chef has knowledge of the flavors in every traditional food and is able to implement and serve it well.

b. Competitive Advantage

Rangkuti (2014: 6) explains the specific activities developed by the company to be superior to its competitors. According to Porter in Rangkuti (2014: 6) There are three strategies companies can take to gain competitive advantage, namely: Cost leadership, Differentiation, Focus.

(1) Cost Leadership

A company can obtain a higher competitive advantage compared to its competitors if it can provide a selling price that is cheaper than the price given by its competitors with the same value or quality of products. Lower selling prices can be achieved by the company because it utilizes economies of scale, production efficiency, use of technology, easy access to raw materials, and so on. From the explanation above, competitive advantage (competitive advantage) can be done by way of managing costs that reduce selling prices lower than its competitors. But still with the quality and use of good raw materials,

(2) Differentiation

Companies can also do a differentiation strategy by creating a perception of certain values in their consumers. Differentiation Strategy can be used as a reference in achieving competitive advantage. This strategy can be done by creating a perception of product performance excellence, product innovation, better service, and a superior brand image.

(3) Focus

A focus strategy can also be applied to gain competitive advantage according to the expected segmentation and target market. The focus strategy can be applied well to achieve competitive advantage by prioritizing the application of strategies that are appropriate to the targeted market segmentation. So this strategy is only focused on the market segment that is intended to be more targeted.

3. Types of Strategies

According to Rangkuti (2014: 6) explains the strategy can be divided into 3 groups. Each strategy breakdown is as follows:

a. Management Strategy

Management strategies include strategies that can be carried out by management with a macro strategy development orientation. For example, product development strategies, pricing

strategies, acquisition strategies, market development strategies, financial strategies, and so on.

b. Investment Strategy

This strategy is an investment-oriented activity. For example, whether the company wants to carry out an aggressive growth strategy or try to enter market penetration, a survival strategy, a rebuilding strategy for a new division or a divestment strategy, and so on.

c. Business strategy

This business strategy is often also called a functional business strategy because this strategy is oriented to the functions of management activities, for example marketing strategies, production or operational strategies, distribution strategies, organizational strategies, and strategies related to finance.

DEFINITION OF PRODUCT DEVELOPMENT

In achieving maximum profit, a company needs a strategy formulation for the company's survival in the future. By setting the necessary strategies, a company can achieve its own goals. Product development is one of the business developments needed to achieve profits.

1. Understanding Products

In product development must involve the product that the company wants to develop. The product itself can be produced through a strategy formulation process that will be applied.

According to Simamora (2003: 12):

"A simple definition of the product, which is an offer from a company that satisfies or meets the needs." (Simamora, 2003)

In the description above, the product is a tool that can meet the needs and desires of consumers that contain the attributes attached to the product. Attributes are also the result of the creation of a company to complement a product. The presence of attributes also affects the good name of the company and the distributor of the product distribution.

2. Product Development

Products are made by companies to meet the needs and desires of consumers. After the product is created, the next step that will be applied is the product development process which aims to make the company gain or increase profits.

According to Hardi: "The process of developing new products is the stages of the company's activities in preparing, designing, and normalizing products". (Hardi, 2009)

It can be said that the product development process is an effort made in a planned manner by a company in achieving a common goal that is, gaining profits. According to Simamora (2003: 15). The development of new products is a key condition in order to continue to survive and continue to experience sales growth in the global market.

Product development is a useful step to extend the product sales period which will affect the sales results and profits received by the company. Profit becomes the main factor and determinant of the company's survival in the future. With this explanation can strengthen the statement that product development can be applied with sales encouragement so that the company continues to make a profit. According to Pearce and Robinson (2009: 52) Product development involves substantial modifications to existing products or the creation of new but related products that can be marketed to current customers through existing distribution channels.

Existing products can be developed by the company or the company can create a new product but still in the same company distribution channel or the same market segmentation as before. For example, a product that has been created needs to be improved in terms of innovation, taste, packaging appearance, or the added benefits contained in the product. This is done with the aim that customers can feel something new or new experiences from products that have been improved or added. And also the development in this way makes the company more likely to get more profit from the sector of selling one type of product or by having new products marketed in the same market segment.

DEFINITION OF DEVELOPMENT STRATEGY

According to Wijatno:

"Product development strategy is the third strategy that can be taken by entrepreneurs so that their business grows and develops is by offering new products to the markets they are serving now." (Wijatno, 2009)

The development strategy is the stages that are collected and formulated with the aim of developing a product with an existing distribution channel. Pearce and Robinson (2009: 54) explain that product development strategies are often used to extend the life cycle of existing products as well as to take advantage of a favorable reputation or brand.

This strategy is structured to achieve profit through product development that will be implemented and for the sake of the continuity of the product. The way to do this is to take advantage of the brand reputation that is combined or collaborated with the company's products. With this collaboration with a reputable brand, the company hopes to drive sales.

Product development can trigger the opening of new market opportunities. The profits generated do not depend on just one type of product. This explains that business strategies can be carried out to increase sales and good and long-term sustainability for the company in the future.

Product Development Strategy Stage

The product development strategy must go through several processes and stages. The initial stage that must be prepared carefully is planning.

According to Alma:

"Product Planning is all activities carried out by the manufacturer or producer in determining and developing their products, improving old products, increasing the usefulness of existing products and reducing production costs and packaging costs." (Alma, 2014)

The application of product planning is part of a development strategy that has gone through the previous formulation stage. According to Kotler and Alma there are 8 stages of the product process namely:

a. Idea Creation

The idea creation is a step obtained from the results of a survey involving things inside and outside the company. These results can be obtained through consumers, employees or ideas that come naturally from the owner and then an analysis of ideas is carried out.

b. Filtering Ideas

Screening ideas is a step where ideas are accommodated and selected to choose which ideas to develop. In selecting ideas, careful thinking is needed with excellent predictive ability, because the ideas to be developed are expected to be profitable.

c. Concept Development and Testing

The development and testing of concepts is a step where ideas are developed and conducted experiments. After that, models / examples of new products resulting from the development and experimental ideas that have been selected are shown to consumers to get consumer survey results. From the results of this survey can be used as a reference to the level of consumer preference in order to improve the model / sample of new products if needed.

d. Marketing Strategy Development

The development of a marketing strategy is the step to choose segmentation so that the market will be targeted by the company and the marketing strategy of new products that will be marketed later.

e. Business Analysis

Business analysis is a step where the company makes an estimate of profit compared to the expenditure of production costs and estimates the sales figure of the new product compared to the purchase rate of raw materials.

f. Product Development

Product developers are the steps where product ideas are produced. In this step not only is predicted but the company will also provide brand names and products that are packaged with attractive packaging.

g. Market Testing

Market testing is a step to market new products that have been produced to the targeted market segmentation. This step is a kind of experiment that can direct the company to potential demand information, suppliers, and so on.

h. Commercialization

Commercialization is a step for large-scale production after planning, implementation, and testing has been done thoroughly. New products will be marketed commercially and undergo a process of consumer adoption of how the level of customer satisfaction.

DEFINITION OF CULINARY

The word culinary comes from the English word "culinary". Culinary can be interpreted as relating to the kitchen and food. The dishes can be side dishes, food (snacks) and drinks. The word culinary has become widespread in Indonesia due to the mass media and television coverage of tourism programs. So culinary is everything related to or related to the world of cooking.

According to Tuti Soenardi:

"Culinary is a series of activities to produce healthy food with attractive appearance that starts from choosing quality food ingredients, preparing appropriate and safe processing techniques and producing tastes according to the objectives." (Soenardi, 2013)

In the description above, culinary is a series of activities to produce healthy food accompanied by attractive appearance starting from the selection of ingredients to processing techniques that are in accordance with the objectives.

REASERCH METODOLOGY

Descriptive qualitative research is research that is included in the type of descriptive research. The purpose of this study is to reveal the facts, circumstances, phenomena, variables, and conditions that occur when the research is running and present them as they are. Descriptive qualitative research tells the data concerned with the situation that occurs, attitudes and views that occur in the community, the contradictions of 2 / more conditions, the relationship between variables, differences between facts, influence on a condition, and others.

Unit Analysis

Based on the Analysis Unit definition that has been explained, in this study, the information data used as a guideline, used by the author in making this final project, was obtained based on the results of a descriptive qualitative research method. The Unit of Analysis in this study is the Night Culinary Development Strategy in Telaga Kuliner, Sawangan, Depok, West Java.

Sample Withdrawl Procedure

In this study, the authors used purposive sampling and snowball sampling techniques. The selection of these techniques is used with reference to the opinions of a book that explains the sampling in qualitative research does not have the basis of a statistical calculation, but rather saturated or maximum information.

The selection of purposive sampling technique is based on the understanding of the sampling technique with certain considerations. Purposive sampling can be obtained from sources who know best about social objects / situations that are being studied or as management of social situations that will be studied. While the selection of snowball sampling refers to the understanding that is, the sampling technique with the initial sample obtained little by little until the sample becomes large and complete until the required sample meets the completeness of the study.

Data Collection Technique

The author uses data collection techniques by means of triangulation (participatory observation, interviews, documentation) to get complete and saturated data.

Data Analysis Method

According to Rangkuti (2014: 18-19) defining SWOT Analysis as the formulation of corporate strategy is as follows:

"SWOT analysis is the systematic identification of various factors to formulate a company's strategy." This analysis is based on logic that can maximize strengths and opportunities, while simultaneously minimizing weaknesses and threats. "Stages of SWOT Analysis

This data collection phase will continue to the analysis phase and will continue to the strategy decision making stage. The stages of SWOT analysis are as follows:

a. External Strategic Factors (EFAS)

Sugiyono (2014: 25) explains the stages of determining the External Strategic Factor (EFAS) as follows:

- 1) Arrange in the first column 5 (five) to 10 (ten) kinds of opportunities and threats.
- 2) Give weights in the second column for each opportunity and threat with values ranging from 1.0 (very important) to 0.0 (not important).
- 3) Calculate the rating in the third column for each opportunity and threat on a scale of 4 (outstanding) to 1 (poor) based on the condition of the company. In granting opportunity scale, the most positive opportunities are given a value of 4 and opportunities that are not positive are given the smallest value, namely 1. On the scale of threats applies vice versa, on the large threats are given the smallest value, on the threats that are given the least value the greatest .
- 4) Multiply the weights (second column) and rating (third column) in the fourth column.
- 5) Use the fifth column to fill in the comments why certain factors were selected.
- 6) Add up the total weight scores. Total value can show how the company concerned reacted to the factor of its external strategy.

b. Internal Strategy Factors (IFAS)

Sugiyono (2014: 25) explains the stages of determining the Internal Strategy Factor (IFAS) are as follows:

- 1) Determine in the first column the factors that become the strengths and weaknesses of the company.
- 2) Give weights in the second column for each weakness and strength with values ranging from 1.0 (very important) to 0.0 (not important) based on the effect of each factor on the company's strategic position.
- 3) Calculate the rating in the third column for each weakness and strength on a scale of 4 (outstanding) to 1 (poor) based on the influence of factors on the condition of the company. A very strong factor is given a value of 1-4 (very good) by comparing it with the main competitors or the industry average. While the big weak factor is given a value of 1 and the weaknesses that are below the small are given a scale of 4.
- 4) Multiply the weights (second column) ad rating (third column) in the fourth column.
- 5) Use the fifth column to fill in the comments why certain factors were chosen.
- 6) Add up the total weight scores. Total value can show how the company concerned reacts to its internal strategic factors.

c. Cartesian SWOT Diagram

Cartesian diagram is a coordinate system used to determine the position or location of the depiction of an object. The position of the point is determined by two lines drawn vertically and horizontally where the center point is at point 0 (origin). The horizontal line is called the X axis where the positive X is drawn horizontally to the right while the negative X is drawn horizontally to the left. Meanwhile the vertical line is called the Y axis where positive Y is drawn upward and negative Y is drawn downward.

SWOT Matrix

The SWOT matrix is a decision-making formulation tool to determine the strategy adopted based on logic to maximize strengths and opportunities, but at the same time can minimize the company's weaknesses and threats. The steps in constructing the SWOT matrix are as follows:

- a. Compile a list of opportunities and external threats to the company and the strengths and weaknesses of the company's internal.
- b. Develop an SO (Strength-Opportunity) strategy by matching internal strengths and external opportunities.
- c. Develop a WO (Weakness-Opportunity) strategy by matching external weaknesses and opportunities.
- d. Develop a ST (Strength-Threat) strategy by matching internal forces and external threats.
- e. Develop a WT (Weakness-Threat) strategy by matching internal weaknesses and external threats.

RESULT AND DISCUSSION

Research Profile Descriptions

Telaga Kuliner is a culinary center of the night located on Jl. Telaga Golf Sawangan Raya, Sawangan Lama, Sawangan, Depok City. This culinary center offers various types of food from the archipelago and abroad with 14 outlets available. But the majority in culinary lakes is the archipelago cuisine. Equipped with 30 tables arranged for 4 people on each table and can accommodate 120 people. And also in the middle between the food outlet and table chair stand, there is a stretch for customers who don't get a table and chair stand. Other facilities in the form of a stage that is sufficient for live acoustic performance that can entertain customers who come and parking facilities for two-wheeled vehicles and four-wheeled vehicles can load in large quantities. There are also other facilities, such as men's & women's restrooms, prayer rooms, and children's play areas.

With the existence of the available facilities, it is expected to be able to attract a lot of customer interest from residents and residents who cross the culinary lake area. In addition to providing food outlets, culinary ponds also provide beverage outlets with many choices. With an affordable price to suit students and middle family pockets.

A culinary lake is able to provide a variety of foods with a large variety of choices so as to attract the interest of customers to come. Amid the many restaurants and cafes that are starting to grow, culinary ponds are also able to compete as a choice of culinary evenings that provide facilities inside.

Profile of Respondents

This study uses respondents who are managers of Culinary Ponds and traders / shop owners. Respondents were adjusted to triangulation data collection techniques (interviews, observations, and documentation).

SWOT Points Description

a. IFAS

The following will discuss IFOT factor SWOT points, namely Strength and Weakness as follows:

1) Strength

- a) Telaga Kuliner is a night culinary place that has adequate supporting facilities such as a place to eat with a large capacity, a parking space with a large capacity, toilets, prayer rooms and live music stage.
- b) Telaga Kuliner provides a variety of national and international foods so that it has many choices for consumers.
- c) The selling price of food available at Telaga Kuliner is affordable for each visitor starting from Rp. 3,000 - Rp. 50,000
- d) Location of Telaga Kuliners is on the Sawangan highway which is a link from the cities of Bogor, Depok and Jakarta so that it is strategically located for every community that crosses the road.

e) Telaga Kuliners present a comfortable atmosphere accompanied by interesting nightlife.

2) Weakness

- a) Unpredictable weather conditions bring weakness to the Telaga Kuliner because the concept applied in the Telaga Kuliner is an outdoor family.
- b) Food provided in Telaga Kuliner is still minimal with innovations and creations so it is no different from food sold elsewhere.
- c) Human resources who work have a lack of training in services as well as knowledge about food sold at Culinary Stalls.
- d) Places to eat provided by Telaga Kuliner still have shortcomings in terms of decoration and other supporting foods such as cutlery.
- e) The food choices listed on the menu are sometimes not available, so consumers feel disappointed because they do not get orders according to their wishes.

b. EFAS

1) Opportunity

- a) There are many settlements around the Culinary Pond, but there are no eating places that provide food choices that are accompanied by plenty of entertainment.
- b) Cooperation in the procurement of events conducted with the company can improve the name of Culinary Ponds.
- c) The street area around the Culinary Pond is still quiet so that Culinary Pond is the right choice for the surrounding community.
- d) Around the Culinary Pond there are some who sell food but not accompanied by a variety of food choices.
- e) Daily activities carried out by the community are sometimes under pressure so that people tend to need entertainment that is able to release the community's fatigue.

2) Threat

- a) Competitors in the food business that optimize digital media such as social media by promoting promotion.
- b) The community tends to prioritize the quantity of the community rather than the quality of the food served.
- c) Competitors in the field of business that are actively building a place to eat with a better and more interesting concept.
- d) Ease that is obtained by the public with increasingly rapid technological developments such as the existence of online food order applications, thereby reducing visitors who come to the Culinary Pond.
- e) Competitors are increasingly promoting other forms of promotion by following current trends.

2. Strategy

Alternative strategies are obtained from a collection of 20 kinds of strategies. The strategy resulted from the marriage / formulation factors IFAS (Strength and Weakness) and EFAS (Opportunity and Threat). This strategy formulation is produced by crossing the two points derived from each IFAS and EFAS factors. The crossing of these two factors by converting SWOT points into a strategy in which both IFAS and EFAS factors are combined. Discussion on the acquisition of strategies as follows:

a. Strength - Opportunity

- 1) Carrying out promotional efforts in Telaga Kuliner with the aim of increasing public participation in coming.
- 2) Innovations on the types of food of the archipelago and foreign countries can be developed even better so as to invite cooperation with the company for the procurement of events.
- 3) Maintaining the price of food that is affordable but does not reduce the quality of food sold so that consumers continue to enjoy the food served in the Telaga Kuliner.

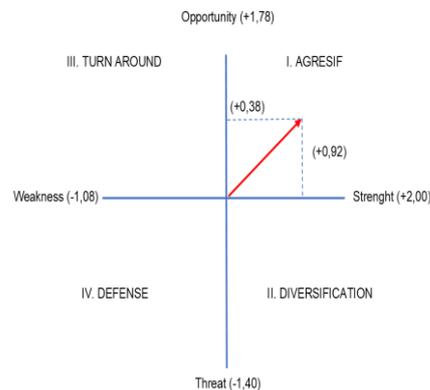
- 4) Provide the best service from consumers ordering food, making transactions, until the food is delivered to consumers so that consumers can feel good service and can come back to Telaga Kuliner again.
 - 5) Telaga Kuliner Management can hold a unique and routine activity to be able to increase the Culinary Pond promotion.
- b. Weakness - Opportunity
- 1) Improvements to the layout of the dining area accompanied by the addition of decorations that can attract consumers to come without hesitation with unpredictable weather conditions.
 - 2) Telaga Kuliner Management can make changes in food processing starting from selecting the quality of food ingredients to become a dish in accordance with standards that will be able to attract consumers and companies to hold an event in culinary ponds.
 - 3) Carry out training services and knowledge that can be done to hone the ability of human resources. This will be an added value for Telaga Kuliner because with this training, traders will be able to serve consumers to be comfortable with the food and entertainment served in Culinary Ponds.
 - 4) Telaga Kuliner Management can make adjustments to the serving of food and the provision of food places, starting from utilizing the theme at each dining place available with attractive decorations and the addition of consumer cutlery will look uniform and in accordance with the food ordered.
 - 5) With the growing interest of the community in their culinary needs, Management must make arrangements for the menus available in the Telaga Kuliner so that the menu choices on the menu are always available. This starts with implementing the FIFO (First In First Out) system with the aim of regulating and maintaining the availability of raw material procurement for the menu.
- c. Strength - Threat
- 1) Telaga Kuliner Management must update the information media to increase promotion and attract consumer interest to Culinary Lake. Because now the competitors are able to optimize all forms of promotional activities with the help of digital media which is growing rapidly among the people.
 - 2) Telaga Kuliner Management can improve food quality by applying food standards. This starts from the selection of good raw materials to the processing of these raw materials so that consumers can be satisfied enjoying the desired food and will come again at another time.
 - 3) The tendency of people to choose the lowest selling price with a comfortable dining atmosphere, Telaga Kuliners should continue to sell the products offered at affordable prices by holding a large number of food packages in order to increase profits in one order
 - 4) By becoming a culinary place that sells various kinds of food from the archipelago and abroad, the management of Telaga Kuliners must increase promotion by conducting activities that are able to attract the interest of the public to come. For example the procurement of food vouchers to consumers who often come to Lake Culinary with the aim of increasing consumer participation to come.
 - 5) Telaga Kuliner Management must update other supporting facilities such as varied menus and interesting dining place concepts so that people can enjoy the available food with a warm and comfortable atmosphere.
- d. Weakness - Threat
- 1) Utilization of digital media in promotional activities undertaken by Telaga Kuliners should attract consumers' interest to come without doubt the weather conditions.
 - 2) Telaga Kuliner Management must make a variety of foods that are unique and have a different characteristics with other places in terms of serving food and beverages served so as to attract consumer interest.

- 3) Building a good service system and in accordance with operational standards by training the ability of human resources, both in processing foodstuffs and selling managing food places along with food costing knowledge that can be an added value for employees.
- 4) Update the theme of the decoration to the dining room in accordance with the attractiveness of consumers.
- 5) Telaga Kuliner Management must add or modify food available in Culinary Ponds by providing a variety of menu choices and in accordance with current trends.

IFAS	3,08	EFAS	3,18
TOTAL SKOR (S)	2,00	TOTAL SKOR (O)	1,78
TOTAL SKOR (W)	1,08	TOTAL SKOR (T)	1,40
S-W	0,92	O-T	0,38

TESTING RESULT OF IFAS AND EFAS MATRIX

Cartesian SWOT Diagram



3. Implementation of Alternative Strategies

Of the four possible alternative strategies obtained from the previous discussion, the most appropriate strategy that can be used is the Strategy Strength - Opportunity is as follows:

- a. Promoting promotion to increase public participation.
- b. Improving the quality of food available at Culinary Ponds.
- c. Maintain the selling price of food by not reducing the quality of food.
- d. Providing the best service to every consumer.
- e. Hold events that are unique and attract the interest of the community.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

Based on the research conducted by the author using the SWOT analysis method, the strategies used by the Culinary Pond are as follows:

1. Promote promotion to increase public participation.

Lake Culinary is a place to eat that has adequate facilities. The thing that must be done by the manager is to maximize promotional activities to raise the name and popularity of the Culinary Pond in order to increase the number of visitors who come. The role of social media such as Instagram, Facebook, Vlog, and Youtube will be able to support promotional activities optimally.

2. Remind the quality of food available in Culinary Ponds.

Food quality is important in all forms of activities in the Culinary Pond. Food quality is also a measure of the number of consumers each day. If the food served has

good quality, consumers can come back to the culinary lake again.

3. Maintain the selling price of food by not reducing the quality of food.

The importance of maintaining the selling price of food cannot be separated from the majority of people who are more interested in the cheapest and affordable selling prices. This can be a manager's consideration by maintaining the selling price of food but does not reduce food quality.

4. Providing the best service to every consumer.

Creating a warm and comfortable atmosphere for consumers is an important value in buying and selling in Lake Culinary. Add to this the ease with which each community provides information on each of its activities through social media. The thing to do is that every trader must provide the best service.

5. Organizing unique activities that attract the interest of the community.

With the activities of the event, Telaga Kuliner is able to increase the number of visitors who come. And also able to entertain people who are currently more interested in coming to a place to eat accompanied by entertainment programs in it.

Suggestions

From what has been concluded, the author provides advice on each strategy produced as follows:

1. Maximize the role of social media as a means of promotion and use high-resolution photos so that the photos that are displayed can look good. And other social media needs to be added such as vlogs and facebook.
2. Applying food serving standards such as the selection of quality ingredients and the system of procurement of ingredients First In - First Out (FIFO) with the aim of regulating and maintaining food, and can improve food quality.
3. Providing knowledge to traders about food costing so that each trader is able to regulate all buying and selling activities such as purchasing food ingredients and selling prices of food so that he can adjust the selling price of food in accordance with consumer demand.
4. Conducting training services in accordance with the restaurant operational system that aims to every trader who sells at the Culinary Pond is able to serve every customer who is present with good service from the initial consumer ordered food to food served to consumers.
5. Managers can work together with the parties to provide events to create large-scale events that can entertain consumers who come like culinary festivals.

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