

# Otak-otak as a Local Traditional Food Product that is able to Increase the Income of Coastal Communities in the Riau Island

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**Abstract.** The Riau Island Province is very strategic in developing local potential, especially the economic sector, and is also located in a coastal area that is identical to marine resources. Coastal areas and small islands have a very high complexity, both in terms of characteristics, dynamics and potential. The Riau Island which is the result of the division, where the use of coastal and marine space must be properly and correctly arranged in accordance with the carrying capacity of the environment, regional characteristics and the wishes of stakeholders in this case actors in the community, so that later it will not cause future problems in the use of space. Utilization of coastal space is not possible to be carried out uniformly for every sea area and island. Utilization must be in accordance with the social and cultural conditions of the people found in coastal and ocean areas, it is also necessary to prioritize development and utilization in a synergistic manner in accordance with the dimensions of space and time. In general, the use of coastal and marine resources in the Riau Islands currently utilizes marine resources such as captive fish for certain fish to be cared for and maintained so that they can be used as the main ingredients in a culinary product, one of which is Otak Otak. Otak-otak is rarely found in the media and exposed because of the lack of public awareness to be able to introduce the local wisdom of traditional Malay culinary. In this case, traditional culinary arts, such as otak-otak, can be developed again by the government and get guidance through existing SMEs centers, so that it is expected to help increase the income and economy of the community, especially coastal communities in the Riau Island

**Keywords:** Otak Otak; Culinary; Coastal Communities; the Riau Island Province; Income

## 1. Introduction

The Riau Island Province is very strategic in increasing local potential, especially the economic sector. Indonesia is a country with various ethnic groups and customs which produce a diverse culture. Culture is the identity of certain community groups and provides unique differences and gives birth to that cultural identity by itself. Its location which is surrounded by the ocean makes the Riau Islands have people who live on the sea coast [2]. People who live on the coast of the sea have a job in the form of fishermen, where the catch can be sold to the market or processed for resale at a higher price so as to allow coastal communities to increase their income [4].

One example of economic value in increasing the income of coastal communities in the Riau Islands is through local culinary or regional specialties. This typical culinary of the Riau Islands

has various kinds and different models between the islands in the Riau Islands, such as Otak-otak, Ikan Asap, Deram Deram, Kue Bangkit, Kerupuk Gonggong and so on, which have a variety of flavors. Has a taste and can create its own uniqueness from each region or island. For example, local cuisine in the form of Otak-otak [1].

There are different types of otak-otak, there are fish otak-otak, cuttlefish otak-otak, and fishbone otak-otak. The otak-otak of these fish bones not only use fish meat but also mix the bones that have been pressed into the mixture of the Otak-otak. The purpose of the fish bones is to be included in order to have the characteristics and uniqueness of the product itself and the sensation when enjoying it that is not owned by other regions[9]. This fishbone otak-otak can be found in the Sei Enam area, Kijang, Bintan Regency, Riau Islands Province. This typical culinary from the Riau Islands can also be found at various events or bazaars that specifically serve Riau Islands Malay specialties, and can also be found in the SMEs market that sells local culinary products typical of the Riau Island[10].

**Table 1. UMK for the People of the Riau Islands Province (Processed Data Source 2022)**

City / Districts	2022 (IDR)	2021 (IDR)	Percent Increase
UMK Kota Batam	4.186.359	4.150.930	0,85 %
UMK Tanjungpinang	3.053.619	3.013.012	1,35 %
UMK Kabupaten Bintan	3.648.714	3.648.714	-
Kabupaten Karimun	3.348.765	3.335.902	0,39 %
UMK Kabupaten Lingga	3.050.172	3.036.220	0,46 %
UMK Kabupaten Anambas	3.518.249	3.501.441	0,48 %
UMK Kabupaten Natuna	3.125.272	3.106.975	0,59 %

Regional specialties produced by highlighting local wisdom will be classified as creative products of Micro, Small and Medium Enterprises (SMEs) produced by local communities in the coastal areas of the Riau Islands Province[4].

The expected output in this study is the existence of Otak-otak as a local traditional food product that is able to increase the income of coastal communities in the Riau Island.

## 2. Research Method

This research on the typical culinary of the Riau Islands was carried out with several precise steps that were tailored to the needs of what kind of data needed to be generated to make descriptive conclusions. So that this research is more appropriate to be made by combining various approaches and analyzes that are qualitative, quantitative, and descriptive.

The qualitative method is a descriptive method and uses more analysis where the process and articulation in this study are prioritized and in accordance with the actual conditions in the field. The quantitative Research Methods, descriptive research method is an analysis made to see the value of the independent variable, which consists of one variable or other supporting variables (independent) without including differences or correlations with other variables. So that in this study we can only see how the state of the independent variable is without any influence or correlation to other variables. For qualitative research, the research attention is more focused on human elements, objects, and institutions, as well as the relationship or interaction between these elements, in an effort to understand an event, behavior, or phenomenon (Mohamed, Abdul Majid & Ahmad, 2010). So the research will be carried out by developing values and drawing

conclusions based on data, with a process-oriented approach. Data will be taken from various sources and events that occurred in the Riau Islands area. The existing data must also be as it is, so that the conclusions that can be drawn can be generated appropriately. If the data is not in accordance with the events that occurred, there will be a discrepancy in facts and this can cause problems in the future. Because when conducting a study, it is necessary to be responsible for the results presented. After taking the data and other things needed in the research, another stage is analyzing facts and events. Then the last one is to draw conclusions. In research writing there is a data collection technique that is carried out by observing available library sources and using a questionnaire or Gform, which aims to determine the number of consumer actors who are interested in otak-otak.

Data collection is done by looking at data and real events that have been made by several institutions, one example of which is the Regional Industry and Trade Office of the Riau Islands Province [7]. Retrieval of data taken from official institutions, this is due to the need for reliable data validation so that the conclusions generated are in accordance with the reality that occurred.

Questions Responses 107 Settings

Penelitian Pengembangan Produk UMKM Berbasis Kearifan Lokal Khas Kepulauan Riau

Dibuat dalam rangka penelitian yang dikembangkan oleh Fakultas Ekonomi Universitas Maritim Raja Ali Haji, guna menganalisis Tingkat Pendapatan Masyarakat yang Bersumber dari Produ UMKM Berbasis Kearifan Lokal Provinsi Kepulauan Riau

Apakah Kalian mengetahui kuliner otak-otak?

Ya

**Figure 1** G-Form Display (Source: Research 2022)

This research instrument is in the form of validation sheets from material experts and media experts, observation sheets, and interview guidelines and digital-based research, namely gform. The material expert validation sheet is used to find out how deep the material is delivered and its relevance to the expected competencies [6]. The media expert validation sheet is used to determine the feasibility of the media to be used in learning. Observation sheets are used to determine the use of media in learning.

The results of the validation are instruments that are ready to be used for research data collection. In this system, among others, contains exposure to types of research, research subjects and participants, research instruments, data collection and methods, related to Otak-otak as a local product in increasing the income of coastal communities and data analysis. Basically this section describes how the research was conducted.

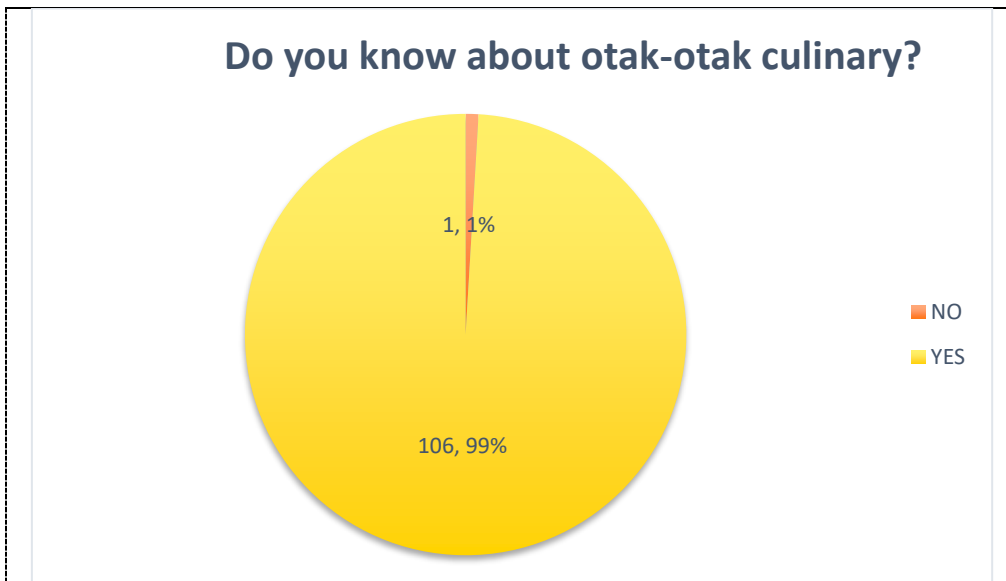
While gform is a form of research in the form of a questionnaire that is used to find out the community's response to the local culinary of the Riau Islands, namely Otak-otak [1]. The results of the questionnaire are one of the instruments that can be used to collect research data in this system, including exposure to public responses. The number of respondents used is as many as 107 respondents who are domiciled in the Riau Islands.

### 3. Results and Discussion

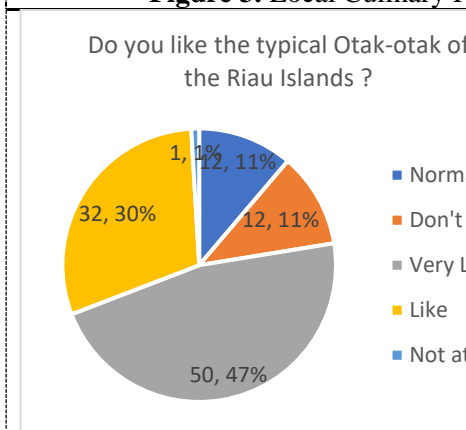
Riau Island Province has a culture in the form of a typical Local Culinary in the form of Otak-Otak which is processed by the people along the coastal areas of the Riau Islands [2]. At this implementation stage, the research uses all data results from questionnaires or google forms that are distributed to the public, which is to find out the community's response to Otak-otak culinary. At the implementation stage of this research, we collected all the data results from questionnaires or google forms that were distributed to the public, where the questionnaire could find out the community's response to Otak-otak culinary, as one of the culinary delights in the Riau Islands.



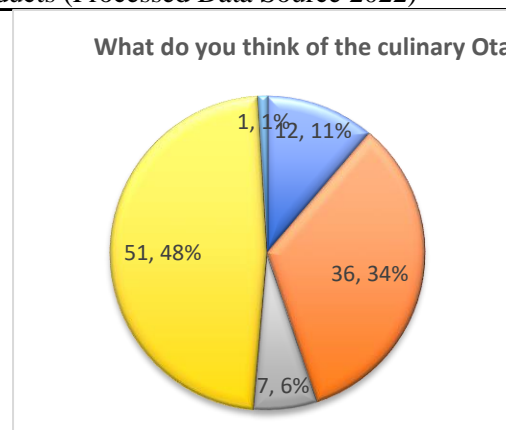
**Figure 2** Otak-Otak (Source of Processed Data 2022)



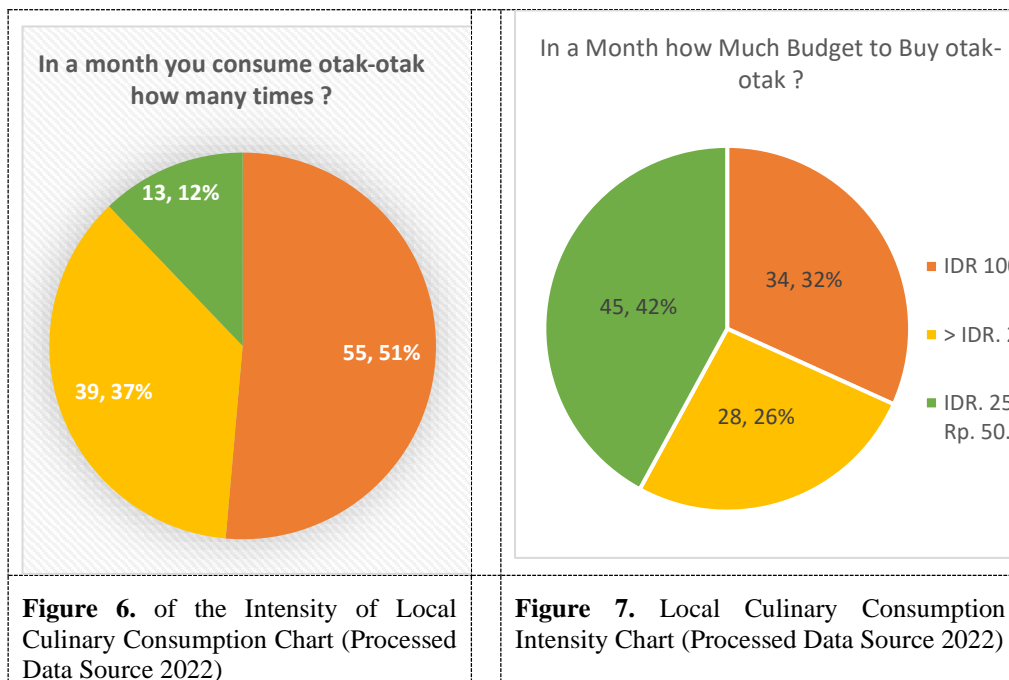
**Figure 3. Local Culinary Products (Processed Data Source 2022)**



**Figure 4. Data on preferences for local culinary (Processed Data Source 2022)**



**Figure 5. Taste of Local Culinary (Source of Processed Data 2022)**



#### Advantages of Otak-Otak

- Has a delicious, spicy and savory taste
- The price is very affordable
- The quality of the materials used is guaranteed
- Using fresh fish directly from the sea
- One of the local wisdoms in the form of a typical culinary of the Riau Islands
- Can be used as a gift or as a gift

#### Disadvantages of Otak-Otak

- Otak-otak products go stale quickly
- Hard for outsiders to eat Riau Islands
- The distance is quite far, so it doesn't last long
- Packaging is still traditional

## 4. Conclusion

The existence of the Riau Islands Province is very strategic in increasing local potential, especially the economic sector. Indonesia is a country with various ethnic groups and customs which produce a diverse culture.

The results of the research that we have carried out are culinary products typical of the Riau Islands, namely Otak-otak. Where as described above, there are questionnaire results obtained by looking at the community's response to local culinary products then it produces percentage

data on the response of the community who can know the culinary otak-otak typical of the Riau Islands and also knowing the public's response about local products typical of the Riau Islands with the purchasing power of the Otak-otak which is a local product of coastal communities in the Riau islands, it will add economic value to the lives of coastal communities and increase the income obtained from the sale of these local SMEs products.

From this research, it can also be seen that the durability or time period of the processed otak-otak culinary from the Riau islands, namely, for Otak-otak that are not burned or still raw can last within a month. Then for the Otak-otak that have been burned can last about 1 day if taken on a long trip, and can last for 3 days if it doesn't fly far. However, it must be put in the refrigerator or freezer.

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