

# Transformation of Modern Culinary Entrepreneurs: Strategies and Challenges in the Face of the Modern Era

Agus Yulistiyono<sup>1</sup>, Eva Andriani<sup>2</sup>, Arief Yanto Rukmana<sup>3</sup>

<sup>1</sup>Universitas Muhammadiyah Tangerang

<sup>2</sup>Sekolah Tinggi Ilmu Tarbiyah Muhammadiyah Lumajang Indonesia

<sup>3</sup>Sekolah Tinggi Ilmu Ekonomi STAN IM/Universitas Pendidikan Indonesia

## Article Info

### Article history:

Received August 2023

Revised August 2023

Accepted August 2023

### Keywords:

Transformation  
Modern Culinary  
Entrepreneurs  
Strategies  
Challenges

## ABSTRACT

This research delves into the transformation of modern culinary entrepreneurs in West Java, Indonesia, investigating the strategies they employ and the challenges they face in adapting to the demands of the modern era. Through a mixed-methods approach encompassing surveys, interviews, and case studies, the study uncovers how these entrepreneurs navigate the delicate balance between tradition and innovation. The findings offer profound insights into the dynamic interplay between cultural heritage and contemporary demands, providing actionable recommendations for both entrepreneurs and policymakers. This research contributes to the broader discourse on culinary entrepreneurship by unveiling the tapestry woven by these entrepreneurs as they redefine tradition, embrace change, and shape the culinary narrative of West Java in the modern era.

*This is an open access article under the [CC BY-SA](#) license.*



## Corresponding Author:

Name: Dr. Agus Yulistiyono, SE., MM

Institution Address: Universitas Muhammadiyah Tangerang

e-mail: [agusyulistiyono@gmail.com](mailto:agusyulistiyono@gmail.com)

## 1. INTRODUCTION

The transformation of modern culinary entrepreneurs has been influenced by various factors, including changing consumer preferences, technological advancements, and the need for sustainable practices. These factors have led to the emergence of new business models and innovative approaches in the culinary industry. The modern consumer seeks not only to satisfy their basic needs but also to find satisfaction in taste, service, atmosphere, and scenery [1]. This has prompted entrepreneurs to build culinary establishments in new locations, offering diverse food options from both local and international cuisines. The development of online delivery applications, such as Gofood

and Grabfood, has significantly impacted the culinary industry [2]. These platforms have made it easier for consumers to access a wide range of food options without having to visit the restaurant physically. This has led to an increase in sales and the expansion of customer reach for culinary entrepreneurs. Consumers are increasingly interested in local food, which is perceived as fresher, tastier, and more authentic [3]. This has led to the growth of niche markets and products in rural tourism, where culinary entrepreneurs can market their food specialties to tourists seeking unique and sustainable experiences. The development of the creative economy in the culinary sector is driven by digital-based entrepreneurial literacy and promotional

innovation [4]. Entrepreneurs are leveraging digital platforms for marketing and promotion, which helps them reach a wider audience and boost their sales. Combining the experience economy and intimacy model can serve as a rural development strategy for niche marketing food specialties in rural tourism [3]. This approach focuses on creating unique and memorable experiences for consumers, which can help culinary entrepreneurs differentiate themselves from competitors and attract more customers. The digital transformation of the culinary industry requires entrepreneurs to be digitally ready to face various challenges and crises [5]. This includes adopting digital tools and technologies to improve business processes, enhance customer service, and create better working relationships with business partners.

In conclusion, the transformation of modern culinary entrepreneurs is driven by a combination of factors, including changing consumer preferences, technological advancements, sustainability concerns, digital-based entrepreneurial literacy, promotional innovations, and the need for digital readiness. These factors have led to the emergence of new business models and innovative approaches in the culinary industry, offering unique and memorable experiences for consumers while promoting sustainable practices and local food culture.

The development of the culinary industry in Indonesia has been influenced by various factors, including tourism, cultural diversity, and government support. Over the past few years, the Indonesian government has given significant support to the development of culinary tourism as a special interest tourism sector promoted extensively to the international market<sup>59</sup>. The country's rich cultural diversity has also played a role in shaping its unique culinary scene, with influences from Malay, Chinese, Indian, Portuguese, Peranakan, and Chitti cultures [6].

Indonesia's culinary industry has been growing in various regions, with some cities becoming well-known for their culinary tours. For instance, Bandung City in West Java is known for its culinary experiences, and the

local government has been working to promote the city's culinary tourism [7]. In addition, the city of Yogyakarta has been using social media data analysis to track food trends and preferences, which can help businesses in the culinary industry to better understand customer preferences [5].

The seafood-based culinary industry has also been growing in Indonesia, particularly in coastal areas like Kampung Solor [8]. However, the COVID-19 pandemic has had a significant impact on the culinary industry, with social restrictions leading to a decline in income and job opportunities for business owners and employees [8].

In addition to the growth of the culinary industry, there has been an increasing focus on promoting Indonesian culinary tourism by highlighting the socio-cultural values behind the food [9]. This involves not only showcasing the diverse traditional foods of Indonesia but also telling the stories and cultural significance behind these dishes.

Overall, the development of the culinary industry in Indonesia has been influenced by various factors, including tourism, cultural diversity, and government support. As the industry continues to grow and evolve, it is expected that the culinary scene in Indonesia will become an even more significant attraction for both domestic and international tourists.

Indonesia's culinary heritage is a rich tapestry woven with centuries-old traditions, diverse regional flavors, and time-honored recipes. West Java, nestled amidst verdant landscapes and vibrant cultural heritage, encapsulates the essence of Indonesian culinary diversity. However, this cultural and gastronomic tapestry is not immune to the sweeping changes brought forth by the forces of globalization and technological progress. Modernization, with its vast reach and influence, has cast a transformative spell on the culinary traditions of West Java. As communication networks span the globe and culinary influences traverse borders with ease, traditional recipes and cooking techniques find themselves in a dynamic juxtaposition with contemporary tastes and culinary trends. The surge in urbanization

and the rise of the digital age have further accelerated these shifts, presenting both opportunities and challenges for culinary entrepreneurs in the region.

This research aims to unravel the intricate narrative of modern culinary entrepreneurs in West Java, focusing on their adaptive strategies in the face of evolving consumer expectations, the incorporation of technological advancements, and the intricate dance between preserving tradition and embracing innovation. Moreover, it seeks to illuminate the obstacles and hurdles these entrepreneurs encounter as they seek to balance authenticity with innovation, and navigate a competitive landscape redefined by globalization.

## 2. LITERATURE REVIEW

### *2.1 Entrepreneurship and Culinary Modernization*

Culinary entrepreneurship is a multifaceted concept that encompasses the art of creating, innovating and marketing culinary products and experiences. In areas rich in culinary heritage such as West Java, culinary entrepreneurs play a vital role in preserving traditional recipes while embracing the winds of change. They bridge the gap between the old and the new, transforming traditional dishes into contemporary culinary experiences that suit modern consumers [10], [11].

The impact of modernization on culinary traditions cannot be underestimated. As societies globalize and cultures intertwine, culinary traditions evolve, adapt and sometimes even blend to create new culinary narratives. Culinary entrepreneurs act as cultural brokers, navigating the balance between honoring the past and embracing the future. This tension between tradition and innovation has given rise to unique strategies and challenges that these entrepreneurs must face [12], [13].

### *2.2 Transformation of the Culinary Industry in the Modern Era*

The modern era has ushered in an era of unprecedented change in the culinary industry. Globalization has changed the way

ingredients are sourced, dishes are prepared, and flavors are experienced. Culinary influences from around the world merge, creating innovative fusions that appeal to modern palates. This era has also witnessed technological advancements catalyzing change. From farm-to-table traceability to online delivery platforms, technology has reshaped the entire food supply chain [14]–[16].

Consumer preferences have also undergone significant evolution. Modern consumers are not only looking for great flavors but also memorable experiences. This shift has encouraged culinary entrepreneurs to explore innovative ways of presenting and delivering their offerings, often blurring the lines between food, art and entertainment. The rise of convenience culture has also led to a demand for new culinary experiences that are easily accessible and adaptable to today's fast-paced lifestyle [17], [18].

### *2.3 Strategies for Modern Culinary Entrepreneurs*

Modern culinary entrepreneurs in West Java have responded to these challenges with strategies that embrace tradition and innovation.

Culinary entrepreneurs skillfully blend traditional ingredients and cooking techniques with modern culinary concepts. This fusion creates dishes that pay homage to heritage while catering to the evolving tastes of modern diners. The digital age has enabled entrepreneurs to showcase their culinary creations to a global audience with unprecedented ease [19], [20]. Social media platforms, food blogs and online delivery services act as powerful tools for marketing and engagement, allowing entrepreneurs to create compelling narratives around their offerings. Modern food entrepreneurs are increasingly aware of the environmental impact of their practices. By using local and organic ingredients, they are not only supporting the local economy, but also aligning themselves with the growing demand for sustainable and eco-friendly dining experiences [21]–[23].

### 2.4 Challenges Facing Culinary Entrepreneurs

When culinary entrepreneurs embrace modernity, they face a different set of challenges that require adept navigation. The delicate dance of preserving traditional flavors while adapting to contemporary tastes is a challenge that often requires finesse [24], [25]. Achieving this balance ensures that the essence of cultural heritage is not lost amidst the frenzy of innovation. The influx of culinary entrepreneurs and the wide array of dining options has led to a highly competitive market. Getting ahead of the curve requires not only culinary prowess, but also effective branding, marketing and differentiation strategies. While technology offers many opportunities, it also presents a learning curve. Culinary entrepreneurs must stay on top of the latest technology trends, which can be a daunting task in an industry already known for its demanding nature [26]–[32].

## 3. METHODS

To comprehensively investigate the transformation of modern culinary entrepreneurs in West Java, a mixed-methods research design will be used. This approach combines quantitative and qualitative methods, allowing the exploration of various aspects of the strategies and challenges faced by culinary entrepreneurs in the modern era.

### 3.1 Data Collection

A structured survey was conducted among a carefully selected sample of modern culinary entrepreneurs in West Java. The survey questionnaire was designed to collect quantitative data on various aspects, including the strategies they employ, the challenges they face, and their perspectives on the impact of modernization. The survey also included demographic information to understand the diversity of participants.

**Interviews:** In-depth semi-structured interviews were conducted with a subset of culinary entrepreneurs from the survey sample. These interviews provided rich qualitative insights into entrepreneurs' experiences, decision-making processes, and perceptions of the transformations they

underwent. The interviews were designed to explore nuances that quantitative data may not fully capture, such as personal anecdotes, motivations and values.

**Case Studies:** Several leading modern culinary companies in West Java will be selected for in-depth case studies. These case studies will offer a detailed examination of each company's evolution, the strategies they have adopted, and the challenges they face. This qualitative approach will provide a contextual understanding of real-life examples of ongoing transformation.

### 3.2 Sampling

**Survey Sampling:** A purposive sampling technique was used to select a diverse and representative group of modern culinary entrepreneurs in West Java. The sample included entrepreneurs from a range of geographic locations, business scales and culinary specialties. This approach ensured that a comprehensive range of experiences and perspectives were captured, resulting in a sample of 100.

**Interview Sampling:** Entrepreneurs to be interviewed in-depth were selected from the survey participants based on their willingness to participate and their potential to provide rich insights. The aim is to ensure diversity in terms of business size, specialization, and experience.

**Case Study Selection:** The selection of establishments for the case studies was based on criteria such as reputation, innovation, and representation of modern culinary practices. Various culinary genres were considered to provide a holistic view of industry transformation.

### 3.3 Data Analysis

**Survey Data:** Quantitative survey data was analyzed using descriptive statistics, such as frequencies and percentages. This analysis identified patterns and trends in the strategies employed by culinary entrepreneurs, the challenges they face, and their perceptions of the impact of modernization.

**Interview Transcripts:** Qualitative data from the interviews were transcribed and thematically analyzed. This process involved identifying recurring themes, patterns and

nuances in the transcripts. The themes were systematically organized to provide a deeper understanding of the experiences and perspectives of the entrepreneurs.

**Case Study Analysis:** Case study analysis involved an in-depth examination of each of the selected enterprises. The analysis focused on tracing the journey of the venture, highlighting key turning points, strategies, challenges and lessons learned. This approach provides valuable insights into the practical application of strategies and the complexities of navigating the modern culinary landscape.

## 4. RESULTS AND DISCUSSION

### *4.1 Findings: Strategies Adopted by Modern Culinary Entrepreneurs*

An exploration of the strategies adopted by modern culinary entrepreneurs in West Java has revealed a tapestry of innovative approaches that bridge the gap between tradition and modernity.

**Balancing Tradition and Innovation:** Through surveys and interviews, it is clear that culinary entrepreneurs recognize the importance of maintaining a connection to their cultural heritage while embracing contemporary culinary trends. Many entrepreneurs spoke about the art of blending traditional ingredients and cooking techniques with modern culinary concepts. This fusion has given rise to dishes that celebrate the authenticity of West Java's culinary heritage while appealing to the evolving tastes of modern customers.

**Leveraging Technology for Marketing:** The digital landscape has provided a vast platform for culinary entrepreneurs to showcase their offerings. Survey responses show widespread use of social media platforms, websites and online food delivery services. This trend demonstrates the adaptability and ingenuity of entrepreneurs in leveraging technology to reach a global audience. By visually highlighting their dishes, sharing behind-the-scenes stories, and interacting with customers in real-time, entrepreneurs can establish a strong online presence and build a loyal customer base.

**Embracing Sustainability and Local Sourcing:** Survey results underscore the growing commitment of modern culinary entrepreneurs to sustainable practices and responsible sourcing. Many entrepreneurs voiced their dedication to sourcing local organic ingredients and adopting eco-friendly packaging practices. This alignment with environmental awareness not only reflects changing consumer preferences, but also demonstrates entrepreneurs' dedication to ethical entrepreneurship and supporting local communities.

### *4.2 Challenges Faced by Culinary Entrepreneurs*

The transformation journey of modern culinary entrepreneurs in West Java is punctuated by challenges that test their resilience and creativity.

**Maintaining Authenticity:** Pursuing innovation while maintaining the authenticity of traditional dishes emerged as a complex challenge. Entrepreneurs expressed difficulty in striking the right balance between catering to modern tastes and maintaining the integrity of age-old recipes. This challenge often demands careful experimentation, feedback from customers and continuous refinement to ensure that the essence of West Java's culinary heritage remains intact.

**Facing Market Competition:** The burgeoning culinary scene in West Java has created a competitive environment where culinary entrepreneurs need to stand out amidst the plethora of choices. Survey responses indicate the need for differentiated branding, unique dining experiences and compelling narratives to capture consumer attention. These challenges encourage entrepreneurs to continuously innovate and differentiate themselves to maintain a competitive edge.

**Adapting to Technological Changes:** While technology offers a myriad of possibilities, staying abreast of the rapidly evolving technology landscape is no easy feat. Culinary entrepreneurs recognize the initial challenges of integrating technology into their operations. However, their willingness to learn, adapt, and embrace new tools

underscores their determination to increase efficiency and improve customer experience.

### Discussion

The synthesis of these findings reveals a dynamic narrative of culinary entrepreneurship in modern-day West Java. The strategies adopted by these entrepreneurs encapsulate their dexterity in navigating the delicate balance between tradition and innovation. The fusion of timeless recipes with contemporary culinary trends demonstrates their ability to honor their cultural roots while remaining relevant in a rapidly changing world.

The challenges they face are not barriers, but stepping stones that drive growth. The commitment to authenticity amidst evolving tastes shows the entrepreneurs' dedication to heritage and quality. The competition stimulates ingenuity, pushing entrepreneurs to refine their offerings and develop unique identities that resonate with consumers.

Technological adaptation is both a challenge and an opportunity. The process of embracing new tools underscores their adaptability and commitment to progress, ultimately leading to improved operational efficiency and customer engagement.

Along the way, West Java's culinary entrepreneurs embody not only the transformation of the culinary landscape but

also the evolution of cultural narratives. They serve as custodians of tradition while creating innovative culinary experiences that bridge the past and present.

### CONCLUSION

The culinary landscape of West Java stands as a testament to the resilience, creativity, and adaptability of modern culinary entrepreneurs. In the face of globalization, technological advancements, and evolving consumer preferences, these entrepreneurs have redefined tradition, not as an artifact of the past, but as a dynamic force that shapes their innovative strategies. The fusion of traditional elements with contemporary concepts has yielded a culinary narrative that resonates with a diverse audience, bridging the gap between generations.

While challenges abound, from preserving authenticity to navigating a competitive market, these entrepreneurs have demonstrated an unwavering commitment to their craft. They have embraced technology not as a disruptor, but as a tool for growth, harnessing its potential to amplify their reach and impact. Moreover, their dedication to sustainable practices showcases their awareness of the interconnectedness between culinary experiences and environmental stewardship.

### REFERENCE

- [1] A. Wenang, U. Siahaan, and R. Ismanto, "Culinary facilities in sabang street as a public space with the application of green modern architecture," in *IOP Conference Series: Earth and Environmental Science*, 2021, vol. 878, no. 1, p. 12018.
- [2] R. J. Pinem, "The role of technology in increasing motivation of millennial women entrepreneurs starting a business in the digital era," *Int. J. Entrep.*, vol. 23, no. 2, pp. 1–7, 2019.
- [3] K. L. Sidali, E. Kastenholz, and R. Bianchi, "Food tourism, niche markets and products in rural tourism: Combining the intimacy model and the experience economy as a rural development strategy," *J. Sustain. Tour.*, vol. 23, no. 8–9, pp. 1179–1197, 2015.
- [4] G. Sukarno, R. Rasyidah, and K. Saadah, "Improve Creative Industry Competitiveness Penta Helix and Human Capital in Digital Era," in *2nd International Media Conference 2019 (IMC 2019)*, 2020, pp. 157–170.
- [5] R. H. D. Mihuandayani, A. Setyanto, and I. B. Sumafta, "Food trend based on social media for big data analysis using K-mean clustering and SAW: A case study on yogyakarta culinary industry," 2018.
- [6] N. Widiastuti, "TOURISM COMMUNICATION IN INDONESIA SOCIAL MEDIA," *SENGKUNI J. (Social Sci. Humanit. Stud.)*, vol. 1, no. 1, pp. 30–36, 2020.
- [7] R. Komaladewi, A. Mulyana, and D. Jatnika, "The representation of culinary experience as the future of Indonesian tourism cases in Bandung City, West Java," *Int. J. Bus. Econ. Aff.*, vol. 2, no. 5, 2017.
- [8] Y. E. Nugraha, "Impact of Covid-19 Social Restrictions on Seafood Culinary-Based Tourism Industry at Kampung Solor," *Media Wisata*, vol. 21, no. 1, pp. 62–71, 2023.

- [9] S. Wijaya, "Indonesian food culture mapping: a starter contribution to promote Indonesian culinary tourism," *J. Ethn. Foods*, vol. 6, no. 1, pp. 1–10, 2019.
- [10] G. J. Armelagos, "Brain evolution, the determinates of food choice, and the omnivore's dilemma," *Crit. Rev. Food Sci. Nutr.*, vol. 54, no. 10, pp. 1330–1341, 2014.
- [11] M. J. Stone, S. Migacz, and E. Sthapit, "Connections between culinary tourism experiences and memory," *J. Hosp. Tour. Res.*, vol. 46, no. 4, pp. 797–807, 2022.
- [12] L. Jolliffe, "Marketing culinary tourism experiences," in *The handbook of managing and marketing tourism experiences*, Emerald Group Publishing Limited, 2016, pp. 363–378.
- [13] M. A. K. Olsen and R. J. Mykletun, "Entrepreneurial: Entrepreneurship education in the hospitality industry," 2012.
- [14] D. Hirsch and O. Tene, "Hummus: The making of an Israeli culinary cult," *J. Consum. Cult.*, vol. 13, no. 1, pp. 25–45, 2013.
- [15] T. J. Bollyky and C. P. Bown, "The real vaccine procurement problem," *Foreign Aff.*, 2021.
- [16] V. Ravagnoli, "The Making of Macau's Fusion Cuisine: From Family Table to World Stage. By Annabel Jackson. Hong Kong: Hong Kong University Press, 2020. xii, 147 pp. ISBN: 9789888528349," *J. Asian Stud.*, vol. 80, no. 2, pp. 552–554, 2021.
- [17] S. Edelstein, *Food science: An ecological approach*. Jones & Bartlett Publishers, 2014.
- [18] C. Lane, "Culinary culture and globalization. An analysis of British and German Michelin-starred restaurants," *Br. J. Sociol.*, vol. 62, no. 4, pp. 696–717, 2011.
- [19] G. Manuel, "The Cultural Politics of Fusion Cuisine Under Liberal Multiculturalism," *Grad. J. Food Stud.*, vol. 5, no. 2, 2019.
- [20] Z. Zhou *et al.*, "Application of herbs and active ingredients ameliorate non-alcoholic fatty liver disease under the guidance of traditional Chinese medicine," *Front. Endocrinol. (Lausanne)*, vol. 13, p. 1000727, 2022.
- [21] F. Al Ferdous, "Fusion Cuisine: Innovations in Combining Elements of Different Culinary Traditions," *Asian J. Appl. Sci. Eng.*, vol. 6, no. 3, pp. 143–150, 2017.
- [22] A. G. P. MERINO, "Modern culinary traditions for precarious times. Food insecurity and everyday practices among poor households in Mexico City," *EATING IN THE CITY*, p. 142.
- [23] T. Wiyana, I. K. G. Bendesa, and R. Tomahuw, "Onomastics and branding for culinary tourism: Evidence soto traditional culinary," *TRJ Tour. Res. J.*, vol. 5, no. 1, pp. 69–77, 2021.
- [24] T. Koozin, "Music in Akira Kurosawa's Filmic Adaptations of Shakespeare: Throne of Blood (1957), The Bad Sleep Well (1960), and Ran (1985)," 2022.
- [25] K. N. Huda, M. J. Uddin, and A. E. Haque, "Panorama of Bangladeshi culinary tourism: Prospect and challenges," *Hosp. Tour. Rev.*, vol. 1, no. 1, pp. 23–34, 2020.
- [26] E. A. A. M. Hasanin, "A contemporary artistic vision for the implementation of the women's dress inspired by Saudi traditional fashion," *Int. Des. J.*, vol. 11, no. 3, pp. 251–264, 2021.
- [27] F. P. Amanah and Q. V. Ariqah, "Refined Translation Methods for Culinary Recipes in the Book 'Cooking with Love Ala Dapur Momychaa'-From Indonesian to English," *Pulchra Ling. A J. Lang. Study, Lit. Linguist.*, vol. 2, no. 1, pp. 67–79, 2023.
- [28] A. A. Prastowo, H. Hafiar, and Y. Setianti, "Disability Entrepreneurs Responses to Public Communication During the Pandemic: Case Study about Disability Entrepreneur Strategy through Online Culinary Business during the Covid-19 Pandemic," *Webology*, vol. 18, no. 1, 2021.
- [29] A. Y. Rukmana, R. Meltareza, B. Harto, O. Komalasari, and N. Harnani, "Optimizing the Role of Business Incubators in Higher Education: A Review of Supporting Factors and Barriers," *West Sci. Bus. Manag.*, vol. 1, no. 03, pp. 169–175, 2023.
- [30] A. Y. Rukmana, "ANALISIS PENGARUH PEMBELAJARAN DI SMK DAN KEAHLIAN KEWIRAUSAHAAN TERHADAP NIAT DAN SIKAP KEWIRAUSAHAAN SISWA SMK PELITA BANDUNG." Tesis Program Magister Management Universitas Widyatama Bandung, 2017.
- [31] A. Y. Rukmana, R. Bakti, H. Ma'sum, and L. U. Sholihannisa, "Pengaruh Dukungan Orang Tua, Harga Diri, Pengakuan Peluang, dan Jejaring terhadap Niat Berwirausaha di Kalangan Mahasiswa Manajemen di Kota Bandung," *J. Ekon. Dan Kewirausahaan West Sci.*, vol. 1, no. 02, pp. 89–101, 2023.
- [32] F. Sudirjo, P. A. A. N. Putri, A. Y. Rukmana, and E. S. Hertini, "DURING THE COVID-19 PANDEMIC, SOUTH GARUT DEVELOPED A MARKETING PLAN FOR SANSEVIERIA ORNAMENTAL PLANTS," *J. Ekon.*, vol. 12, no. 02, pp. 1066–1075, 2023.