



KERE (KEBAB RENDANG): AS A NEW INNOVATION AND RICH OF PROTEIN FOOD TO CONSERVE LOCAL CULINARY IN INDONESIA

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ABSTRACT

Rendang is a typical food that is rich of protein from Padang city, West Sumatra, Indonesia. Rendang is a kind of food made of beef and combined with spices typical of West Sumatra. Rendang has a special and delicious taste. Therefore, rendang was ranked as the 1st most delicious food in the world based on World delicious food in 2011. However, the ranking of rendang becomes 11st in 2021. Because of that, we will make new innovation that is expected to be able to increase the ranking of rendang in the world to the first place. Our new innovation is to combine rendang with kebab. Kebab itself is a typical Middle Eastern food that has several advantages. The advantages are practical, economical and delicious. The combination of these two special foods that come from different countries will certainly produce a special, unique, delicious and affordable food innovation. This rendang kebab is expected to be an innovation that attracts the attention of many people, including young people who like something new. The kebab rendang also has very good prospects in the future because we still conserve the local culinary and the producing is directly handled by the expert, namely students who is originally from west Sumatra and has traditional and modern cooking skill that need not to be doubted.

Keywords: *Rendang*; kebab; protein; conserve; innovation; food and culinary

1. INTRODUCTION

1.1 Background

Rendang is a typical food from West Sumatra, Indonesia[1,2]. Rendang has a distinctive taste and is rich in protein[3,4,5]. Rendang also briefly became the number one most delicious food in the world in 2011[6,7]. However, over time, the ranking of rendang dropped and took the 11th position in 2021[8]. Because the position of rendang has decreased, we will try to get this rendang back in first place [9]. Therefore, we will combine rendang with kebabs[10].

Kebab itself is a typical food from Turkey [11,12]. Lately, this food from the Middle East has become a trend among people and various groups like kebabs[13]. Therefore, the combination of kebab and rendang will make an extraordinary, delicious, contemporary food innovation but still preserve Indonesian culture[14].

1.2 About KERE Products (Kebab Rendang)

At first we were interested in this rendang kebab business because we are Minang children who want to continue to preserve and reintroduce a special culinary from West Sumatra, namely rendang[15]. Another reason, we also want to have a product that is contemporary so that it is liked by various groups. With that in mind, we thought about the idea of making food that is not only delicious to eat but also beneficial for the body, and our focus was on beef rendang[16].

For the product name itself, we will use the name "KERE (Kebab Rendang)" with a product name that is easy to remember and unique, which is expected to boost product branding. Here's a glimpse of KERE [17]:

1. About Ingredients (Beef)

Beef is the raw material for making rendang. Beef is a meat that has health benefits because it contains fiber, fat and protein. In one gram of beef there is 18.80 protein [18]. As for some of the benefits of protein, it is a source of energy and builds and repairs body tissues [19]

1.3 Vision and Mission

1. Vision

- a) Become a national and international product
- b) Making products that reach various groups of people and can provide health benefits for the social environment.
- c) Trying to provide the best for consumers always.
- d) Strive to innovate to make better products and give satisfaction to consumers.

2. Mission

- a) Become a product that is loved by many people
- b) Providing healthy, hygienic and delicious products.
- c) Selling cheap but quality products.
- d) Can sell products with unique and attractive packaging.

- e) The product has been tested for feasibility by BPOM and halal by MUI.
- f) Making products that are easily available.

2. LITERATURE REVIEW

2.1 General Description of Business

In this KERE production activity, there are many things that must be considered, For example, for the product itself, how to make rendang with the right amount of spices and long-lasting kebabs [20]. We have to know the constraints and risks caused and the solutions that must be faced. For example, in the product itself, there are many competitors, even though there are still few who make this kebab rendang, so we are required to be creative, innovative and never give up to find solutions to develop our business, both in terms of the product itself, in terms of packaging, price, and also marketing [21].

2.2 SWOT analysis

Table 1. Analysis Swot

Supporting Factors (Strength / Strength)	Inhibiting Factors (Weak / Weaknesses)
• Raw material availability factor • Marketing factor • Capital factor • Product packaging factor • Service factor • Product quality and taste factor • The producer factor who is a native Minangkabau child who is an expert in making rendang	• Market analysis factors • Trade competition factor • Perishable product quality and poor taste • Product defect factor
Opportunity Factor (Opportunity / Opportunity)	Threat factor (Treat/Danger)
• The habit of consumers who like to look for nutritious, cheap, and delicious contemporary food. • Attractive packaging products to look at • It is common for people to shop for street food like kebabs	Durability of packaged products

(source : courtesy of Rendy Endira Pranata, *et al*)

2.3 Market Prospect

Kebabs are loved by many people and are no stranger to hearing, but few people make kebabs that are nutritious and combined with rendang[22].

With the above considerations, there are several reasons for the good market prospects for this product:

1. The demand for kebabs is very large, especially kebabs with a new variant, namely rendang.
2. High protein requirement
3. The widespread use of social media for business development.

2.4 Market Needs and Trends

The need for healthy food that is high in market protein is always there, usually consumers will tend to look for new flavors such as rendang-flavored kebabs. Although usually consumers tend to look for a delicious snack first than the health factors provided by the product. For that we want to try to market the product and expand it first so that we can see the shortcomings of the product by conducting market segments and analyzing consumer experience with the product, we are very concerned about taste, service and also packaging because these things are very important to increase sales[23].

2.5 Target Market

In the marketing process of this product, for the initial stage we try to introduce the product through social media platforms so that it is easy to reach consumers directly, after that we produce and sell it through technology media such as go food or through social media such as Instagram, Facebook, WhatsApp, and such while marketing them through supermarkets and also opening booths for events and activities where there are crowds[24].

If it goes well and smoothly, we will try to open our own kebab shop.

2.6 Business Development Projection

This business is classified as a start-up, but the orientation for this business in the future is very large and also promising[25]. This Kebab Rendang business is divided into several stages [26]:

I) Early Stage

At this stage, marketing and product brand recognition is very important[27]. The initial stage is very important for business continuity and to attract investments that will capitalize the business to proceed to the business development stage.

II) Advanced Stage

In this advanced stage, how to continue to innovate and try something new with the product and how the development is carried out to continue to reach a larger market and get high demand from potential consumers so that it brings a lot of investment from potential investors[28].

3. EXPERIMENTAL



Figure 1. Banner Of Kebab Rendang
(Source : Courtesy Of Rendy Endira Pranata, *et al*)

3.1 Production Location

Planned production location and business market is my own house and supermarket.

3.2 Product Production

Ingredients for rendang

- a) Coconut 4 pcs
- b) Ginger 1 1/2 tbsp
- c) Laos 3 tbsp
- d) Turmeric sck
- e) Garlic finely 1 ounce
- f) 3 pieces of turmeric leaves
- g) 2 lime leaves, sheets
- h) 2 pieces of bay leaf
 - i) Cloves 2bh
 - j) Lemongrass 2 sticks
 - k) Nutmeg 2 pcs

- l) Chili to taste

Steps to Make Rendang

1. Clean the meat.
2. Squeeze the coconut first to produce coconut milk.
3. Put the coconut milk in the pan, mix it with the finely ground spices, turn on the fire, cook until the color is brown.
4. After browning, add the meat, and stir again until the meat is tender [29].

4. RESULTS AND DISCUSSION

4.1 How to make kebab skin

Ingredients :

- 250 gr t. flour
- 25 gr sugar
- 1 tsp salt
- 1/2 tsp baking powder
- 50 ml cooking oil
- 150ml hot water

4.2 Steps to make kebab skin

1. Mix well all ingredients except water
2. After blending, add hot water little by little while stirring (mixer). Keep stirring until the dough becomes smooth.
3. After kneading, let the dough rest for about 1 hour.
4. Divide the dough, each weighing 34gr
5. After it's round, it's smooth and covered with a cloth and let it sit for about 10 minutes
6. Flatten the dough until it becomes large.

5. CONCLUSION

Thus, we have compiled the "KERE" business design proposal. From the results of the analysis we conducted regarding the marketing, operational and financial opportunities of this pumpkin cookies business [30]. We are very optimistic that this KERE snack (kebab rendang) is very feasible and has high potential to be developed as a business that will target the national market for its continuation. This product is much liked by all people, both adults, young, children or the elderly because Kebab rendang is a delicious food and rich in protein.

We hope that the business proposal that we submit can be accepted for further processes related to the development of the business that we are pioneering (“KERE”)

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