

Innovation of Product Competitiveness of Warung Angkringan Based On Ethnographic Perspective

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ABSTRACT

The research activities carried out aim to: Analyze the forms of competitive innovation run by angkringan stall business actors and identify patterns of consumer behavior in angkringan stalls. The research methodology uses qualitative research, ethnographic models. Research informants included: Mbok Rey angkringan stalls, Serlok Lumajang, D Jatayu and Mas Erwin Plaza Lumajang angkringan stalls as well as consumers from each of the angkringan stalls. The results of the study show that innovative forms of product competitiveness run by angkringan stalls include: the use of carts as the hallmark of angkringan stalls that reflect Javanese culture, collaboration on menus for food and drinks by combining traditional and modern concepts, the dominant form of service using the Javanese language to impress more familiar and popular, and the available facilities also support the concept of angkringan stalls, for example, angkringan stalls with traditional concepts, lesehan, garden concepts, cafes and so on. Research findings: the ethnographic concept is able to contribute that culture has an important role in people's lives and activities in running an angkringan stall, as a reflection of the concept of a warung business from Javanese culture or tradition which is inherent in the daily life of the community.

Keywords: Ethnography, Product Innovation, Competitiveness, Consumer Behavior



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INTRODUCTION

Culinary is one of the most important parts of a tour. Culinary tourism is an alternative in supporting the potential for natural tourism, cultural tourism, historical tourism and marine tourism, Mangifera, Isa et al. (2018). Wardiyanta, Adilla et al. (2020), said that in relation to tourist spending at tourist destinations, food is a basic component. Culinary business cannot be separated from part of people's lives, considering that food consumption is something that we routinely do with the existence of Small, Micro and Medium Enterprises in the culinary field of various types. (Sari and Susilo 2021). MSME actors generally choose culinary businesses because they are relatively simple and easy to set up and run (Sancoko and Rahmawati 2019).

The culinary business is a type of business opportunity that never dies, because food is a necessity for everyday human life. Consumption activities in the culinary field are very complex because culinary is related to the identity of a particular society. One type of culinary business that is currently developing is the angkringan stall. The phenomenon of the existence of angkringan stalls appears due to the increasing proliferation of informal businesses that use regional identities.

Angkringan is a type of stall that is not permanent with tents and carts that generally operate from evening to early morning (Melinda 2014); Handayani and Taufik (2017); Fajar and Rismayati (2021). Most angkringan stalls sell their business by utilizing pedestrian spaces, road shoulders, or other empty spaces in urban areas in running their business (Nurzamni and Marlina 2019). Angkringan generally sell food and beverage products in simple forms, for example: various fried foods, packaged rice or also known as cat rice, tempeh, marinated tofu, stir-fried tempeh, intestinal satay, quail egg satay, and various other side dishes. Kusumastuti and Kusuma (2022). Drinks that are generally served at angkringan are ginger brew, ginger milk, tea, and coffee (Melinda 2014); Sardanto and Ratnanto (2016). Nasi Kucing or angkringan traders are the food and beverage trading model uses carts which are usually sold at night, while those sold by Nasi Kucing or Angkringan traders are various kinds of fried foods, Nasi Kucing, hot and cold tea and oranges and others which are served at night starting after evening until midnight. Fatmawati, Pradhanawati et al. (2016).

Angkringan comes from the Javanese language, namely angkring or nangkring, which means sitting relaxed or sitting freely. Until now, the use of this wooden cart has become the identity and hallmark of the angkringan. Most angkringan traders nowadays have decided to sell permanently and no longer drive around with a wheelbarrow. The success of the angkringan business in marketing its products has become a profitable new business opportunity so that the idea of selling this kind of business has begun to be adopted so that the concept of angkringan stalls has been able to expand to other cities in Indonesia, the success of the angkringan stall business is inseparable from the several advantages of the angkringan business compared to other similar types of business. Angkringan generally sell food and drinks at quite cheap prices Fajar and Rismayati (2021). Angkringan customers are free and free to sit for hours without having to worry about being kicked out by the angkringan business owner. Customers can enjoy food and drinks sitting freely (one leg is raised), or if possible while lying down. Hafizi and Oktaviana (2017). Angkringan stalls are popular among young people, because they provide a variety of cheap and delicious menus. Angkringan or Nasi Kucing provides a complete variety of side dishes. The popularity of angkringan also spread to other areas, many modern cafes have emerged with an angkringan-style menu and place concept.

The urgency of the research conducted related to this angkringan stall is because in today's modern era, angkringan stalls continue to develop according to the times. Angkringan stalls, which originally had the concept of selling by being carried on their shoulders, or by carts with tents by the side of the road, in the current era, angkringan stalls have been transformed into being sold with the concept of a cafe with a permanent building. The transformation pattern of angkringan stalls like this gives its own charm, both angkringan with traditional and modern concepts. Nurcahyono (2019). Angkringan stalls, both traditional and modern, have their own consumers or fans. Modern angkringan stalls function more as a place to eat, whereas traditional angkringan offer more of an intimate atmosphere that is created between sellers and buyers as well as between buyers. Qomaria (2015). Angkringan stall business actors who have a competitive advantage can influence consumers or potential customers to make their choices convincingly Mangifera, Isa et al. (2018).

The research currently being conducted examines innovation in terms of competitiveness, this is done considering that angkringan stalls are one type of culinary business that has been able to survive to this day. Several previous studies discussing business innovation in angkringan businesses, among others, were carried out by: Brahmanthara and Yasa (2017); Princess, N.A. (2022).

Several angkringan stalls are quite attractive to consumers in Lumajang Regency, due to the uniqueness and charm of each angkringan stall, including: angkringan mbok rey, angkringan D

jatayu, angkringan serlok lumajang and angkringan mas Erwin at the Lumajang plaza, Based on these conditions, the researcher is interested in doing more in-depth research on the theme of innovation in the competitiveness of angkringan stall products based on an ethnographic perspective.

Research Problems

The development of the angkringan stall business is quite rapid, forcing business actors in this field to be able to innovate so that the products sold can be accepted by the ever-changing market, including understanding the shape of consumer behavior patterns as users or end users of the angkringan stall products being run, so that it attracts to be studied in more depth with the formulation of the problem as follows:

1. What is the form of competitive innovation carried out by the angkringan stall business actors?
2. What is the pattern of consumer behavior in angkringan stalls?

METHODS

Types of research

The type of research conducted is qualitative research according to Hendryadi, Tricahyadinata et al. (2019). Is a process of naturalistic inquiry that seeks deep understanding of natural social phenomena?

Research Location

Research activities were carried out in several angkringan stalls in Lumajang Regency

Research informants

The research informants were: the owners of angkringan stalls, including: angkringan mbok rey, angkringan serlok Lumajang, angkringan mas Erwin plaza Lumajang and angkringan D jatayu.

Data collection technique

Research activities related to angkringan stalls use interview techniques, observation and document studies.

Sampling technique

The sampling technique using purposive sampling is a sampling technique with certain considerations. Several important considerations became the basis for determining research informants, including: business owners, understanding in detail regarding angkringan stalls, businesses that have been running for more than 1 (one) year, and the type of angkringan that is run has a unique and interesting concept.

Research Model

The ethnographic or ethnomethodological model is a qualitative research model that has the aim of describing the cultural characteristics contained in an individual or group of people who are members of a cultural community group. Fattah (2016).

Ethnographic Research Cycle

Ethnographic project selection, question submission, data collection, data recording, data analysis, and ethnographic report writing.

RESULTS AND DISCUSSION

Characteristics of Angkringan Traders

Angkringan traders are people who sell their wares using carts and flashlights. Angkringan traders are often referred to as preme (Javanese). Angkringan traders sell their wares in the form of food and drinks with carts. Trading time starts from the afternoon until midnight. Locations where

angkringan vendors sell are generally on the side of the main road, but there are also several angkringan traders selling around offices or village areas that are busy or lots of people passing by.

Goods traded by angkringan traders generally have low prices, because the intended consumer market share is those from the middle to lower economic class. Even though from the point of view of the quality of the goods sold, the food products sold are often considered to be of low quality, but this kind of condition does not reduce the attractiveness of angkringan, on the contrary what happens is that consumer interest in angkringan products increases.

Characteristics of Consumers in Angkringan

1. Consumers come to the angkringan stall and bring home the food they bought. Consumers use angkringan stalls only as a place to eat and save time, money and energy. Some consumers live in urban areas and come to angkringan stalls because they don't have time to cook.
2. Consumers come to the angkringan stall for a short time, go straight home without talking or chatting with other consumers who were at the angkringan stall at that time. Customers of this kind of angkringan stall usually come but with a short duration of time they go straight home. This is because consumers of this kind of angkringan stall are used to coming in groups, for example coming with family or friends. (Based on the characteristics of the consumers of the 1st and 2nd angkringan stalls), the angkringan stall functions as an informal business that provides food, snacks and drinks due to the consumer's need for practical time and energy for cooking due to their busy schedule).
3. Consumers come to angkringan stalls and make purchases as well as interact with consumers of other angkringan stalls. Consumers of angkringan stalls are usually able to spend hours chatting because the existence of the existing angkringan stalls is felt to be able to bring back and treat homesickness.

Profile of Angkringan Researched

1. Angkringan Mbok Rey. Angkringan Mbok Rey is precisely located on street PB. Sudirman, Tompokersan, Lumajang District, Lumajang Regency, East Java. Angkringan Mbok Rey has several branches besides street PB. Sudirman, which is north of Pasar Baru Lumajang, precisely in Dawuhan Lor, west of Cafe G-Spot, in the Jogoyudan area, in front of Vostec and in the Toga area, Lumajang. The menu sold at the famous Mbok Rey angkringan stall is roasted rice with a savory, fluffier and fragrant taste from basil leaves. The choice of side dishes offered also varies, for example intestinal satay, claws, skin, sausages, quail eggs, meatballs and several other types of innards with a distinctive taste, namely sweetness. The form of serving food in the angkringan will be even more delicious because it is burned first so that it adds to the aroma of burnt charcoal which makes the aroma of the food stronger and is given a spread of spices. Several types of drinks are offered at the Mbok Rey angkringan stall, including: iced tea, pulled tea, lemon tea, coffee, wedang uwuh, pletok beer, bandrek to sekoteng. The selling price of the products offered starts from Rp. 2000 to Rp 5,000, and the opening hours of the angkringan are from 18.00 WIB to 00.00 WIB.
2. Angkringan Serlok Lumajang, located on street Cokro Sujono, Jogoyudan, Lumajang District, Lumajang Regency, East Java. Angkringan Serlok Lumajang is a place for young people to hang out with a unique and different concept, namely the concept of a garden in the middle of the bustling city of Lumajang. The cool atmosphere can be felt by consumers who come to the angkringan stalls decorated with various kinds of plants and plants of various types suitable as a place to relax in the middle of the hustle and bustle of the city. Consumers can enjoy the atmosphere and serving of angkringan either sitting on the floor or sitting on a chair. Consumers who visit the Serlok Lumajang angkringan can enjoy the atmosphere and the angkringan's offerings either sitting on the floor or sitting on a chair. The menu served at the Serlok Lumajang angkringan location includes: there are three kinds of rice menus, namely cat rice, grilled rice with several kinds of side dishes, and lime leaf rice. There are various side dishes ranging from

various types of satay from offal, sausages, to dumplings. In addition to rice and various types of satay, Angkringan Serlok Lumajang also offers a variety of coffee and non-coffee drinks. Consumers who visit the Serlok Lumajang angkringan can consume heavy food or just have a snack. Chocolate ice is one of the mainstay drinks that is in great demand by consumers, which is offered at Angkringan Serlok Lumajang with a choice of sweet toppings that are even more appetizing, such as toast with various flavors, for example, chocolate, cheese and combinations. Angkringan Serlok Lumajang opens from 11.00 WIB to 23.00 WIB

3. Angkringan D Jatayu is on Jl. Pandjaitan No. 67 Lumajang. The location of the angkringan stall is on the corner next to the KKMT minimarket. The location is quite strategic because it is located on the main road which is quite busy with the mobility of people passing by on the road. Consumers who visit can enjoy the food served at the angkringan stall by eating on a chair inside the stall, or on the sidewalk in front of the angkringan stall. Warung Angkringan D Jatayu provides a variety of menus, including: various types of grilled rice, including: grilled chicken rice, bangkar cob rice with a price range of Rp. 3000. Various types of noodles are available, including: fried indomie and gravy indomie with a price range of Rp. 6,000 and there are various types of satay, for example: tofu, tempeh, corned beef, meatballs, intestines, otak-otak, squid, quail eggs, liver and chicken gizzard, sausages and chicken wings with a price range of Rp. 1,000 to Rp. 7,000. There are various types of drinks available, including: mineral water, iced tea, hot tea, lime ice, hot orange, lemon tea, lychee tea, black coffee, hot milk coffee, ginger drink, kubima milk, extra joss milk, nutrisasri, drink beng, hot milo and ice milo, good day cappuccino, fanta milk and coca cola milk with prices ranging from Rp. 3,000 to Rp. 7,000
4. Mas Erwin is in a row of street vendors on the sidewalk of Plaza Lumajang, Jendral Suprpto Lumajang to be precise, and East Java. Angkringan Mas Erwin is famous for its typical Solo angkringan which is cheap and tastes good. Angkringan mas erwin, still presents an authentic taste typical of Solo with a taste that is not too sweet, for the teapot used is still traditional, typical of Solo. Located on the sidewalk which is the hallmark of an angkringan, the sensation of eating here while enjoying the night watching the traffic of the city of Lumajang. The menu offered is cat rice filled with anchovy sauce, cat rice filled with eggs, intestinal offal, chicken liver, marinated tofu, marinated tempeh, marinated chicken and quail eggs. There are also various types of fried food, for example: fried tempeh, fried tofu, and fried bakwan and so on. The sambal that is given to complement the roasted rice is also typical in the form of tomato sauce with the addition of anchovies, so it has a unique and different taste, when compared to other angkringan stalls. The price is priced from Rp. 1,000 to Rp. 5,000 can already enjoy Mas Erwin's angkringan rice. Angkringan Mas Erwin is open from 16.30 WIB to 22.00 WIB.

DISCUSSION

Concept of Competitiveness Innovation Executed by Angkringan Stall Business Actors

The forms of competitive innovation carried out by business actors/traders of angkringan stalls vary, depending on the type of angkringan stalls respectively. Angkringan stalls are able to reflect culture, especially Javanese culture, according to the origins of the existence of angkringan stalls, shown through: The use of wooden carts to organize the products sold, wooden carts as one of the main characteristics that distinguishes angkringan stalls from other stalls, although over time, the shapes and models of the angkringan stall carts are increasingly innovative and attractive, adapting to existing conditions. The design of drinking utensils still uses traditional tools, in one place the angkringan stall deliberately uses a traditional teapot made of copper obtained from Solo, for the medium for cooking water in the angkringan stall. Tools for burning food still use a simple combustion medium using charcoal with a simple burner and the combustion process still uses a fan, but there are also those who use a stove and a fan to burn the food, to help speed up the burning process. The use of banana leaves as a medium for wrapping food so that the smell of food being burned is more fragrant, and creates an aesthetic value in the appearance of the food served. The tea products used use local tea with a distinctive taste, the use of local tea is used to provide other more

popular alternatives, although there are also those who use packaged or brewed tea with more practical and economic considerations.

Warung angkringan has several uniqueness or attractions, including: the form of an aesthetic angkringan cart with a different design, the instagramable concept of an angkringan stall with a garden concept with a variety of neatly arranged plants with an outdoor concept, an angkringan stall with a lesehan concept where consumers can sit on top sidewalks with mat mats which are usually on the side of the road or close to shopping centers, a form of collaboration in terms of traditional and modern food, as well as angkringan stalls with an authentic traditional concept in accordance with the initial version of the origin of the concept of angkringan stalls in Central Java, for example the use traditional teapots and food and beverage utensils that use traditional tools made of zinc or woven bamboo so that they look more aesthetic.

The difference between angkringan stalls and other places to hang out, for example: Angkringan stalls with a garden concept give an outdoor impression with a more attractive appearance, it really feels homely, angkringan stalls are combined with a café concept, there are several angkringan stalls that seem simpler and more populist by prioritizing the lesehan model, because the selling price of food and beverage products offered is relatively cheaper, the atmosphere at the angkringan stall feels more relaxed and free compared to the coffee shop or Tegal shop.

The quality of the food and beverage menu that is often sold at angkringan stalls and the products that consumers are most interested in are: The quality of the food and beverage menu is quite good, the taste is good and the product appearance is attractive, the product selling prices are affordable, there are even food and beverage products sold that are not inferior to which is in the café but offered at a lower price, considering that angkringan stalls are synonymous with popular food, so if the selling price is too high it is feared that the product will not sell well. For the types of drinks offered at several angkringan stalls, some use the form of instant drinks, drinks concoctions, but there are also those who trade traditional drinks, such as wedang uwuh, secang which incidentally is one of the traditional Javanese drinks, while several types of products that are often purchased by consumers, include: roasted rice products which are available with various flavors and various baked goods and grilled satay.

Innovations needed by angkringan stalls in order to survive in this competitive era include: Innovations in terms of comfort, for example seating, in some angkringan stalls, especially those with café themes, there are various types of unique seats with wood media or utilizing recycled products, so that the instagramable effect can be more visible. Cleanliness of the location, trash bins, entertainment (eg music), wifi and other supporting facilities, for example the shape of the glass or plate used when serving uses a unique and different theme. In terms of food and beverages, the products sold should be more varied by combining food and beverages, both traditional and modern so that consumers who are diverse from both the young and the old generation can display an aesthetic side that is more instagramable and ethnic so that the impression of angkringan has stronger characteristics and is better known to consumers of angkringan stalls.

Product design, product selling price and service provided by angkringan stalls include: Product designs that are sold vary, some angkringan stalls have a traditional concept, for example grilled rice that still uses banana leaves, there are satay, for example, tofu satay, tempeh satay, intestinal satay , chicken wing satay, chicken head satay, liver satay and chicken gizzard, as well as the use of food roasting equipment, and the teapots that are used some still use traditional tools, the selling price of the products sold is relatively cheap, affordable according to the general selling price with a price range of Rp. . 1,000 to Rp. 8,000 depending on the type of food and drink purchased, while the form of service provided is in accordance with services in general, angkringan stall traders are relatively friendly and sociable, so consumers feel comfortable, angkringan stall waiters vary, ranging from young people to adults and old, depending on the concept of the angkringan stalls, each with its own service model.

The facilities available at angkringan stalls include: The facilities available at angkringan stalls differ depending on the type of angkringan stalls, there are angkringan stalls that provide standard facilities, namely only listening to the radio from the owner of the angkringan stall, some provide wifi for angkringan stalls with the café concept so that consumers can linger at the angkringan stall, there are angkringan stalls that are made using the concept of the Tegal shop or coffee shop model, so that the existence of an angkringan shop is the same as the shop in general, the only difference is the existence of a wooden cart as a place to arrange food as one sat characteristic of the angkringan stalls.

The advantages and disadvantages of angkringan stalls that suit consumer tastes compared to other types of angkringan, include: the concept of a unique and aesthetic garden and seating area, an instagramable atmosphere, while the drawbacks include: several locations of angkringan stalls are close to the road so the atmosphere becomes noisier, prone to dust if there is a lot of wind, the atmosphere is busy with passing vehicles, so for chatting purposes uncomfortable because they are disturbed by the noise of vehicles and have to speak in a louder tone, this condition is different if the angkringan stall is in a closed location, so the atmosphere is more relaxed and quiet.

The product competitiveness of angkringan stalls with similar products offered elsewhere, among others: Products sold at angkringan stalls are quite capable of competing with other products, even though the products sold at angkringan stalls are sold at relatively cheap prices, from a taste point of view they are delicious and not inferior to those available in cafes, even the products offered some of which are unique with their own different flavors, for example in terms of the chili sauce used with added anchovies, so the taste becomes even better, the roasted rice product also has its uniqueness, for example with the addition of basil leaves or kaffir lime to have a distinctive taste.

Consumer tastes in angkringan stall products are based on several reasons, including: For consumers of angkringan stalls who like traditional food with home-style concepts and affordable prices, the products sold at angkringan stalls are perfect, for those who like the contemporary concept of angkringan stalls too available, for example, satay models with sausages and other forms of Japanese-style food are also available, so the products sold at angkringan stalls represent the tastes of each individual consumer.

CONCLUSION

The forms of competitive innovation carried out by angkringan stall business actors are manifested, among others, in the form of: the use of carts as the hallmark of angkringan stalls with various forms originally originating from the Central Java region, collaboration in terms of food menus, drinks that combine traditional and modern concepts, forms of service and the facilities provided also support the concept of angkringan stalls that are run, for example angkringan stalls with traditional concepts, lesehan, garden concepts, cafes and so on.

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