

Contemporary Culinary Innovation (Rawon Using Shellfish Ingredients)

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Abstract

This study aims to analyze the use of mussels as a basic ingredient in rawon culinary innovation and its impact on taste and consumer appeal. The research method used is a quantitative approach with data collection through a structured questionnaire. The results showed that the majority of respondents considered mussel-based rawon as a unique innovation and provided a new culinary experience. However, there are several obstacles that affect the level of consumer acceptance, such as the taste that does not match expectations, the texture of mussels is different from beef, and the price is considered more expensive. The main challenge in developing mussel rawon is the adaptation of people's tastes who are accustomed to meat-based rawon and the perception of the texture of mussels. However, the opportunity to develop mussel rawon is quite large, especially as an alternative to healthier and more environmentally friendly food. To increase its appeal, further research is needed to explore processing techniques that can improve the taste and texture of mussels, as well as a broader market analysis to understand consumer preferences in depth. In addition, economic studies related to the supply chain and production cost efficiency are also important factors in the development of this innovation.

Keywords: mussel rawon; culinary innovation; consumer preferences; taste, texture; market analysis; sustainability

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INTRODUCTION

The background of the problem in this study aims to explore and explain the importance of culinary innovation in maintaining the preservation and development of traditional Indonesian cuisine, with a focus on rawon which uses shellfish-based ingredients as an alternative to contemporary culinary innovations (Haryono, 2020; Lestari & Suryana, 2021). Based on several references that have been collected, there are a number of factors that can be used as the basis for the development of shell-based rawon (Sari & Rahman, 2019; Purnama, 2022; Arifin et al., 2023).

As one of Indonesia's specialties, rawon has a very important cultural value, especially in the development of Indonesian culinary tourism (Santoso, 2020; Jati & Kurnia, 2021). Over time, the existence of traditional culinary such as rawon faces challenges in maintaining its existence amid the development of modern culinary trends (such as the use of more creative local ingredients) (Rahayu & Pratama, 2022; Widodo, 2023). Therefore, there needs to be an innovation that can make traditional culinary such as rawon still relevant and attractive to the younger generation and local and international tourists (Nurhasanah & Dewi, 2022). These innovations can be done by using more creative ingredients without losing the essence of the authenticity of the cuisine (Suryana & Hidayat, 2021).

While traditional rawon generally uses beef as its main ingredient, contemporary culinary innovations offer the exploration of different ingredients to provide new flavor variations and experiences, such as the use of shellfish as a base ingredient (Putra & Widiastuti, 2021; Wijaya & Kurniawan, 2022). The use of this shellfish base not only provides a unique taste, but can

also introduce the potential of Indonesia's diverse marine wealth and has not been widely explored in traditional culinary such as rawon (Rahmawati & Mulyani, 2020; Fadli & Hidayat, 2021). Shellfish as a food ingredient also has good nutritional content, such as high protein, which can add to the appeal for consumers who pay more attention to health aspects (Yulianto & Rachmawati, 2021; Saputra, 2023). The high nutritional value of shellfish can enhance the health benefits of traditional Indonesian dishes, making them more appealing in the modern culinary market (Prasetyo & Firdaus, 2023).

This research also highlights the diversity of traditional Indonesian culinary which has a lot of potential to be developed, one of which is through the innovation of raw materials and presentation methods. By utilizing diverse local ingredients, such as shellfish, culinary actors can create new variants of rawon that are not only delicious but also support the preservation of local foodstuffs, as well as have the potential to increase Indonesia's culinary competitiveness in the global market.

The development of modern culinary trends that tend to be faster and more accessible has made many traditional culinary products eroded by new innovations (Feldman & Wunderlich, 2023; Guiné et al., 2021; Rajan, 2023). Therefore, it is important to answer this challenge by creating menus that combine traditional elements with modern touches that are adapted to the tastes and habits of today's consumers. This can also strengthen Indonesia's culinary position in the global culinary market, both through more creative presentation and by preserving the original taste.

Based on this description, this study aims to examine the potential for culinary innovation through rawon processing using shellfish as a basic ingredient, as well as its impact on the preservation of traditional culinary and the attraction of Indonesian culinary tourism. With this innovation, it is hoped that it can make a positive contribution to the development of traditional culinary that is more relevant to the needs and desires of today's society.

Problem Formulation: What is the effect of using shellfish as a basic ingredient in rawon culinary innovation on the taste and appeal of consumers. What are the challenges and opportunities faced in developing shell-based rawon as part of contemporary culinary in Indonesia.

Research objectives: 1) To find out the effect of using shellfish as a basic ingredient in rawon culinary innovation on the taste and appeal of consumers. 2) Knowing the challenges and opportunities faced in developing shell-based rawon as part of contemporary Indonesian cuisine.

RESEARCH METHODS

Approach: Quantitative – wanting to know consumer preferences, this approach is used to measure numerical data and perform statistical analysis. **Research Design:** Descriptive and Comparative Surveys – Descriptive surveys aim to expose consumer preferences for clam rawon in general, while comparative is used to compare preferences based on demographics such as age, gender, or cultural background. **Data Collection Instrument:** Structured Questionnaire – Questions are compiled using a Likert scale (e.g., scale 1-5) to measure level of liking, taste, texture, aroma, price, and other factors. **Sampling Technique:** Non-Probability Sampling: Purposive Sampling – Respondents were chosen deliberately, for example consumers who had tasted shellfish-based rawon. **Data Analysis:** Descriptive analysis to

describe the preferences of the majority of consumers. The Chi-Square Test or the t-Test is to see differences in preferences between demographic groups. Linear Regression Analysis (optional) to see the relationship of certain factors to consumer preferences.

RESULTS AND DISCUSSION

Consumer Preferences for Shellfish-Based Rawon

Based on the results of the survey conducted, only 12.5% of respondents preferred shell-based rawon compared to beef rawon. On the other hand, the majority of respondents (87.5%) still prefer beef rawon. Because beef has a better taste than shellfish. These results show that innovations in the use of shellfish as the main ingredient of rawon still face challenges in acceptance by the community. Preference for beef is most likely driven by factors of consumption habits and tastes that are more familiar to consumers (Suwandi et al., 2022).

The Reason for the Choice of Raw Clams

For a small group who chose shell-based rawon, the main reason behind their choice was the uniqueness of the dish (63.6%). In addition, 18.2% of respondents stated that the price of clam rawon is cheaper than beef rawon, while another 9.1% chose it because they really like clams. Health factors are only a minority consideration, showing that promotion related to the nutritional benefits of shellfish is still not widely socialized (Setiawan & Lestari, 2021).

Obstacles in Receiving Clam Rawon

For respondents who did not choose clam rawon, the main obstacle they felt was the inappropriate taste because the taste of the shellfish was not familiar on the tongue (43.8%). This shows that the taste of clam rawon has not been able to compete with the enjoyment of beef-based rawon that has been widely accepted. In addition, 12.5% of respondents stated that the texture of shellfish is not suitable to be used as the main ingredient of rawon, while another 12.5% considered that the price of shellfish rawon was too expensive. Other factors include preferring beef in general (Sutrisno & Yulianto, 2020).

These results indicate that while clam rawon has the potential as an innovative alternative, there are significant challenges in terms of taste and texture that need to be adapted to consumer preferences in order to be more widely accepted. Therefore, further research on seasoning modification or processing techniques can be a solution to increase the attractiveness of shellfish rawon.

From these findings, some steps that can be taken to increase the acceptance of shellfish-based rawon are: Flavor and Texture Optimization: The development of cooking techniques that can reduce undesirable textures eliminates fishy odors in the shellfish and improves the taste so that it is closer to consumer preferences. Nutritional Benefits Education: Socialization about the benefits of shellfish as a source of protein rich in omega-3 and essential minerals can increase consumer interest (Handayani et al., 2019).

Price and Promotion Strategies: If price is an obstacle, then a marketing strategy with more competitive price promotions can help increase the competitiveness of clam rawon in an unprecedented market. With improvements in these aspects, shellfish-based rawon has the potential to become a more accepted food alternative among the wider community.

CONCLUSION

The study results indicate that using shellfish as the main ingredient in rawon culinary innovation has promising potential due to its uniqueness and consumer appeal, offering a novel experience of a traditional dish. However, key challenges include mismatches in taste and texture compared to conventional beef-based rawon, as well as higher perceived prices. Successful development of shellfish-based rawon requires adapting flavor profiles and improving texture to align with consumer preferences. Despite these challenges, shellfish rawon presents significant opportunities as a healthier and more environmentally friendly alternative, given its high protein content and lower carbon footprint. Future research should focus on optimizing processing techniques, conducting broader market analyses, refining sensory formulations, and evaluating cost efficiency to enhance market acceptance and competitiveness.

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