

Culinary Creative Economic Development Strategy with Soar Method

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Abstract: Free trade and the global economic crisis require every country, including Indonesia, to strive to be able to compete in both domestic and foreign markets. A creative Economy is one solution in the face of intense and competitive levels of competition. In this study, only one sub-sector is taken, namely culinary. This study aims to determine the appropriate development strategy carried out by Latar Svarga in the development of the creative economy based on SOAR analysis. The coffee event business competition that has started to emerge requires Latar Svarga to continue to improve its existence to maintain the continuity of its business. The method used in this research is a qualitative approach. This study identifies how the problems that are being faced by Latar Svarga. Data collection techniques are observation, in-depth interviews, and documentation. The analysis technique used is SOAR analysis, namely Strengths, Opportunities, Aspirations, and Results. The results of this study indicate that through SOAR analysis, it is found that the strategy carried out by Latar Svarga has not been effective enough in business development but can do several alternative strategies, namely firstly providing discounts or price discounts on menu variants that are not best sellers, secondly making bundle packs during holidays. On big days, the third collaborates with delivery online food service to make it easier for customers to order food or drinks, and the fourth makes various kinds of cashless or non-cash payments such as e-wallets.

Keywords: development strategy, creative economy, culinary subsector, SOAR analysis

1. Introduction

Free trade and the global economic crisis require every country, including Indonesia, to strive to be able to compete in both domestic and foreign markets. This condition can be solved by encouraging a form of economy that is more competitive, renewable, and sustainable based on creativity. Ideas or ideas can provide economic and social welfare for the community. A creative Economy is one solution in the face of intense and competitive levels of competition. Over time, the development of the creative economy continues to progress. The creative economy is understood as all economic activities that make creativity (intellectual property), culture, and cultural and environmental heritage the basis of the future. According to Firdausy (2017:133), the creative economy sector in Indonesia is developing by adding the creative economy sub-sector from 14 sub-sectors to 16 sub-sectors.

As one of the sub-sectors of Indonesia's creative economy, the culinary sector is a sub-sector that has a fairly high contribution in Indonesia, even the culinary sector also ranks second with a percentage of 19.09%, then for the first serial number, music with a percentage of 21.42%, number The third rank is performing arts with a percentage of 10.31%, and other sub-sectors with a percentage of 49.18%. One of the sub-sectors of the culinary creative economy discussed in this study is coffee. The trend of domestic coffee consumption in Indonesia continues to increase. National coffee consumption in 2016 reached around 249.8 thousand tons and grew to 276.2 thousand tons. By 2021, it will reach 369.9 thousand tons of national coffee consumption. This can also be seen from the increasing number of coffee shops scattered around the Tuban Regency. Due to the increasing number of coffee lovers, this business continues to offer promising prospects. The population of young people who

have the habit of relaxing by enjoying brewing coffee has now become the current lifestyle of consuming coffee. Today's coffee shops not only offer delicious coffee, but also offer a comfortable place, and the design is also suitable for the market share which is mostly young people. Coffee is still the most popular drink in all circles of society, so the potential for the coffee business to be developed is still very large. In addition to the goal of developing the creative economy, advancing the coffee business can also optimize the use of local coffee as an important commodity in Indonesia which is one of the goals of the Tourism and Creative Economy Agency (BEKRAF).

Based on this explanation, it can be a great opportunity for creative economy actors to continue to develop their business in the culinary field, especially cafes that sell coffee-based drinks or food, especially in East Java. With a fairly large number of cafes, so business people must still think about the right strategy to make their business grow. Some of these things became the background for the establishment of, Latar Svarga that has a rustic concept that has never existed in East Java. Latar Svarga began in September 2021 and is still relatively new; of course, it needs the right strategy to develop its business. Even though it's relatively new, also has some problems and some competitors. During the existing coffee event business competition, Latar Svarga continues to improve its existence to maintain the continuity of its business.

One way to determine the development strategy is to use SOAR analysis (Strengths, Opportunities, Aspirations, Results). According to Stavros and Cole (2013:10), SOAR focuses on formulating and implementing strategies by identifying strengths, building creativity in the form of opportunities (opportunities), encouraging individuals and teams to share aspirations (aspirations), and determining

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measurable and meaningful results. (results). So that using SOAR analysis is expected to be able to form the right development strategy for the Latar Svarga. Therefore, researchers are interested in conducting research under the title "Creative Culinary Economic Development Strategy with Methods".

2. Literature Survey

Creative Economic

There are several definitions of the creative economy, one of which according to Purnomo (2016) that the creative economy is a concept for realizing sustainable economic development based on creativity.

Culinary Creative Economic

Culinary is closely related to the preparation of food or drink, the process of preparing food is the main human activity that fulfils the necessities of life. Blue and Triady (2015) explain that culinary practice in the context of the creative economy is a food and beverage preparation activity that emphasizes aesthetic aspects and creativity as the most important elements that have the potential to add value to culinary products and increase selling prices.

Strategic Management

According to Sammut-Bonnici (2015), strategic management is defined as a process of evaluation, planning, and implementation to maintain or increase competitive advantage. Meanwhile, according to Taufiqurokhman (2016) strategic management is the process of defining organizational goals, developing policies and plans to

achieve these goals, and allocating resources to implement these plans.

SOAR

SOAR is a new framework for strategic planning. SOAR is an acronym for Strengths (strengths), Opportunities (opportunities), Aspirations (aspirations), and Results (results). According to Stavros and Cole (2013), SOAR is a strategic planning framework with an approach that focuses on strengths and helps stakeholders to understand the whole system. These stakeholders are employees, customers, suppliers, and existing communities.

3. Methods

The research method used in this study is a qualitative method based on cross-sectional implementation time. Operational variables in this study are strengths, opportunities, aspirations, and results. The analysis of this research uses the SOAR analysis technique. This study uses the primary sources of this research are the results of observations, interviews with supervisors, employees, customers, and documentation.

4. Results

The results of the SOAR matrix analysis were obtained through observations, interviews, and documentation in the Svarga setting. Table 1. shows the results using SOAR analysis as follows: Table 1. Analisis SOAR Matriks

	Strengths	Opportunities
	a) Fast and friendly customer service b) Varied menu c) Affordable prices among the community d) The new rustic design was never seen in Tuban e) Raw materials that are easy to get	a) The high level of public consumption of coffee b) Products are trending c) The number of social media users d) Technology and information development e) Increase product innovation
Aspirations	S-A	O-A
a) Increase the intended target market b) Increase the number of product enthusiasts through social media c) Increase social media insight d) Increase social media promotion e) Increasing the use of local coffee	a) Give discounts on menu variants that are not best sellers b) Promotion buy 1 get 1 free on products that are not best sellers c) Provide discounts for customers by uploading photos while on coffee shop and tagging their Instagram d) Adding a variety of coffee-based products	a) Providing discounted promotions during big holidays b) Make a bundle pack during big holidays c) Making limited-edition packaging for big holidays d) Create a quiz for Instagram followers with a specified drink or food reward
Results	S-R	O-R
a) Increasing number customers b) Increase sales c) Increase customer loyalty d) Expand market reach e) Become a famous coffee event in the community	a) Survey google form to customers about food or drink or service b) Collaborating with online food delivery service to make it easier for customers to order food or drinks c) Maximizing marketing activities on various social media	a) Promote more on social media using local influencers b) Using social media in the form of TikTok content to promote c) Make various types of cashless or non-cash payments such as e-wallet d) Make various sizes of glasses for upsize

After finishing with the explanation that has been done regarding several development strategies created from diagrams and SOAR matrices, then as for what alternative strategies are appropriate to be used and applied by Latar Svarga for business continuity, including the following.

a) **Give discounts on menu variants that are not best sellers**

Discounts are one way to attract new buyers and customers. With increased traffic, usually comes an increase in sales, and not just discounted items. Discounts are more attractive to many people, then Latar Svarga will have more potential

customers because customers will browse the products before making a purchase. Raw materials for making menu variants that are not best sellers will be stored in a warehouse or storage room. So that the raw materials used are not of good quality because they are stored for too long. With a discount, Latar Svarga increases sales opportunities and makes room for new raw materials at the same time. When Latar Svarga experiences a decline in the number of sales, then by offering discounts can help Latar Svarga achieving or even exceeding the planned sales target.

b) Make a bundle pack during big holidays

Bundle packages that combine several products allow consumers to buy more than one product in one purchase. Svarga settings may provide the option to purchase a bundled package containing food or drink or both at a lower price. This makes customers more satisfied so that the average order from sales of these products is increasing every day. Bundle packages also allow you to sell more products. With a bundling package, Latar Svarga can bundle drinks or foods that are less popular with products that are best sellers among customers.

c) Collaborating with online food delivery service to make it easier for customers to order food or drink

By being registered with an online foodservice application, Latar Svarga can increase the brand's popularity this opportunity. Latar Svarga is automatically helped to reach customers widely because the application already has dozens of online motorcycle taxi drivers who are ready to deliver food and drinks to customers. Several categories in online food service will make it easier for customers to find a coffee shop. Customers will have no trouble finding the coffee shop because it is equipped automatically, one of which is a GPS and a complete address, and the distance travelled can be seen immediately. Svarga's background will automatically go into the "Near Me" category. This means that nearby application users will be able to see their coffee shop in the category list. With the many features of online foodservice applications, a coffee shop can display the best menus they have. This can provide menu choices to customers. If the menu is interesting people will be interested to buy it. So, can innovate in terms of menus to attract the attention of your customers.

d) Make various types of cashless or non-cash payments such as e-wallet

By implementing cashless payments, Latar Svarga can speed up the transaction process. If so far customers who pay with cash have to queue long to take turns paying to the cashier, using cashless can reduce that. Besides being free from the risk of circulating counterfeit money, serving cashless payments can make it easier to recap the sales results. This is because the transaction history will be recorded automatically in the payment application system used. So Latar Svarga can monitor it in real-time and analyze it to make the next business decision. If Latar Svarga serves various cashless payments, customers have the opportunity to get various attractive promo programs that can increase sales. For example, one e-wallet has a payday program and each merchant can distribute discounts. It would be very beneficial for Latar Svarga. Latar Svarga can offer discounts according to those offered by the e-wallet to customers so

that Latar Svarga has the opportunity to be hunted by more customers.

From the analysis of alternative strategy choices through SOAR analysis, the researcher recommends the four strategies above as the most appropriate strategies that can be used. The background of Svarga in the future is seen from the company's internal and external factors. This alternative strategy can be useful for influencing or attracting people to try Latar Svarga products which leads to increased sales volume. In addition, Latar Svarga can also use this strategy to maintain its existence from other coffee events in Tuban.

5. Conclusion

From the results of the research conducted, the development of the culinary Creative Economy in the Latar Svarga faces several main problems, namely the problem of reducing the number of orders that are not by the expected order target and several competitors that emerged after the Latar Svarga was established. Based on the research and data collection obtained from interviews, observations, documentation, and documentation, it is known what strategies have been applied by Latar Svarga to its business operations. Through SOAR analysis, it was found that the strategy carried out by Latar Svarga was not yet effective in business development but seeing the market opportunities that were still open along with the emergence of many competitors with similar businesses needed additional strategies by utilizing their strengths.

Therefore, to increase sales to match the target and maintain its existence, Latar Svarga needs to carry out several alternative strategies, namely firstly providing discounts or discounts on menu variants that are not best sellers to attract new buyers and customers, secondly making bundle packs on weekends. a big day to be able to sell more products, the third collaborates with delivery online food service to make it easier for customers to order food or drinks to reach customers widely, and the fourth makes various kinds of cashless or non-cash e-wallet payments to speed up the transaction process and make it easier to recap sale.

6. Future Scope

For future researchers, to find out the creative economy development strategy, especially in the culinary field, it would be better if later adding more than one business object of research to see concrete results and to produce more objective data.

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