

## Innovating Traditional Cuisine: A Training Approach to Preserving and Developing Local Food Products

<sup>1</sup>Hasna Mutia Sita

<sup>1</sup>Sekolah Tinggi Pariwisata AMPTA Yogyakarta

[hasnawisya@gmail.com](mailto:hasnawisya@gmail.com)

KEYWORDS	ABSTRACT
Development; innovation training; local food products; preservation; traditional culinary;	Traditional culinary innovation training plays an important role in preserving local culture and developing food products based on local raw materials. This study aims to explore the effectiveness of traditional culinary innovation training in preserving and developing local food products and understand its impact on culinary entrepreneurs. This study uses a qualitative approach with a participatory method involving participant observation, in-depth interviews, focus group discussions (FGD), and documentation during training. The study subjects included culinary entrepreneurs, homemakers, and local community members participating in the culinary innovation training program. Meanwhile, this study's research object was traditional culinary items made from local ingredients and eight menus. The study results showed that this training improved participants' abilities to create culinary innovations with local ingredients and enriched their creativity in developing variations of culinary products that have added value. In addition, this training increased participants' awareness of the importance of preserving traditional cuisine as a cultural heritage that can support local food security and strengthen product competitiveness in the market. Data analysis using thematic techniques also revealed the challenges faced by participants, including limited access to quality raw materials and obstacles in product marketing.

### INTRODUCTION

Traditional cuisine is one of the cultural heritages that reflects the identity of a region. In the context of globalisation, preserving traditional cuisine is a challenge, especially with the increasing trend of fast food and changes in people's consumption patterns. This trend has resulted in a decrease in the interest of the younger generation in traditional cuisine, which is often considered impractical or unattractive. To maintain the existence of traditional cuisine, innovation is key, especially in adapting recipes and presentations without losing the essence of local culture. According to Dewi and Permana (2021), innovation in traditional cuisine can increase its appeal in the modern market while maintaining the cultural values contained therein. This shows that innovation is important to maintain the relevance of traditional cuisine and as a strategy for preserving culture in the face of changing times.

In addition, local raw materials have great potential to be developed into value-added food products. Using local raw materials supports the sustainability of natural resources and increases local food security. In the context of the local economy, local raw materials can be a tool for community empowerment through processing and distribution involving the local community. However, as stated by Sari et al. (2022), the limited knowledge and skills of the community in utilising local raw materials are often an obstacle to the development of culinary products. These limitations indicate the need for interventions in the form of training or education that not only focus on technical skills but also sustainable management of local resources.

Training on traditional culinary innovation can be a solution to empower culinary entrepreneurs and local communities. This training aims to improve skills, creativity, and public awareness of preserving traditional culinary. The community can optimise local raw materials with training and create more competitive culinary products. A study by Wibowo and Handayani (2023) shows that participatory training can encourage participants to be more active in creating innovative culinary products that are in accordance with market needs while maintaining local wisdom. This also underlines the importance of a participatory approach in training to ensure that the program is relevant to community needs and can produce long-term impacts.

This study explores the effectiveness of traditional culinary innovation training in preserving and developing local food products. The focus of this study is to understand the extent to which training can improve participants' skills, creativity, and awareness of preserving traditional culinary as part of cultural heritage and local economic strengthening strategies. In addition, this study also argues that traditional culinary innovation training can be an important catalyst in bridging the gap between cultural preservation and modern market dynamics. With the right approach, this training can encourage business actors to be more competitive and strengthen the local ecosystem through cross-sector collaboration.

### **1. Innovation in Preserving Traditional Culinary.**

This study highlights the importance of innovation in preserving traditional cuisine. Rahmawati and Hidayat (2020) found that innovations made to traditional culinary, such as recipe modifications and modern presentation, can increase its appeal in the global market. This study also shows that culinary innovation must maintain the essence of local culture so that it does not lose its original identity.

### **2. Utilization of Local Raw Materials**

Research by Suryani et al. (2021) discusses utilising local raw materials as an important element in developing traditional culinary products. The study results show that local raw materials have great potential to increase the added value of products if processed with creative innovation. However, limited access to quality raw materials is one of the main challenges.

### **3. Participatory Training**

This study examines the effectiveness of participatory training in increasing the creativity of traditional culinary entrepreneurs. Research by Wibowo and Handayani (2023) shows that training involving participants can positively impact, especially in creating innovative culinary products based on local raw materials. This approach also increases participants' awareness of preserving traditional culinary as part of cultural heritage.

### **4. Challenges Faced**

This study by Pratiwi and Susanto (2022) focuses on the challenges traditional culinary entrepreneurs face, such as lack of knowledge about marketing, limited access to raw materials, and minimal support from the government. This study recommends a holistic approach that includes training, strengthening marketing networks, and developing policies that support small business actors.

### **5. Training Programs**

This study highlights how training programs can support small business actors in developing traditional culinary products. Sari et al. (2022) found that structured and needs-based training improved participants' technical skills, creativity, and self-confidence in creating high-value products.

Based on previous research, emphasising the importance of innovation, participatory training, and the use of local raw materials in the preservation and development of traditional culinary is one of the supporters of

the development of traditional culinary. The main obstacles identified include limited access to quality raw materials, minimal knowledge about marketing, and lack of policy support. This study aims to continue and deepen the study, focusing on the effectiveness of traditional culinary innovation training based on local ingredients.

## METHOD

This study uses a qualitative approach with a participatory method to explore the effectiveness of traditional culinary innovation training in preserving and developing local food products. This approach was chosen because it can provide an in-depth understanding of the experiences of training participants and their impact on culinary entrepreneurs (Creswell, 2014). The study subjects were culinary entrepreneurs, homemakers, and local community members selected using purposive sampling techniques to ensure subjects were relevant to the research objectives (Patton, 2015). The objects of the study were eight traditional culinary menus based on local raw materials developed during the training. Data were collected through several techniques. First, participatory observation was conducted to observe participant involvement in the training, including the interaction process, group dynamics, and implementation of culinary innovation (Spradley, 1980). Second, in-depth interviews with a semi-structured approach were conducted to explore the experiences, challenges, and benefits felt by participants during the training (Kvale & Brinkmann, 2009). Third, focus group discussions (FGD) were used to evaluate the training and discuss the resulting culinary product innovations. This technique helps produce structured data through interaction between participants. Fourth, documentation in photos, videos, and field notes was used to complement and strengthen the results of observations and interviews. The research procedure was carried out in three stages. In the planning stage, researchers designed training, selected a menu based on local ingredients, and prepared training needs (Ary et al., 2018). In the implementation stage, training was carried out in a participatory manner, actively involving participants in culinary innovation, from selecting ingredients to processing and product packaging. The evaluation stage was carried out through interviews, FGDs, and culinary product analysis to assess the success of the training and the challenges faced by participants. The data collected were analysed using thematic analysis techniques (Braun & Clarke, 2006). The analysis began with data reduction to select relevant information, followed by grouping main themes such as improving participant skills, culinary innovation, and challenges in preserving traditional cuisine. The analysis results were used to draw conclusions that answered the research objectives. This approach ensures that the research results are relevant to preserving local culture and developing an economy based on traditional cuisine.

## RESULTS AND DISCUSSION

### Research Results

#### 1. Improving Participant Skills

The study results showed that traditional culinary innovation training successfully improved participants' skills in creating variations of culinary products based on local raw materials. Participatory observation noted that participants, primarily small business owners and homemakers, could process eight traditional culinary menus into more attractive products without losing the essence of local culture. One participant stated:

Excerpt 1.

"This training helped me to be more creative in processing previously underutilised local ingredients. Now, I know how to make products with higher selling value."

The interview results also showed that 85% of participants felt more confident developing new products after the training. This finding supports the research of Suryani et al. (2021), which highlights the importance of training in optimising the potential of local raw materials to increase product competitiveness in the market.

## **2. Innovation of Traditional Culinary Products**

This training motivated participants to create innovative products while maintaining local cultural identity. Several traditional culinary menus, such as corn *jenang* and *pandan klepon*, were modified in presentation and packaging to make them more attractive to the modern market. The FGD showed that participants felt this innovation could increase the product's appeal without reducing cultural values. One participant said:

Excerpt 2.

"With this innovation, I can attract younger buyers. They are usually more interested in food with attractive packaging."

This result is in line with the research of Rahmawati and Hidayat (2020), which stated that innovation in traditional culinary products increases their appeal in the global market.

## **3. Awareness of Cultural Preservation**

As many as 90% of participants stated that this training increased their understanding of preserving traditional culinary as part of cultural heritage. Participatory observation showed that participants became more aware of the cultural values contained in each culinary menu. One participant said:

Excerpt 3.

"Traditional cuisine is not just food, but also stories and culture that must be preserved for future generations."

This awareness is in line with the research of Wibowo and Handayani (2023), which showed that participatory training increased participants' awareness of the importance of preserving local culture.

## **4. Challenges Faced**

Although it succeeded in improving participants' skills and awareness, this study also revealed several challenges. Limited access to quality local raw materials and difficulties in marketing products are the main obstacles felt by participants. One participant stated:

Excerpt 4.

"Sometimes it is difficult to get good quality local raw materials, especially if you want to produce in large quantities."

In addition, the lack of promotional support is another challenge in increasing the competitiveness of traditional culinary products in the broader market. This finding supports the research of Pratiwi and Susanto (2022), which shows that obstacles to access to raw materials and marketing are the main obstacles in the development of traditional culinary products.

## Discussion

### 1. Effectiveness of Training in Improving Skills

Traditional culinary innovation training has proven effective in improving participants' skills. Increasing participants' technical skills and creativity reflects the importance of practice-based training programs in empowering local communities. This supports Creswell's (2014) view that a participatory approach can produce positive impacts through the active involvement of participants. The following is a picture of the culinary innovation training for village women's farmer groups.

### 2. Innovation to Adapt to Market Trends

Innovation in the presentation and packaging of traditional culinary shows that adaptation to modern market needs can be done without eliminating cultural identity. This finding aligns with the research of Rahmawati and Hidayat (2020), which emphasises the importance of innovation as a strategy for preserving and strengthening the competitiveness of traditional culinary.

### 3. Increasing Awareness of Cultural Preservation

This training not only focuses on technical skills but also on aspects of cultural education. Participants become more aware of local cultural values, which are important for maintaining the sustainability of traditional culinary. This supports the findings of Wibowo and Handayani (2023), who highlight that culture-based training can strengthen participants' understanding of the importance of preserving cultural heritage.

### 4. Overcoming the Challenges of Traditional Culinary Development

The main challenges in preserving traditional culinary, such as access to quality raw materials and marketing, require a more holistic solution. For example, collaboration with the government or private sector to provide easier access to raw materials and build a digital marketing platform can be a strategic step. This is in line with the recommendations of Pratiwi and Susanto (2022), which emphasise the need for policy and infrastructure support in supporting traditional culinary entrepreneurs.

Thus, traditional culinary innovation training based on local raw materials effectively improves participants' skills, creativity, and awareness of preserving local culture. Although there are challenges in raw materials and marketing access, this training significantly contributes to developing more competitive culinary products without ignoring cultural values. With better support, training like this can be a model for community empowerment to preserve and develop traditional cuisine amid globalisation.

## CONCLUSION

This study shows that traditional culinary innovation training based on local raw materials has an important role in preserving traditional cuisine as a cultural heritage while strengthening the competitiveness of local food products. This training effectively improves participants' skills, creativity, and awareness regarding the importance of preserving culture through culinary. Participants can develop variations of culinary products that maintain the essence of local culture and suit the needs of the modern market. The study's results also identified that traditional culinary innovation, such as recipe modification, presentation, and packaging, can increase the appeal of products among young consumers without eliminating the cultural values contained therein. In addition, using local raw materials has been shown to support the sustainability of natural resources and local food security. However, limited access to quality raw materials and marketing difficulties are still significant challenges. Thus, traditional culinary innovation training can effectively bridge cultural

preservation and modern market dynamics. Participatory-based training, which actively involves local communities, empowers small business actors and encourages cross-sector collaboration to create a more sustainable culinary ecosystem. This study emphasises the importance of policy support, access to raw materials, and marketing platforms to ensure the success of training programs in strengthening the traditional culinary-based economy. With proper management, this training can become a relevant model for community empowerment to face globalisation challenges while maintaining local culture's sustainability.

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