

Development of Innovation of Trenggalek Traditional Food Lodho Chicken for The Modernization of Indonesian Food

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Abstract. This study aims to elevate the image of traditional food into modern food, introduce local food to modern society, and enrich the national culinary scene to empower traditional food. The type of research used is R&D (Research and Development) with a 4D development model. The study was carried out at the Yogyakarta State University Postgraduate Program from February to May 2019. Analysis of descriptive statistical data with communicative principles and complete data presentation was obtained through questionnaires. Based on the research results, it is known as follows: Lodho chicken appearance with a traditional build is recommended to increase innovation. Sensory test results by panelists during the exhibition mainly stated that it was in accordance with appearance, with an overall score of 5 if appropriate, and the lowest score of 4.5 on presentation and size aspects. The percentage of the panelists' overall test was 95%.

Keywords: Traditional food, development, chicken lodho.

1 Introduction

With the development of today's market, every product requires innovation. Innovation is a broad and multidimensional concept, defined as the capacity to develop new products, processes, organizational forms, or even new markets [1,2,3,4,5]. There is an increasing interest in food-related to tradition, traditional food. Traditional food sector companies are encouraged to innovate to maintain or even increase market share and profits by exploiting marketing opportunities, although innovation is controversial in this particular context [6,7,8,9].

Many traditional foods are also found in Indonesia, Indonesia is an archipelagic country located in Asia, and this country has a lot of cultural diversity. Cultural diversity cannot be separated from the many ethnic groups in the country. Among the many Indonesian ethnic groups, the Javanese are tribes with considerable local wisdom, one of which is diversity in traditional cuisine. Traditional cuisine is a typical food that has the characteristics of a region. One of the

traditional Indonesian dishes that are not well known to many people is chicken lodho, where the traditional cuisine is typical cuisine of the Psychology area [10].

Lodho chicken is a typical food of the Trenggalek area, which can also be found in the Tulungagung and Blitar areas. Lodho chicken is almost like chicken curry in general. Still, this traditional food uses different ingredients from chicken curry in general and the cooking process where the chicken, before being cooked with spices, needs to be burned first, giving Trenggalek lodho of a distinctive taste. Traditional cuisine is often found at formal events in the southern coastal areas of the island of Java, precisely Trenggalek, Tulungagung, Blitar, and Kediri.

These particular foods have characteristics compared to other traditional foods in the Java area, namely the cooking process and the philosophy contained in these foods [11]. Lodho's anchovy chicken differs from lodho chicken in the other two regions. This makes Trenggalek's typical lodho a unique characteristic. When compared to the other two regions, the cooking process is not much different, the difference lies in the consistency of the sauce found in chicken lodho.

Lodho Chicken is a food made from free-range chicken. The process of making this dish goes through several stages, including burning whole chicken to give a smoky aroma and burning all negative things in humans. The body, after being burned into a sauce where the sauce contains herbs and spices typical of the Trenggalek area, spices and herbs have a meaning as everything good and all positive at the beginning of human life. The chicken that has been put into the seasoning sauce is then boiled for 4 hours so that the aroma and taste of the Lodha chicken can permeate and produce delicious food. Along with the development of the times, traditional food must be preserved, both traditional and packaged in a modern or renewable manner. In this report, I will report that I have developed innovations in preserving the local specialty of Lodho Terri, namely chicken. Researchers do not change the value contained in the food, meaning only modifying the food to have a more modern look.

The acceptance of innovation depends not only on the creation itself but also on the product applied. In the case of traditional food, in a higher extension than other types of food products, the level of innovation and its conceptualization are essential factors influencing consumer acceptance [8]. In this study, testing was conducted using various research developments with 15 subjects as the subject. The data obtained and summarized to be given a conclusion from the test results. The test uses a research and development model so that the final result is a number that can be converted into a sentence in the form of a conclusion.

2 RESEARCH METHODS

2.1 Types of research

This research is the R & D (research and development) with a research model using 4D, ie, define, design, develop and disseminate [12].

a. Define phase

So that the quality of the products developed is fixed in accordance with the characteristics of standard products, recipes such products should still use the reference standard recipe.

b. Design phase

The next stage is design or redesign. This design researchers already have a picture that will be performance trials. In the context of the development, this stage is to make a presentation formula timely and appropriate food after manufacture design appearance.

The design is done with a few tries. It depends on the type of event that will be used. This study only carries out one experiment that looks for the event at the top.

c. Development phase

It is a development stage of product testing. The experiment's results will be tested on the person skilled in the art. Based on this, the product will be improved and evaluated to produce a better outcome than ever for the general public. This stage was conducted at the UNY Postgraduate Building with two expert lecturers in food culture studies. The results of this stage are presented in Table 1. They should be numbered for reference, and the numbers should be consecutive, with numbers enclosed in parentheses and set on the right margin.

Table 1. Results of Validation Test

No.	characteristics	validator 1	validator 2
1	Colour	bright yellow	bright yellow
2	Appearance	interesting	interesting
3	Food Equipment	Already well	It has been very good
4	Proportion	fitting suit	Rice too much

The advice is then applied to the next stage, the exhibition stage.

d. Disseminate stage

This stage is the stage of the continuation of the development phase, in which the examiner is a semi-trained panel of 15 panelists. In the test results, no suggestion indicates changes in the material composition's appearance. Products are rated public does not have to be evaluated products. Assessment is done by an organoleptic method. A test is used to assess consumer reactions to a product by evaluating various aspects, namely in terms of shape, size, color, aroma and presentation

2.2 Mechanical and Instrument Research

Data collection techniques in this study were obtained using forms with 5 scales of assessment having the highest score of 5 and the lowest 1. Assessment with 6 aspects assessed starting from the shape, aroma, presentation, size, color, and overall. Data collection research instruments can be seen in the table as follows:

Table 2. Instrument product assessment

Number.	Sensory test	Score	Final score
1	Form	1-5	
2	Scent	1-5	
3	Presentation	1-5	
4	Size	1-5	
5	Colour	1-5	
6	Overall	1-5	

2.2 Data Analysis Techniques

Test the instrument's validity using qualitative and quantitative descriptive, where the data delivery is in the form of numbers described in the sentence. The data analysis technique uses a chi-square.

3 RESULTS AND DISCUSSION

3.1 Results

The results of this study indicate that Lodho chicken products have received as much as 95% power with views of aspects of the form has a value of 5 (excellent), size has a value of 4.5 (as appropriate), the color has a value of 5 (excellent), the aroma has a value of 5 (excellent), the presentation has a value of 4.5 (as appropriate) and overall has a value of 4.75 (good). The test results can panelist saw in Figure 1. Appearance at fairs food innovation can be seen in Figure 2.

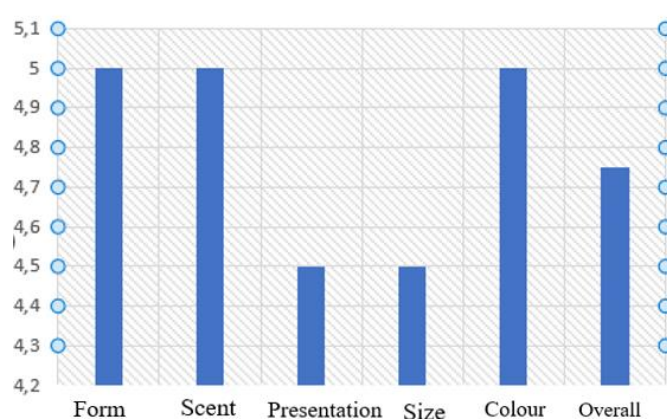


Fig. 1. Test Results



Fig. 2. Photos of Display Product

3.2 Discussion

The results of the research that have been done can be discussed as follows: Form Assessment of the effects of food forms has a high value of 5. This is because the state of traditional food modernization is very popular with various groups. Moreover, the aspect of the lodho chicken shape has changed but does not affect the value of the food. The scent has a reasonably high value of 5, and the aroma of food comes from very complex Indonesian spices. This is in line with herbs and spices that can enhance the aroma and flavor of a dish. The presentation of the serving food has an adequate score of 4.5, where the presentation of food still has a traditional appearance but with a modern concept. The size of the food displayed has a rating of 4.5, the size of the food shown is still not good because the number of food portions is still not balanced. The color aspect has a good value of 5. The color is influenced by herbs and spices used in making Lodho chicken dishes, spices and spices have good color consistency. All organoleptic tests showed a value of 4.7, which was very satisfying.

Thus, the selection of typical food types in the packaging design is that these particular foods are products in great demand by the public, both for direct consumption and use as souvenirs. In addition, the packaging is still a straightforward and needs improvement.

The concept of traditional food packaging design is to introduce traditional trenggalek food to the broader community, not just local people, increase public awareness to care about traditional food, introduce food, and improve the image of traditional food products that have been considered cheap food, to attract interest investors, so that traditional food becomes an industrial commodity. The choice of packaging design is a packaging design made for other similar products. Packaging design is not something new, but it is a packaging design that has been widely used by other products and favored by consumers and can give a different impression from the packaging currently circulating. So that traditional food can be aligned with other food products.

4 CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Based on the results of the innovation development of regional food Lodho chicken, it can be concluded as follows: Chicken Lodho appearance with a modern look suggests laying the composition of rice-covered leaves that opened $\frac{3}{4}$ parts. Appearance Lodho chicken with traditional views have suggestions for improved forms of innovation, and the results of the sensory test by panelists during the exhibition which is expressed mainly in accordance with appearance, with the acquisition of the overall value of 5 where appropriate, the lowest value of 4.5 on aspects of the presentation and size while the lowest value 4.5 of elements of the display. The percentage of panelists' overall test is 95%.

4.2 Suggestion

Based on product research that has been done, then obtained some suggestions as follows, It is necessary to provide continuous education about packaging to increase the selling power and competitiveness of IKM products. In addition, they assist SMEs in obtaining halal certificates and PIRT (Home Industry Food) certificates.

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