



## The existence of Dodol Betawi in the post Covid-19 era: A case study

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### ARTICLE INFO

#### Article History

Received August 11,  
2023;

Revised October 1,  
2023;

Accepted November  
22, 2023

#### Keywords

Betawi Dodol;  
Existence;  
Post pandemic

### ABSTRACT

Dodol Betawi is a specialty food processed by the Betawi people and is one of the archipelago's culinary delights that should be preserved. Dodol Betawi is in great demand by the public, not only from the Betawi tribe of Jakarta but also from people in other regions. The Covid-19 pandemic has devastated the entire small home-based business sector, which is still conservative. In addition, the progress of modern times has also contributed to the decline in Dodol Betawi's competitiveness in the current culinary market. This research was conducted to find the strategy of traditional processed food amid increasingly competitive modern processed food business competition as a study material in developing local wisdom-based entrepreneurship. This research was conducted using qualitative methods through a case study approach. Data collection was done through observation and interviews. The sampling technique used was purposive sampling. Data analysis in this study was carried out through three stages: data reduction, data presentation, and conclusions. The results showed that Dodol Betawi, before the pandemic, was generally used for Betawi community celebrations. This is exacerbated by the competition of various types of processed foods sold online, making Bu Amsah's Dodol Betawi producers experience a drastic decline and even difficulty competing.

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## INTRODUCTION

Dodol Betawi is one of the archipelago's culinary heritages originating from Indonesia that should be preserved. Dodol Betawi is a typical food that comes from the city of Jakarta. Each region in Indonesia has its peculiarities in making processed food. For example, wingko from Central Java is also called wingko tripe, rak telur comes from Jakarta/Betawi, dodol comes from Garut, bika ambon from Medan, sponge koja from Palembang, "Cucur Bayao/Cicuru Tello" and Barongko from South Sulawesi (Fatimah, 2011). Some cakes, such as cupcakes, are found in almost every archipelago region but have different names even though they have the same shape, appearance, and taste. Dodol also includes cakes that are found in all regions of Indonesia, but the names vary. In Java, the name is dodol, while in West Sumatra/Minang, the name is Kalama; in Central Java, the name is well-well; in North Sulawesi, it is called koyabu, while in South Sulawesi, the name is doro (Ismayani, 2013).

Betawi Dodol is brownish black with less variety of flavors than dodol from other regions. This makes the Betawi Dodol unique, which makes the public's customers not only from the Jakarta Betawi tribe but can make the wider community from Sabang to Merauke taste and like the taste of Betawi Dodol. The development of the Betawi Dodol industry can increase and foster creative economic stimulation that is inclusive in the social environment of the community. However, on the

one hand, the industry is facing its challenges because of the need for more attention from the local government and the lack of campaigns and advertisements for Dodol Betawi can worry about the regression of the original DKI Jakarta culinary.

The Betawi community's specialty processed food, Dodol Betawi, is also diminishing or almost losing its shape and taste. This is due to the spread of the Covid-19 virus, which has accelerated the paralysis of the entrepreneurial and business world of the Dodol Betawi industry. In addition, the progress of increasingly modern times also contributed to the decline in the competitiveness of the culinary market in the community. To get an overview and cultural perspective of the Dodol Betawi culinary industry. Dodol Betawi producer Ibu Amsah in Semanan Village, Kalideres, West Jakarta is one of the many typical foods processed by the Betawi people, namely Dodol Betawi, which has recently declined because this Betawi specialty food is only consumed by the community only during celebrations and holidays.

The problems that many small home-based business actors complain about are generally the same: limited access to capital, lack of assistance and sufficient attention from the government, and lack of access to information and promotion due to the minimal human resources (HR) factor. Dodol Betawi's existence has decreased or almost lost its form and taste. This happened because of the spread of the coronavirus, which helped accelerate the paralyzing of the entrepreneurial and business community from the Betawi Dodol industry. In addition, the progress of modern times has also contributed to the decline in the competitiveness of the culinary market in the community.

Desire is a strong will for specific satisfiers of more profound needs. Meanwhile, demand is the desire for a specific product that is supported by the ability and willingness to buy it (Kotler & Keller, 2012). This explains that marketers create needs or influence consumers to buy so that if consumers are interested and make transactions, marketing activities are running (Solehudin, 2022). Marketing includes a business that starts with identifying consumer needs that need to be satisfied, determining the products to be produced, determining the appropriate products, and determining ways of promoting and distributing/selling these products. First, what business is the company currently engaged in, and what type of business can it enter? Second, how can the selected business be run with marketing mix elements to serve the target market (Kotler & Armstrong, 2010)?

Marketing is an overall system of business activities that involves planning, pricing, promoting, and distributing goods and services to meet the needs of existing and potential buyers (Aliyyah et al., 2023). Marketing is essential for economic recovery during crisis and post-crisis periods, connecting businesses and customers (Muradyan, 2023). The ultimate goal of marketing is to increase sales and brand awareness and generate leads (Anuradha et al., 2023). This requires a deep understanding of the target market, preferences, and the competitive landscape (Xia, 2023). Marketing strategies, such as the 4Ps (product, price, place, and promotion), are used to analyze brands and suggest improvement. Marketing plays an important role in society and is critical to the success of a business. Overall, marketing is a dynamic and multi-faceted process that plays an important role in meeting customer needs and driving business growth.

Recovery solutions for rebuilding in the era of the New Normal should prioritize building stronger economies, ensuring long-term health, creating better jobs (including green jobs), tackling climate change, and building resilient societies of the future (Strand & Toman, 2010). This can be achieved through short-run and long-run effects of "green stimulus" efforts, which combine fiscal stimuli with environmental purposes to address temporary under-employment and stimulate employment in the short run (Tuffs et al., 2020). Additionally, smart government investment in energy security and greenhouse gas emissions reductions can create jobs, lower future costs, and lay the groundwork for long-term policy goals. To ensure a sustainable, just, and resilient recovery, policy levers such as conditional bailouts, targeted tax relief, green public procurement, and social welfare support should be implemented. Furthermore, industry transition projects that employ and upskill workers while aligning with existing policy commitments can contribute to a sustainable recovery.

The emergence of various online business applications has significantly increased the popularity of digital business in the post-pandemic era in Indonesia. The online market growth in Indonesia, especially since the pandemic, has led to a shift in buying behavior among Indonesian consumers, with a significant increase in online purchases (Sabirin et al., 2022). The digitization

process in Indonesia has accelerated during the Covid-19 pandemic, leading to changes in people's behavior and an increase in digital transaction activities through marketplaces (Andini, 2023). The e-commerce industry in Indonesia has experienced significant growth, with a surge in new clients and e-retailers becoming a substitute source for consumers (Hutahaean et al., 2022; Lie et al., 2022). These findings highlight the increasing importance of digital business in Indonesia's economy, driven by the convenience and benefits offered by online platforms.

Indonesia, being a country with diverse tribes and cultures, recognizes the importance of preserving its cultural heritage, such as Dodol Betawi, while also adapting to the changing times. The preservation of Dodol Betawi should be done in a way that respects the development of the times (Alsunah, 2022). This can be achieved through collaboration between the local government, customary institutions, and the community, as well as the implementation of regulations that are easy to understand (Rahma et al., 2022). The government's attitude, which desires to be involved in cultural preservation, is also a supporting factor (Akbar et al., 2022). However, coordination issues and the need for specific regulations can hinder the synergy between stakeholders in preserving cultural heritage (Defriani & Jaelani, 2022). By recognizing the characteristics of Dodol Betawi and understanding the differences between cultures, efforts can be made to classify and preserve this cultural heritage using deep learning techniques (Rahmawati, 2017). Ultimately, preserving Dodol Betawi and other cultural treasures contributes to the unity and harmony of Indonesia.

Dodol Betawi is a traditional dish made by the Betawi people in Indonesia for special occasions such as weddings, circumcision, Eid al-Fitr, and Eid al-Adha. It is commonly prepared in advance of the feast day (Tulus et al., 2019). For the Betawi people, dodol is one of the main foods that must be present at every major cultural celebration, such as circumcision, weddings, gifts, and religious celebrations. Dodol symbolizes steadfastness or brotherly strength. The distribution area of Betawi Dodol production can be said to be evenly distributed because it exists in every Betawi community, both in the areas of South Jakarta, East Jakarta, North Jakarta, West Jakarta, Central Jakarta, and Jakarta's suburban areas such as Depok, Bekasi, and Tangerang.

Research conducted by Fitriana et al. (2019) regarding Improving the quality of Betawi Dodol small and medium enterprises discusses more about the condition of dodol produced by Betawi MC Dodol UKM, which is very easily damaged in shape so that it cannot last long because mold appears and so on. Wahyuningtias et al. (2018) researched the marketing strategy of Dodol Betawi HB. Thoha in Jakarta states that the Dodol Betawi business has also carried out marketing activities that can be analyzed through the 4P marketing mix: product, price, promotion, and distribution. Each marketing mix has different operational sub-mix criteria. The overall sub-mix applied includes quality, packaging, service, variety, and size for the product mix; for the price mix, namely above-market prices and quantity discounts; publicity, sales promotion, and personal selling for the promotion mix; and the distribution mix, namely direct distribution, retailers, sales locations, and product inventory (Wahyuningtias et al., 2018).

The research conducted on Bu Amsah's Dodol Betawi MSMEs focused on how Mrs. Amsah's strategy ensures that traditional Dodol Betawi food still has a market segment so that it can compete amid increasingly fierce competition in the modern processed food business. This research also focused on efforts to see the potential of these foods. This research illustrates how to develop local wisdom-based entrepreneurship towards traditional food preparations as a cultural heritage.

## METHOD

This research uses a quantitative descriptive research design to describe the results comprehensively (Miksza et al., 2023; Sugiyono, 2014). Data collection techniques were conducted through observation and interviews. The research was conducted at Bu Amsah's Dodol Betawi factory at Jl. Gaga Utama No.32, RT.7/RW.3, Semanan, Kalideres Sub-district, West Jakarta City. The sampling technique used is purposive sampling. Data analysis in this study through a three-stage model refers to the theory of Miles et al. (2019), namely data reduction, data presentation, and conclusion drawing or data verification. The flow of the data analysis process can be seen in Figure 1.

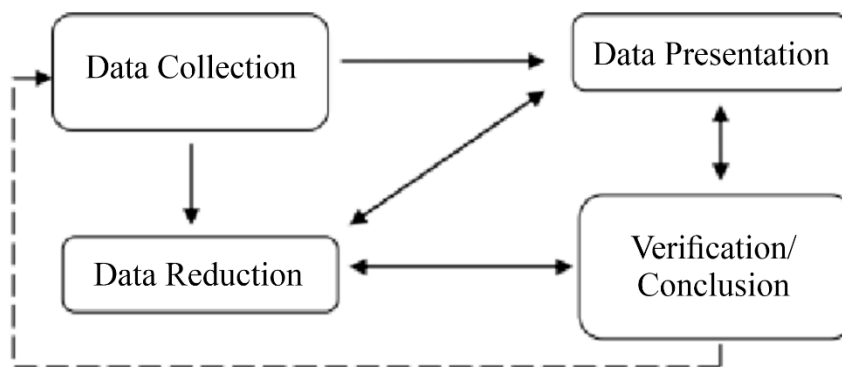


Figure 1. Diagram of Data Analysis Technique

## RESULTS AND DISCUSSION

### Results

Based on the interview results, the data obtained that the owner of the Dodol Betawi business, Mrs. Amsah, does not make dodol as her main source of income. After her husband died, Mrs. Amsah sometimes made dodol herself, assisted by her sister. Moreover, with Mrs. Amsah's physical condition, who had a stroke 35 years ago and was paralyzed on the left side of her body, she could not maximize the process of making Betawi dodol. If there are too many orders, the dodol is usually transferred to her younger sister. Orders for Mrs. Amsah's Dodol Betawi products can reach up to 20 liters when Eid is approaching. If the production exceeds the order, the excess is only sold in front of her house. Last year, in 2022, Ms. Amsah's Dodol Betawi business stopped producing dodol for a while.

Based on the stories of the respondents in this study, namely the dodol maker at Mrs. Amsah's Dodol Betawi business, the production of Dodol Betawi in Semanan Kalideres had stopped (extinct), there were no more Betawi people in the area who understood dodol making, so there was no more Betawi dodol production in Kampung Gaga. Before Mrs. Amsah's Dodol Betawi business was established, the originator of Mrs. Amsah's Dodol Betawi had suffered a stroke due to high blood sugar. To treat her illness, she was forced to sell her inherited land to her cousin, so the rented house next door now belongs to her cousin. When her legs began to move, Mrs. Amsah wanted to try selling Dodol Betawi, and her husband agreed, so Dodol Betawi began to appear again in the village. After her husband passed away, Mrs. Amsah's Dodol Betawi business was assisted by the son of the owner of the Dodol Betawi business.

The specialty of Mrs. Amsah's Dodol Betawi is that it can last outside the refrigerator for two weeks, but if stored in the refrigerator, it can last for more than two months. In the manufacturing process, Dodol Betawi Bu Amsah never uses preservatives but uses more sugar than usual, and the manufacturing process must be thoroughly cooked to last a long time. The ingredients of Dodol Betawi Bu Amsah consist of black sticky rice, white sticky rice, old coconut, brown sugar, and granulated sugar.

The production process of Dodol Betawi Bu Amsah starts from 2 am to 9 am, depending on the number and quantity of dodol orders. For the result to be black, white sticky rice is used, and black sticky rice is added. The ratio between white glutinous rice and black glutinous rice is balanced. If using  $\frac{1}{2}$  kg of white sticky rice, the black sticky rice is  $\frac{1}{2}$  kg. If you want to make Dodol Betawinya at 10 am, then the main ingredients of dodol, namely white sticky rice and black sticky rice, must be soaked from the morning, the day before. The purpose of soaking the sticky rice is so that during the process of making dodol, the dodol becomes softer. After soaking the sticky rice for a day, the sticky rice is drained until there is no water and then ground into sticky rice flour.



Figure 2. The Making Process of Mrs. Amsah's Betawi Dodol

Next, the old coconut is taken, coconut milk is poured into the glutinous rice flour, brown sugar, and granulated sugar are added to mix well. Over medium heat, the mixture is stirred occasionally so that it does not thicken at the bottom of the pan until the mixture begins to thicken. When the dough has started to thicken, the stirring process must be done more often so that the dodol does not burn at the bottom of the frying pan.

In the face of competition in the traditional processed food market, it is necessary to make various innovations in packaging and production to meet consumer demand and improve brand positioning. Innovative packaging design attracts consumers and reflects brand identity (Boccia et al., 2024). Factors such as unique design, added value, and packaging functionality can influence consumer appeal and purchase intention (Barbosa-Cánovas et al., 2022). In addition, using new technologies in packaging, such as creative ideas, different printing materials, and smart solutions, can enhance the consumer experience and meet their changing needs (N. C. Saha & Garg, 2022). In production, understanding consumer preferences and behaviors related to product attributes is essential (Olatunde et al., 2023). Brand, price, and production methods can affect consumers' willingness to pay for food products (Elkhattat & Medhat, 2022). Therefore, innovations in flavors and production methods can help meet consumer demand and differentiate products in a competitive market.

Currently, the owner of Dodol Betawi Bu Amsah's efforts to add products other than Dodol Betawi is by adding various product variants, such as Betawi pepe cake and tape uli as shown in Table 1.

Table 1. Percentage of Sales of Processed Food Production of Mrs Amsah's Dodol Betawi Business

Type Food	Amount of Production	Times of Marketing	Strategy
Betawi Dodol	100 Kg	One Week	Through direct orders
Pepe Cake	50 Kg	One Week	Sold and distributed to nearby cake shops and/or gift shops
Betawi's Typical Uli Tape	100 Kg	One Week	Sold and distributed to nearby cake shops and/or gift shops

## Discussion

Research on Dodol Betawi conducted by Fitriana et al. (2019) explained that so far, the production of dodol has experienced problems, especially since the dodol produced does not have long durability and is easily damaged, so dodol producers experience losses. Meanwhile, research conducted by Wahyuningtias et al. (2018) stated that the Dodol Betawi business has also used modern marketing management that is more effective, in addition to having a wider market reach; producers can also display attractive packaging for potential consumers. However, the quality of dodol must also be prioritized to maintain market confidence.

The research conducted at Bu Amsah's Dodol Betawi Business found that the dodol producer only produces based on orders received through word-of-mouth marketing. However, this is because the producer can maintain the quality of dodol, which is the original taste of dodol betawi and can last for a long period. Suppose other Dodol Betawi producers try to create online marketing strategies and change packaging and variants of Dodol Betawi flavors to survive amid the growth of other processed foods. In that case, Dodol Betawi Bu Amsah makes variants of other Betawi specialties and still maintains the original taste of Betawi food.

Indonesia has cultural diversity spread from Sabang to Merauke. Indonesia's cultural diversity in terms of customs, clothing, and traditional houses is the cultural diversity of an ethnic group. Indonesia's cultural diversity can make it a multicultural country, commonly called multiculturalism (Wulandari et al., 2019). Cultural diversity then gave birth to various uniqueness that characterize regionalism regarding customs, clothing, and food. There are many types of traditional Indonesian food, each of which is different according to the region of origin and has the characteristics of each region (Hudiah et al., 2020).

Dodol Betawi is one of Betawi's characteristics. The color of Dodol Betawi is usually dark black because the raw material is made from white sticky rice and black sticky rice. This differs from dodol in other regions, which is only made from white sticky rice, so the dodol is slightly brownish. Dodol Betawi is one of the culinary specialties of the capital city of Jakarta. Talking about Jakarta cannot be separated from its original community, which is usually better known as the Betawi people. Judging from its history, Jakarta, a port city and the center of political life, trade, and other social life, has received enormous cultural influence from migrants (Amal et al., 2019).

This Betawi specialty is a snack that has now traveled to various countries. The taste is unique, and the processing also contains local wisdom values. The rapid development of the people of Jakarta and its surroundings, as mentioned by Solehudin (2022) that the people of Jakarta are very heterogeneous, with various tribes, religions, races, and groups living and settling in Jakarta, both those who live temporarily (contract or boarding house) and those who are officially registered as Jakarta residents. Historically, Jakarta was called Batavia during the colonial era, with a fertile geographical location and coastal conditions that became an international trade route. In addition, Jakarta is also close to the spice area, which was the main commodity at that time (Suswandari & Nadjamuddin, 2019).

The Covid-19 pandemic teaches us to learn a lot; therefore, for small and medium enterprises, creativity and innovation in products is a must so that the business survives and is not affected by any situation or condition that occurs. This condition is caused by changes in global conditions that are very close due to social distancing policies. Market stagnation is one of the main causes of entrepreneurs' inability to maintain their businesses because there is no product demand (Sartono et al., 2023). The portrait of Mrs. Amsah's Dodol Betawi Business may represent hundreds or even thousands of home-based businesses that are still on a traditional scale, managed as they are and still far from the touch of marketing technology, let alone digital technology so that gradually, these businesses can be eroded by the increasingly modern business wheels with a set of increasingly sophisticated digital technology. These traditional small businesses are still very vulnerable to the impact of business competition, with all its creativity and innovation.

However, the creativity carried out by the owner of Dodol Betawi Bu Amsah is only trying to maintain the quality and quality of her dodol; although this is important as an effort to maintain her business over time, it can be rivaled by other products that are increasingly competitive, this is where the importance of understanding the world of entrepreneurship. Entrepreneurship is a process

where entrepreneurs continuously test their ideas and turn them into opportunities through intention, action, and reflection (Corbett, 2005). The development of scientific and technological progress has positive and negative impacts; the positive impact is, of course, much convenience; everything is instant, fast, and various other conveniences; on the other hand, technology also has a negative impact with the complexity of problems that may even be worse than previous conditions, because modernization has a very problematic and complex impact when viewed from a sociological point of view (Solehudin et al., 2023).

The sales potential of Mrs. Amsah's Dodol Betawi is quite high because the production is done by order, so the buyer is already there before the dodol is made, as well as other foods such as pepe cake and Betawi uli cake. However, the need for a modern marketing touch makes Dodol Betawi Bu Amsah less able to grow. This Dodol Betawi product, as a regional specialty food product, must be able to produce food products with the best food to compete with fast food (Fitriana & Kurniawan, 2020). Furthermore, according Fitriana and Kurniawan (2020), this quality control includes food products, including fresh products, raw materials, and processed products. This quality control includes all types of food products, processing methods, and production levels (Kusuma et al., 2017). Various obstacles often occur when conducting promotions. Therefore, sales data can be the main standard in determining the promotion model (Dahria et al., 2019).

The food industry is very strategic when viewed from its market share, including traditional foods such as dodol, kerak telor, and so on, which have their respective market segments. Especially before the holidays, Dodol Betawi sells well, experiencing an increase of up to 80 percent before Eid (Saputra, 2021). In fact, in the last few years, dodol has penetrated foreign markets such as Medina and several major cities in Saudi Arabia (Wibisono, 2014). This shows that Dodol Betawi is also able to compete with other processed foods in the international market, which is currently developing not only in Jakarta and its surrounding areas but also in various regions in Indonesia.

This is because the challenges ahead are very complex; the world of work and the business world demands intense competition and even tends to be unhealthy, thus preparing students to be able to take advantage of business opportunities that exist around them in creating their businesses after graduation or while still in college. All challenges can become opportunities if there is innovation (Sunarya et al., 2011).

Developing a new business occurs in the entrepreneurial process, which involves more than just solving problems in a management position. An entrepreneur must discover, evaluate, and develop an opportunity by overcoming the forces that prevent the creation of something new. This process consists of four distinct stages: (1) Identification and evaluation of opportunities; (2) Development of a business plan; (3) Determination of required resources; and (4) Management of the resulting venture (Dzulfikri & Kusworo, 2017).

In this study, it is clear that efforts to maintain the uniqueness of Dodol Betawi and maintain quality amid increasingly competitive processed food production competition as carried out by Dodol Betawi Bu Amsah are not enough to maintain their business existence, at the same time, limited access to information and human resources makes efforts to compete competitively with others less possible. Hence, the role of the government and various other stakeholders is necessary so that the development of community entrepreneurship that maintains regional specialties as part of the creative economy gets more attention.

The Covid-19 pandemic teaches us to learn a lot; therefore, for Micro, Small, and Medium Enterprises (MSMEs), creativity and product innovation are a must so that businesses survive and are not affected by any situation or condition that occurs. This condition is caused by changes in global conditions that are very close due to social distancing policies. Market stagnation is one of the main causes of entrepreneurs' inability to maintain their businesses because there is no product demand (Sartono et al., 2023). Entrepreneurial ability is a prerequisite for entrepreneurs to grow and develop in responding to business turmoil in the pandemic era, which aligns with Miller and Seller's (1985) perspective.

The portrait of Bu Amsah's Dodol Business may represent hundreds or even thousands of home-based businesses that are still on a traditional scale, managed as they are and still far from the touch of marketing technology, let alone digital technology so that gradually, this business can be

eroded by the wheels of an increasingly modern business with a set of increasingly sophisticated digital technology. These traditional small businesses are still very vulnerable to the impact of business competition, with all its creativity and innovation.

The processed food industry is a promising market segment experiencing rapid growth thanks to digital technology. The challenges in this industry are complex, and the competition can be unhealthy. Therefore, preparing students to capitalize on entrepreneurial opportunities after graduation or while in college is important. This can be achieved by equipping them with the necessary skills and knowledge to navigate the world of work and entrepreneurship. The development of digital marketing platforms has also contributed to the economic growth of the processed food industry (Addanki et al., 2022). The industry has experienced a paradigm shift and knowledge development cycle but still needs improvement in engaging stakeholders, especially consumers (D. Saha, 2020). Integrating artificial intelligence, machine learning, and other digital technologies can transform the industry into a smart food factory, improving efficiency and ensuring compliance with food safety regulations (Wu et al., 2022). All challenges can become opportunities if there is innovation (Silva et al., 2018). Entrepreneurs and aspiring entrepreneurs rank business management and critical and creative thinking skills as the first and second most important criteria for success, respectively (Hatthakijphong & Ting, 2019).

This study shows that efforts to maintain the uniqueness of Dodol Betawi and maintain quality amid increasingly competitive processed food production competition, as carried out in Mrs. Amsah's Dodol Business, are not enough to maintain the existence of her business. At the same time, limited access to information and human resources makes it impossible to compete competitively with others; the role of the government and various other stakeholders is necessary so that the development of community entrepreneurship that maintains regional specialties as part of the creative economy receives more attention.

This research is very important because it can portray the potential of traditional processed foods and can provide implications for further research as an effort to redevelop local wisdom-based entrepreneurship in the hope of being able to contribute to improving the quality and quantity of traditional processed food products so that they can penetrate the existing market more broadly.

## CONCLUSION

Mrs. Amsah's Dodol Betawi business, located in Semanan Kalideres, is a small business that is vulnerable to business competition, so its existence can be threatened by the growth of processed food innovations whose existence is increasingly unstoppable because it is supported by marketing through current digital marketing platforms. In the production of Dodol Betawi Bu Amsah, the volume depends on the number of orders, so the quantity is still very limited; this is because the promotion carried out is only by word of mouth due to limited labor and human resources, so the production of Dodol Betawi Bu Amsah runs as it is and without a touch of business management and marketing management that can support business existence. As a local food characteristic of the Betawi community that is important to preserve, the Betawi Dodol business should receive special attention from the government. As part of efforts to develop entrepreneurship based on local wisdom, Dodol Betawi must be developed and created like other processed foods by utilizing digital marketing platforms to reach a wider range of consumers.

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