

COMMUNICATION THROUGH CULINARY OF ASIA

Nurlia Rimadanti¹, Yanti Susila Tresnawati², Charisma Asri³

¹Management Business Faculty of Economy and Business, Universitas Pasundan, Bandung

^{2,3}Faculty of Social Science and Political Science, Universitas Pasundan, Bandung

¹nurliarimadanti@gmail.com

Abstract. Along with the times, being an entrepreneur is one of the most popular professions. An entrepreneur is required to continue to innovate and always think creatively, create new things and things that are different from others and must be smart in looking at opportunities and a variety of risks and uncertainties that will affect the business development. The Culinary Industry is a very promising business because food is one of the basic human needs. This type of research is a literature study. The data used by the author comes from searching various written sources, books, archives, magazines, articles, and journals, or documents relevant to the topic. Asia is the largest continent in the world shelters many cultures and Cuisines. Asian Cuisine includes several major regional Cuisines: Central Asian, East Asian, North Asian, South Asian, Southeast Asian, and West Asian. There are thousands of types of food that characterize these countries. Asia has many uses for the same ingredients in cooking and spices. In addition to making it easier for tourists to get Asian Cuisine, this Asian restaurant can help Asian people living outside Asia for work or education needs to treat their longing for regional Cuisine. The shape of this Asian restaurant has an Asian nuance with a buffet (Prasmanan) concept, lesehan seats and rattan wooden chairs for other options. Asian restaurant is equipped with several properties as decoration and other properties that can make customers feel Asian nuances. Its complete with display videos that promote tourist destinations and present various cultures from Asia.

Keywords : Entrepreneur; Entrepreneurship; Tourism; Food; Culinary; Asian Cuisine; Restaurant; Asian Restaurant

I. INTRODUCTION

Along with the times, being an entrepreneur is one of the most popular professions, not only an economic actor but from all walks of life who are interested in becoming an entrepreneur. Everyone can also be an entrepreneur from every background, gender, or even age. An entrepreneur is a person who can take an idea or an innovation and create a product or service that is in demand by the general public, the government, or even the military. Someone who dares to take action by paying attention to risks and opportunities is the thing that makes the difference of an entrepreneur with others.

The existence of an entrepreneur is due to the needs and desires of consumers that must be fulfilled, with various needs and desires created by various industrial sectors that are trying to fulfill these unlimited needs and desires.

There is a lot of industry that can be chosen but one of the promising industry is the culinary industry. The Culinary Industry is a very promising business because food is one of the basic human needs.

Interest in food is not only fulfilling primary needs but also curiosity about the diversity of culinary delights that are spread throughout the world to fulfill its satisfaction

There are various types of food spread throughout the world, with countless options to choose from, it often becomes difficult to zero in on the food you want to consume, starting from heavy food to snacks, fast food or healthy food as well as based on taste, western or eastern parts of the country have their taste. that way not everyone can accept all of these tastes, some feel strange or unique which is for some people will be interest and want to try again or some people claim that “this is not my taste”. That way the opportunity to open a business in the culinary field has a large window for

income and foreign exchange due to the large number of tourists who exchange their currency.

each region in developing or introducing its own culinary to the world.

Especially for countries in Asia, there are thousands of types of food that characterize these countries. Asian Cuisine has certain characteristics compared to western Cuisine, the variety of culinary herbs and spices used and the distinctive way of eating. in several countries in Asia rice is a very important staple food.

Based on Wikipedia (2015) there are about 8 million overseas Indonesians globally. Not only Indonesia, there is a lot of people have migrated to other countries in search of work or education.

In that case, they have to get used to the taste of the food from where they live. but there will be a time when they miss their homeland they will look for a typical homeland restaurant or they will make the dish themselves at home. But the difficulty in finding raw materials to make Asian food, especially Indonesian, is one of the reasons overseas communities cannot promote local specialties.

We have often heard that China Town is scattered in various western countries, this is due to a large number of citizens or communities from China who live there and the unique Chinese culinary delights that give a special impression to those who feel it. no other than Vietnam and Thailand also have large communities in other countries such as Australia which makes it easier to find the existence of their specialties.

Typical food of a country can establish the identity of the country abroad, that is can be part of a tourist attraction as well as a profitable business area.

Tourism destinations that have unique culinary delights can motivate tourists to travel which can increase regional

Therefore, one way to communicate and promote local tourist destinations to the world is by providing Asian restaurants.

II. BASIC THEORY

A. Entrepreneurship

The classical and neo-classical theorists have labored in trying to define entrepreneurship, but there is no single definition of Entrepreneurship. It all depends on the focus of the one defining it and from which perspective one looks at it. Some researchers look at entrepreneurship from the economics view, sociology and psychology, others look at it from the management perspective, while others look at it from the social perspective. Entrepreneurship is a therefore a multidimensional concept (Bula, 2012a).

Meanwhile, according to Zimmerer (2008), entrepreneurship is the application of creativity and innovation to solve problems and take advantage of the opportunities people face every day.

According to Robbin & Coulter, explaining Entrepreneurship is a process where a person or a group of individuals uses organized efforts & means to look for opportunities and create value that grows by fulfilling needs and desires through innovation and uniqueness, regardless of the resources used in currently.

And also according to Suryana in Entrepreneurship: Tips and Processes for Success (2013), entrepreneurship is a process of applying creativity and innovation to solve and seek opportunities from problems faced by everyone in everyday life. Creativity is the ability to create new ideas by combining, changing, or reconstructing old ideas. Meanwhile, innovation is the application of the invention of a new production process or the introduction of a new product.

Based on the theory above, it can be concluded that entrepreneurship is a process in the application of creativity and innovation to a business.

To develop and maintain a business, an entrepreneur is required to continue to innovate and always think creatively, create new things and things that are different from others.

In addition to the innovation and creation, an entrepreneur must be smart in looking at opportunities and a variety of risks and uncertainties that will affect the business development.

B. Tourism

According to Fandeli (2001: 37) tourism is a whole that is related to tourism, including the exploitation of tourist attractions and related businesses. Tourism is an activity traveling from one location to another destination outside their homes, in order not to make a living, but to re-create both physical and psychological fitness to be able to perform back.

According to the World Tourism Organization (WTO), tourism is a human activity who travels to and lives in a destination outside of their daily environment. Based on KBBI, Tourism is an activity related to recreational travel; tourism; travel.

One of the reasons tourists visit tourist destinations is to seek experiences and satisfaction that are both psychological and physical. a tourist destination can be used as a place to

recharge, refresh the mind, take a break from the activities and daily environment.

In this era, the millennial generation considers that the need for self-actualization on social media is quite important, showing that they have visited various tourist destinations.

Tourism can also help in economic development, human resources, and also encourage local residents to maintain the beauty that is around tourist destinations.

C. Culinary

The word culinary is an absorption element in English, namely culinary, which means that it is related to cooking or cooking activities. Meanwhile, people who work in the culinary field are called chefs or chefs.

The term culinary originates from the Latin language, namely *culinarius*. *Culinarius* has a material meaning related to the cooking process. The word culinary comes from commodities related to cooking and consuming food. Culinary can be interpreted as a pattern of usage based on food or dishes. Culinary tourism makes food like a subject and a medium. Food is also a tourist destination and an instrument for increasing tourism.

Culinary tourism requires the cooperation of all five senses such as the tongue, nose, sense of touch, and eyes (Virna, 2007).

The most important thing in the culinary business is to maintain a taste image which can differentiate from competitors.

D. Asian Cuisine

Asia is the largest continent in the world shelters many cultures and Cuisines. Asian Cuisine includes several major regional Cuisines: Central Asian, East Asian, North Asian, South Asian, Southeast Asian, and West Asian.

A Cuisine is a characteristic style of cooking practices and traditions, usually associated with a specific culture. Asia, being the largest and most populous continent, is home to many cultures, many of which have their own characteristic Cuisine.

Beside the difference, Asia has many uses for the same ingredients in cooking, such as chilies, garlic, ginger, turmeric, and various other spices and also Rice is a staple ingredient in every Asian food.

Asian Fusion Cuisine is really about experimenting with different flavors, ingredients, cooking techniques and more to create something new.

Apart from the rich flavors of Asian Cuisine, Asian Cuisine is also a healthy dish and it can help in diet program, with the help of the herb and spices contained in it.

III. METHOD

This type of research is a literature study. The literature study method is a series of activities related to the method of collecting library data, reading and taking notes, and managing research materials (Zed, 2008: 3).

The data used by the author comes from searching various written sources, books, archives, magazines, articles, and journals, or documents relevant to the topic.

The information obtained from this literature study is used as a reference to provide the author's argument.

This literature study was carried out with the main objective of obtaining a theoretical basis and determining the research topic before going to the field to collect the necessary data.

IV. DISCUSS

Traveling cannot be done all the time, sometimes traveling needs are done when there is a feeling of boredom with everyday life or there is a long holiday. There are several things that must be considered and prepared if you want to visit tourist destinations such as taking time off, cost and much more. And tour would not be complete without tasting the typical Cuisine of the area.

The current trend of tourists who come to a tourist area is not only looking for the view or the object but it is to look for or hunt for local specialties, so this trend is a great opportunity for Asia, especially Indonesia, which is rich in food with the taste of spices.

Therefore, tourists do not have to visit tourist destinations but can visit Asian restaurants. In addition, tourists can also consider the next tourist destination to be visited by looking at the photos and videos provided by the restaurant.

Asian Cuisine has gone from being a niche food obsession to one of the most popular around the world.

In addition to making it easier for tourists to get Asian Cuisine, this Asian restaurant can help Asian people living outside their hometown for work or education needs to treat their longing for regional Cuisine.

The difficulty in finding ingredients in making Asian dishes itself makes Asian Cuisine less well known, especially Southeast Asia, with a variety of spices, these ingredients can only be exported from their home country.

By exporting the ingredients needed to make Asian dishes, it can increase regional income because not all ingredients can be obtained outside Asia because there are differences in climate, temperature and soil humidity.

Not only for countries outside Asia, this Asian restaurant can be opened in Asian countries themselves, for example, such as one of the Asian restaurants in the city of Jakarta, Indonesia. there is a restaurant "The Ritz Carlton" which provides a variety of Asian specialties with the concept of 'all day dining which is served three times per day, which gives the Indonesian people the opportunity to try a variety of Asian dishes without having to go around Asian countries.

Some of the most well-known Asian dishes, namely Chinese specialties, where in several large countries already have China Town which contains various kinds of Chinese specialties.

For Southeast Asia, dishes from Indonesia are not as well known as dishes from Thailand, Malaysia and Vietnam. In fact, when viewed from cultural diversity, Indonesia has a wide variety of cultures from 34 Provinces within which have distinctive Cuisines.

Therefore, the existence of this Asian Restaurant can help Indonesia in communicating Indonesian Cuisine accompanied by other Asian dishes. Apart from communicating the Cuisine, this Asian Restaurant can promote tourist destinations in Indonesia and other Asian countries in the form of displaying photos of tourist

destinations in Asian countries, restaurants can also display documentary videos of tourist destinations.

The shape of this Asian restaurant has an Asian nuance with a buffet (Prasmanan) concept, lesehan seats and rattan wooden chairs for other options. The following is an example of the properties used :



Figure 1 : The Buffet (Prasmanan) Concept
Source : www.gotravelly.com



Figure 2 : Lesehan Seats

Source : www.goodnewsfromindonesia.id

The foods available are some popular foods from several countries in Asia such as:

Central Asian Cuisinee

Central Asian peoples have very similar Cuisines. They share many features with the Cuisines of their neighbors in West and East Asia. For example like : Plov/Palav, Kumis, Bread or Naan, Manty, Lagman and many more.



Figure 3 : Plov/Palav

Source : www.gotravelly.com

West Asian / Middle East Cuisinee

West Asian Cuisine is the Cuisine of the Middle East nations excluding Egypt. The Cuisine of this region is unique in its own way, there is a lot of meat. West Asian Cuisinee from Turkey, UAE, Saudi Arabia, Kuwait, Qatar and many more has a lot of food in common. For example like Kebab, Pita Bread, Midye Dolma, Sucuk, Fatir and many more.



Figure 4 : Kebab

Source : cdn.tasteatlas.com

South Asian Cuisinee

South Asian Cuisinee includes the Cuisinees from the Indian subcontinent and when included in the definition, also that of Afghanistan. North Asian used many spices with strong aromas in every Cuisinee. For example like Tandoori Chicken, Ras Gula, Keema, Dal Makhani, Biryani and many more.



Figure 5 : Biryani

Source : www.thespruceeats.com

East Asian Cuisinee

Some of the most popular East Asian food regions are from China, Korea and Japan. Traditional Chinese food has highly influenced Cuisine throughout all of Asia. For example like Sushi, Sashimi, Kimchi, Milk tea boba, Hot Pot-stew, Noodles, Ramen, Dimsum and many more.



Figure 6 : Hot Pot

Source : misschinesefood.com

SouthEast Asian Cuisinee

Southeast Asian Cuisinee emphasizes lightly prepared dishes with strong aromas. There is a lot of Cuisinee from Indonesia, Thailand, Malaysia, Singapore, and etc.

Southeast Asia has many similar foods between countries, staples such as chicken, fish, ribs and others. and the use of similar spices that make food taste of Southeast Asia can be said to be similar. For example like Pad Thai, Satai, Rendang, Tom Yum, Capcai, Nasi Campur, Nasi Goreng, Nasi Lemak, Curry Laksa, Roti Canai, Khao Niao Mamuang and many more.



Figure 7 : Pad Thai

Source : cdn.tasteatlas.com

Apart from providing various kinds of Asian Cuisinee, this Asian restaurant is equipped with several properties as decoration for restaurants such as angklung, puppets and other properties that can make customers feel Asian nuances.

Innovations that can be done in Asia Restaurant is to display videos that promote tourist destinations and present various cultures from Asia, for example, such as dances from Indonesia, Thailand, China and many more.

V. CONCLUSION

Everyone can become an entrepreneur, but not everyone has entrepreneurship, but entrepreneurship can be developed and created.

The existence of this Asian Restaurant is one way of communicating and promoting Asian Cuisinee which is not yet widely known in the world. Apart from communicating the Cuisine, this Asian Restaurant can promote tourist destinations in Indonesia and other Asian countries in the form of displaying photos of tourist destinations in Asian countries, restaurants can also display documentary videos of tourist destinations.

By exporting the ingredients needed to make Asian dishes, it can increase regional income because not all ingredients can be obtained outside Asia because there are differences in climate, temperature and soil humidity.

Nowadays, traveling is not just visiting various tourist destinations, but also hunting for the regional Cuisinees being visited. Asia This restaurant makes it easier for tourists who want to explore various kinds of culinary delights from various tourist destinations, especially Asia by coming to Asia. This restaurant not only provides Asian Cuisinee but provides an Asian feel so that tourists are more satisfied with this restaurant.

REFERENCES

- [1] A. Ferdman, Roberto. 2015. Asian food: The fastest growing food in the world. <https://www.washingtonpost.com/news/wonk/wp/2015/>

- 02/03/the-fastest-growing-food-in-the-world/ (Accessed on August 22th 2020).
- [2] Auzan Tawadlu Akbar, Edriana Pangestuti. 2017. Peran Kuliner dalam Meningkatkan Citra Destinasi Pariwisata Taman Nasional Bromo Tengger Semeru. *Jurnal Administrasi Bisnis (JAB)*, 50(1), 154-155.
- [3] Basuki Antariksa. 2012. Peluang dan Tantangan Pengembangan Kepariwisata di Indonesia. *Pesona Indonesia*.
<https://www.kememparekraf.go.id/post/peluang-dan-tantangan-pengembangan-kepariwisataan-di-indonesia>. (Accessed on August 30th 2020).
- [4] Casasensei. 2019. Different Types of Asian Food: Similarities and Differences. <https://casasensei.com/different-types-of-asian-food/> (Accessed on August 22th 2020).
- [5] Eni Harmayani, Anil Kumar Anal, Santad Wichienchot³, Rajeev Bhat, Murdijati Gardjito, Umar Santoso, Sunisa Siripongvutikorn, Jindaporn Puripaatanavong and Unnikrishnan Payyappallimana. 2019. Healthy food traditions of Asia: exploratory case studies from Indonesia, Thailand, Malaysia, and Nepal. *Journal of Ethnic Foods*, 6(1), 3-14.
- [6] Hannah Orwa Bula (ABD). 2012. Evolution and Theories of Entrepreneurship: A Critical Review on the Kenyan Perspective. *International Journal of Business and Commerce*, 1(11), 81.
- [7] Henry Hens. 2019. Alasan Kuliner Indonesia Sulit Bersaing di Luar Negeri. <https://www.liputan6.com/lifestyle/read/4056565/alasan-kuliner-indonesia-sulit-bersaing-di-luar-negeri> (Accessed on August 30th 2020).
- [8] Imam Maulana and Arus Reka Prasetya. 2015. Strategi Kreatif Usaha Kuliner Indonesia untuk Memperluas Pasar ke Kawasan Asia Tenggara dalam Era Masyarakat Ekonomi ASEAN (MEA). *ResearchGate*, DOI: 10.13140/RG.2.1.3886.8563, 6-14.
- [9] Jacques, Alexandre. 2018. Types of Asian Cuisine. <https://www.asian5restaurant.com/post/types-of-asian-cuisines> (Accessed on August 22th 2020).
- [10] Rach. 2014. What is Central Asian Food?. <https://www.veryhungrynomads.com/what-is-central-asian-food/> (Accessed on August 22th 2020).
- [11] Tasteatlas. 2020. Top 100 Most Popular SouthEast Asian Dishes. <https://www.tasteatlas.com/most-popular-dishes-in-south-east-asia> (Accessed on August 23th 2020).