

Utilization of Local Wisdom “Anglo” as an Effort to Increase the Competitiveness of Fried Rice Business

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| Article Information | | Abstract |
|---------------------|------------------|---|
| Submission date | 23 December 2024 | <p>Research aim : Analyzing the utilization of local wisdom anglo as a strategy to improve the competitiveness of fried rice businesses, through a product differentiation.</p> <p>Design/Method/Approach : This research uses descriptive qualitative methods with data collection techniques through in-depth interviews. Informants were selected purposively based on the 5R criteria.</p> <p>Research Finding : Based on the results of the research, it was found that the utilization of the Anglo as an effort to increase competitiveness can be seen from its distinctive characteristics derived from clay, the unique taste produced, and the attractiveness it offers to consumers.</p> <p>Theoretical contribution/Originality : This research adds insight into the importance of local wisdom integration in culinary business development, especially in popular products such as fried rice, which has not been widely explored from the perspective of local culture and marketing strategies.</p> <p>Practitionel/Policy implication : This research can provide practical insights for culinary business owners, especially fried rice businesses, to understand the importance of local distinctiveness in improving the competitiveness of their products. This research can also provide practical benefits for other researchers by providing insight into how local distinctiveness can be utilized as a differentiation strategy in improving the competitiveness of culinary products</p> <p>Research limitation : This research is limited to the Kediri City area and uses a small number of respondents, The research also has not explored the potential for business collaboration or changes in consumer trends at large.</p> <p>Keywords : Local Wisdom, Anglo, Competitiveness, Fried Rice</p> |
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1. Introduction

Local wisdom is an important part of cultural identity that can be utilized as a competitive advantage in business development, including in the culinary sector. One interesting example is the Anglo, which is another term for a stove that is usually made of clay or metal[1]. The Anglo itself has a function like a stove, which is a tool for cooking using fuel such as firewood or charcoal[2]. However, what distinguishes it is the use of

traditional fuels such as firewood or charcoal, which produces natural heat and provides its own uniqueness in the cooking process. In addition, its preservation requires continuous efforts so that it does not disappear by the influence of time[3].

Local wisdom in culinary is a form of knowledge and tradition passed down from generation to generation by local communities, reflecting cultural identity and a way of life that is harmonious with the environment. Traditional cuisine can be one of the best ways to learn about local culture and heritage[4]. Through the use of natural ingredients such as the selection of quality rice for fried rice production[5], traditional cooking techniques, and meaningful presentations, local wisdom-based culinary offers not only unique flavors, but also deep philosophical, social, and ecological values.

Each dish produced from local wisdom contains stories and meanings that reflect the community's relationship with the land, natural resources and traditions that have existed for centuries. For example, in the process of making anglo fried rice, the use of a Anglo as a cooking tool not only provides a distinctive flavor, but also reminds us of the importance of maintaining the traditions and cooking techniques that have been passed down by our ancestors. The existence of traditional culinary such as Anglo fried rice shows how food can be a medium for cultural preservation as well as having high economic potential if developed innovatively and sustainably.

Traditional culinary business competition is getting tighter along with the increasing public interest in local food and innovation in presentation. In this context, business actors are required to survive and even grow in the midst of market competition, companies have various strategies that can be applied to stay competitive with other similar business opportunities [6]. In addition, traditional culinary is also one of the main factors that encourage local economic growth and regional language preservation in Indonesia [7]. Thus, success in traditional culinary business competition depends not only on taste, but also on the ability to adapt to market changes and maintain cultural authenticity.

The changing tastes of consumers who value the uniqueness and authenticity of local food is also a challenge for businesses. Businesses are required to not only offer delicious flavors, but also innovation in presentation and an interesting eating experience. Although the majority of culinary businesses offer culinary with similar ingredients, each merchant has a different taste due to the use of unique spices [8]. In this case, effective marketing strategies and the utilization of social media are key to reaching a wider range of customers and fighting business competition[9]. In addition, entrepreneurs also need to apply risk management to reduce the risks that will occur in their business in the future[10].

Competitiveness analysis in culinary, especially fried rice, is very important because the majority of fried rice sellers currently only focus on the selling aspect without realizing the potential of local wisdom that can be utilized to increase the attractiveness of their products. Many vendors offer fried rice with similar recipes and presentation, creating a saturated market and reducing consumer interest. In this context, the utilization of local wisdom, such as the use of traditional ingredients typical of a region, unique spices, and cooking techniques passed down through generations, can be an effective strategy to differentiate fried rice products in a competitive market. This research aims to identify and analyze how the integration of local wisdom can create fried rice variations that are not only

unique and appealing, but also able to capture the attention of consumers seeking authentic culinary experiences.

By understanding and implementing the right strategies, businesses can increase the appeal of their products, attract more customers, and ultimately increase sales. In addition, this approach also contributes to local cultural preservation and community economic development, making the culinary industry more sustainable and creative, and positively impacting the local economy as a whole. As such, this research is not only relevant for businesses, but also for efforts to preserve Indonesia's rich and diverse culinary heritage.

This research focuses on the utilization of local wisdom as an effort to improve the competitiveness of fried rice businesses, a topic that is still rarely researched in the culinary literature. Although fried rice is one of Indonesia's iconic dishes, the utilization of local wisdom in fried rice product development has not been explored in depth. This research seeks to fill this gap by analyzing how elements of local wisdom, such as traditional ingredients, distinctive cooking techniques, and presentation that reflects regional culture, can contribute to product differentiation and increased market appeal. With this approach, it is hoped that this research can provide new insights for culinary businesses, academics, and policy makers in developing more innovative and sustainable strategies. In addition, this research also aims to encourage the preservation of Indonesia's rich and diverse culinary culture, so that it can have a positive impact on the local economy and increase public awareness of the importance of local wisdom in the culinary industry.

1.1. Statement of Problem

Based on the background that has been described, the main problem formulation that can be proposed is: "How can the utilization of the local wisdom of the Anglo contribute to increasing product competitiveness in the market?"

1.2. Research Objectives

Based on the problem formulation above, the objectives of this research are as follows: To analyze the utilization of local wisdom Anglo as a strategy to improve product competitiveness in the market.

2. Method

This research uses descriptive qualitative methods[11]. According to Saryono (2010), qualitative research is research that is used to investigate, discover, describe, and explain the qualities or features of social influences that cannot be explained, measured or described through quantitative approaches [12].The qualitative method was chosen because this approach allows researchers to understand the in-depth meaning of the social phenomena under study, especially those related to cultural practices and the subjective perceptions of business actors towards Anglo local wisdom. This research aims to explore values, experiences, and differentiation strategies that cannot be measured quantitatively, but are important to understand through informants' perspectives. With qualitative methods, researchers can explore the social and cultural context in more depth, which is very relevant

in local wisdom-based culinary studies. Data is collected through observation, and interviews by the seller of anglo fried rice.

In this study, the data source comes from several informants who have an understanding of the use of wisdom and marketing strategies of anglo fried rice in Kediri City. The data analysis technique was carried out thematically, namely by identifying patterns or themes from the collected interviews. This process began with the transcription of interview data, followed by repeated reading to understand the overall content. Next, the researcher conducted a coding process to mark important parts of the data related to the research focus. After that, the codes were grouped into several categories which were then analyzed to find the main themes that represented the use of local wisdom in improving the competitiveness of fried rice businesses. With this technique, the researcher can compile a coherent and meaningful interpretation based on the experiences and narratives of the informants.

The purposive sampling technique is used to select informants who have an in-depth understanding of the wisdom of lokan and the marketing strategy of anglo fried rice. According to Fauji (2017: 320) [13], informant selection is a very important aspect based on the 5R criteria, namely Relevance, Recommendation, Rapport, Readiness, and Reassurance. In accordance with these criteria, 3 informants were selected as follows:

Table 1. Informant Profile

| Informant | Status | Start of business |
|-----------|----------------|-------------------|
| Mr X | business owner | 2008 |
| Mr Y | business owner | 2018 |
| Mr Z | business owner | 2020 |

3. Results and Discussion /Hasil dan Pembahasan

In an effort to understand and optimize the potential of local wisdom, this research raises the theme of utilizing the local wisdom of the Anglo as a strategy to increase the competitiveness of fried rice businesses. Through a series of in-depth interviews with business owners, researchers sought to explore various perspectives and practices that have been implemented, as well as their impact on the sustainability and attractiveness of culinary businesses. The results of these interviews are expected to provide deeper insights into the role of local wisdom in shaping the identity and competitive advantage of the Anglo fried rice business in the midst of increasingly fierce competition.

Anglo

Researcher: What do you know about the local wisdom of the Anglo?

Mr X: If I understand it, the wisdom of the Anglo is a kind of clay stove that is used like a stove, but the difference is that it uses charcoal or wood if people in the old days

Mr Y: The local wisdom of the Anglo is a traditional way of cooking that has been used from ancient times

Mr Z: For me, cooking using a Anglo like this is included in local wisdom, it's the same as preserving historical heritage

Researcher:How do you use a Anglo in your product or service?

Mr X: I cook the fried rice using a Anglo instead of a stove, for fuel I use charcoal bought from the market

Mr Y: Yes, I cook it using a Anglo, not a stove if the stove is already showing modern not traditional anymore

Mr Z: Yes, like my first answer, I cook using a Anglo, even from the beginning of my business I have used a Anglo

Researcher:. Do you feel that the Anglo helps your product compete in the market?

Mr X: Alhamdulillah, in my opinion, it is very helpful, now there are many who sell fried rice but do not use a Anglo, so that is my advantage from other sellers

Mr Y: Yes, it helps, even though it is simple, many customers like this traditional fried rice dish

Mr Z: Yes, it is very helpful, many buyers say that it tastes different from other fried rice, so I feel that the traditional method that I use makes my merchandise better.

Utilization of Local Wisdom in Product Differentiation Strategy

Researcher :Besides using a Anglo, what else makes fried rice here different from the others? Maybe there is a special recipe passed down from generation to generation or a different way of cooking?

Mr X: The cooking method is the same as cooking other fried rice, but the difference is that my fried rice does not use red sauce.

Mr Y: If you look at the color alone, it is clear that it looks different, other fried rice is generally red because it uses sauce, if my fried rice tends to be brown because it uses soy sauce without additional sauce.

Mr Z: What makes the difference here is that we wrap it using an additional base of banana leaves, so in addition to the aroma produced from charcoal there is also a distinctive aroma from banana leaves.

Researcher: What are the typical ingredients from this area that are still used today?

Mr X: For the ingredients, there is nothing typical, except that I always add fried shallots on top of my fried rice to add to the taste to be more delicious

Mr Y: For ingredients or seasonings, I always try to make it myself, for example, for the onion oil, I knead the onions myself, the chili sauce is also kneaded by myself so it tastes better

Mr Z: The ingredients are like common ingredients in the market, only I add soy sauce king flavor to make the dish more delicious

Researcher: Why do you think customers like the Anglo fried rice here? Is it because of the different taste, the unique way of cooking using a Anglo, or is there something else that makes them interested?

Mr X: Yes, maybe because of the unique way of cooking, so many customers are curious, especially customers from outside the area

Mr Y: In my opinion, it's because it tastes different, because I cook it using a Anglo. The smoke from the charcoal makes the fried rice smell more fragrant, and the seasoning is also very flavorful because I mix it myself. Many customers say it has a distinctive taste from other fried rice

Mr Z: Apart from using the Anglo, customers also like it because I take care of the taste and portion. I'm not stingy with spices, and the price is still affordable. So yes, they feel satisfied, delicious, full, and not expensive.

Based on the results of the interview, the main ideas of utilizing the Anglo as an effort to utilize competitiveness were found as follows:

1. The Anglo has the characteristic of coming from clay
2. The Anglo provides a distinctive taste
3. The Anglo as a consumer attraction

Discussion

The AngloHas a Distinctive Characteristic of Originating from Clay

Based on the results of interviews with several informants regarding the local wisdom of the Anglo Based on the results of interviews with informants, it can be seen that the Anglo is widely known as a traditional cooking tool made of clay. Mr X said that “a Anglo is a kind of clay stove that is used like a stove, except that it uses charcoal or wood.” This opinion was reinforced by Mr Y and Mr Z who emphasized that the Anglo is part of the local wisdom that has been passed down from generation to generation. The Anglo is not only a cooking utensil, but also a symbol of tradition that is embedded in people's lives. The use of clay as the main material reflects the wise and sustainable use of natural resources, as well as evidence of local skills in making functional household tools. The Anglo creates an emotional connection with the past and is a symbol of cultural resilience in the midst of modernization.

Anglo gives a distinctive flavor

The results of the interviews also showed that the informants agreed on the advantages of the Anglo in producing a distinctive taste. Mr Y mentioned, “the smoke from the charcoal makes the fried rice smell more fragrant, and the seasoning is also very flavorful because I knead it myself.” This shows that the cooking process using a Anglo not only creates a

stronger flavor, but also enhances the overall culinary enjoyment. Mr Z added that the use of banana leaves to wrap the fried rice further enriches the aroma and provides a different eating experience. The delicacy that results from this traditional cooking technique is inseparable from the role of natural fuel, clay tools, and the painstaking process, making the Anglo an important element in creating authentic flavors.

The Anglo as a consumer attraction

In the marketing aspect, the informants considered that the use of a Anglo added significant value. Mr X said, "Many people sell fried rice but don't use a Anglo. That is my advantage over other sellers." This shows that the Anglo is the main differentiator that attracts consumers' attention. Mr Y said that his customers consider his cooking unique because of the distinctive taste and aroma that is not found elsewhere. Meanwhile, Mr Z added that customers are not only satisfied because of the taste, but also because of the affordable price and sufficient portions. However, the main attraction still comes from the use of the Anglo, which not only creates a different dining experience, but also highlights the traditional side that is becoming increasingly rare. The Anglo, in this case, becomes an important part of a marketing strategy that relies on authenticity, cultural value, and authentic culinary sensations.

4. Conclusion

Based on the results of the research that has been carried out, it can be concluded that the use of a Anglo as a traditional cooking tool not only reflects cultural values and ancestral heritage, but also provides distinctive flavor and aroma characteristics to dishes. In the midst of rampant competition in the fast food and modern culinary industry, the use of Anglos in serving fried rice can be a valuable differentiation strategy. By emphasizing this traditional cooking method, culinary businesses can not only attract consumers who are looking for a unique culinary experience, but can also build a strong brand image rooted in local wisdom. Thus, the Anglo not only functions as a cooking tool, but also as a symbol of cultural wealth that can be integrated into innovative and sustainable business strategies.

This research has a role in the development of knowledge about culinary culture and traditional cooking techniques. In practice or policy, this research can provide insights for culinary tourism development and cultural heritage preservation, with an emphasis on novelty resulting from in-depth interviews.

Limitations of this study include a geographical scope limited to one location, so the results may not be generalizable to other areas. The small number of respondents may affect the representativeness of the data, and the study focused only on Anglo fried rice without considering other culinary variations. The qualitative interview method may result in subjective data, and the study did not explore collaboration with local businesses or cultural events. In addition, time constraints prevented this study from capturing possible changes in consumer trends or preferences. By understanding these limitations, future research can be designed to provide deeper insights into local wisdom and culinary practices.

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