

DEVELOPMENT SEBLAK PRODUCT BASED ON LOCAL WISDOM TO GAIN THE ASEAN MARKET

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Abstract. Globalization has changed the order of the international system so as to expand the order of the international system from political security to economic and socio-cultural. The case is ASEAN, which is now incessantly starting a free market from the impact of globalization and also liberalization, namely the ASEAN Economic Community which began in 2015. The aim of the Asean Economic Community was formed to increase economic equity in the ASEAN region and facilitate goods free of non-tariff. However, a threat to Indonesia is the lack of human resources and economic capability that also threatens the sector local products including culinary delights that are less competitive with imported products in abroad. The research method applied by the author is a qualitative method with data collection techniques with literature studies, namely secondary data types. The results of the analysis are that from the 2015 AEC, the factors of Indonesian culinary that are less competitive are the lack of promotion and the potential *nation branding* is as true as the current trend with international taste but by maintaining local wisdom of seblak taste and presentation method so it able to gain the ASEAN Market potentially.

Keywords: Globalization; ASEAN; AEC; Seblak; Local Wisdom

I. INTRODUCTION

Globalization affect on broadening of the International system. Despite the beginning and the developing the new regionalism such as: ASEAN which actually established in 1967 during the cold war era [1]. My assumption ASEAN is should be as the old regionalism because it established to defend the communism occurred in South East Asia in particular in Indo-China during Vietnam War. And also during their ideology's competition towards the third countries constructed the countries of South East Asian foreign policy to gain the bandwagoning towards US or Soviet national interest. However, since the cold war ended in 1991, the concept of ASEAN was not only but also have the gain the concept of ASEAN regionalism with establish the economic and the socio-cultural as like the 3 pillars of ASEAN (ASEAN Political-Security Community, ASEAN Economic Community, and ASEAN Socio-Cultural Community) and also the ASEAN Economic Community (ASEAN / ASEAN Economic Community) in 2015 [2] - [4] Thus, the globalization is making the aspect of the international system not only state centric, but State and People have the collaboration by the interdependencies each other with no boundaries as the broadening of ASEAN since the globalization had begun.

AEC itself aims to create a free market and a single ASEAN market. in addition, AEC conducted in 2015 rated indeed have a positive impact among others facilitate the bureaucracy and various economic barriers that impede the economic equality and decrease the effort protectionism in trade policy between countries in ASEANregion, facilitate the investors to conduct Foreign Direct Investment (FDI), and minimize economic inequality or economic gap between

countries in the ASEAN region including non-tariff barriers in the form of export-import goods from commodities between countries in ASEAN [5], [6].

Thus, the AEC is from the impact of globalization on Indonesia's new neighborhood concept which has the largest market in the ASEAN region with the largest population, so that investors can invest and also commodity products or nation branding like food. For example, Thai rice has become a source of imported rice which has been increasingly encouraged since MEA 2015, the reason is apart from the implementation of the free and single market from MEA 2015 and also as one of food security and food stability according to Minister of Trade Enggastrianto Lukita [7].

Indeed, this is one of the impacts of globalization where the country's needs from a country's sense of interdependence are getting stronger and from the role of the economy as one of the bargaining positions so that liberalization in trade, especially in the ASEAN region, is getting more massive. However, the problems faced by Indonesia are in the challenges of the AEC itself, where the challenge is that Indonesia is not ready to face the AEC, such as from uneven and adequate human resources, economic capabilities that are still not evenly distributed on a micro level such as Micro, Small, and Medium Enterprises (MSMEs)/Unit Mikro Kecil dan Menengah (in particular and also goods. such imports encourage patterns of Indonesian society increasingly consumerist and dependent on imports, thus resulting in competition between goods imported vs. Localled, result goods imported into superior local goods because prices are cheaper and affordable than goods shop l [5], [8]. In addition, related to the article that

the author takes issue is from gastronomy or local food as one of the nation branding of a country and also as one of the power of a country. Indonesia is one of the countries that has cultural diversity, especially in local food which is one of the characteristics of the food of other countries. Apart from that, tourism includes food [9].

Simultaneously with the AEC judgments. It is a challenge and also a threat to local food Indonesia itself, since the challenge was Indonesia be received p money to facilitate the promotion of local food to countries in the ASEAN region easily with the foreign policy of Indonesia's free and active, this is also called In terms of gastrodiplomacy, how is the role of the state and the community working together in conducting food diplomacy or what is called food diplomacy to increase the national interests of the country, especially Indonesia, which is known for its recognized culinary diversity in the world. However, the threat is that the large number of food products from outside to Indonesia will become a threat to local Indonesian food products which results in the difficulty of local Indonesian food in the ASEAN market [10].

Thus, the local food that the writer will analyze is seblak. The reason the authors analyses seblak as one of the objects of analysis is because Seblak is one of the trending foods, especially among teenagers, Seblak which is a traditional snack food typical of the Bandung, West Java area made from wet crackers sautéed with eggs and other spices. . The relationship with the ASEAN Market in the MEA is that the author wants to see how the efforts of the role of MSMEs are not only in the Bandung area, but also Small, Medium Enterprises (SMEs) in Indonesia which have innovations in developing the idea of maintaining local wisdom as originally from its taste and texture but with a distinctive international taste, adjusting from the impact of globalization and also as an arena to easily reach the ASEAN

	Country A	Country B
Rice	10 units / labors	8 units / labors
Wheat	6 units / labors	14 units / labors

market .

II. THEORETICAL FRAMEWORK

The theoretical framework that the author will take is based on the theory of entrepreneurship, absolute excellence and local wisdom.

1) Entrepreneurship

Entrepreneurship is the translation of *kewirausahaan* in Indonesian. Entrepreneurship when analyzed in real terms, is to study how the entrepreneurial spirit pattern attached to a person in doing business. However, substantially, entrepreneurship is one of the ways in which humans manage or organize themselves which is based on creativity and innovation. The definition of

entrepreneurship actually has different views from various experts. Based on the book about 'Introduction to Entrepreneurship: Academic Engineering Brings Entrepreneurship' written by Rusydi Ananda, M.Pd and Dr. Tien Rafida, M. Hum. Frank Knight explained that entrepreneurs are used to carry out basic managerial functions such as direction and supervision. Schumpeter says that entrepreneurs are people who break the term existing economy with introduces new goods and services. Furthermore , Hisrich and Peter explained from a different view from the previous definition of entrepreneurship from an economic perspective. They explain entrepreneurs with approaches to time and activities accompanied by social, physical and financial capital and risks and receive monetary rewards. Thus Hisrich and Peter explain four basic aspects of entrepreneurship, including:

1. Entrepreneurship involves the process of creating something else or something new. Creation has value both for entrepreneurs and for consumers.
2. Entrepreneurship values the time and effort they put into creating something new.
3. Entrepreneurship has certain risks.
4. Entrepreneurship involves rewarding the entrepreneur [11].

2) Absolute Advantages Theory

Absolute or absolute Advantages theory (*Teori Keunggulan Absolut/Mutlak*) is a theory developed by Adam Smith in international trade. This theory simply explains that country A is superior in production goods, for example, rice with a lot of labor and cheap production compared to country B which produces rice but is superior in wheat. This means that Smith explained that a country will increase in wealth if it is in line with the increased skills and efficiency of the involvement of workers and residents in the country in the production process. A country is said to have an absolute advantage when that country specializes in producing commodities with other countries [12].

For more details, it will be explained in the form of a table below:

Thus, it can be seen that country A has absolute superiority in rice production and country B is absolute superior in wheat production. So there is a beneficial interaction if country A exports rice to country B and imports wheat from country B. On the other hand country B exports wheat to country A and imports rice from country A.

3) Local Wisdom

Theory local wisdom is divided into two terms which showed that the values or the idea hanuya apply and will bring benefits to people in environment where they berinter a k si. As described in social construction based on the norms and conditions of community behavior patterns so that it becomes one habit that becomes a moral order masyarakat a t in any other country [4]. Furthermore,

Indonesia, known as a culture called the culture or diversity of the archipelago as ones of local wisdom Indonesia. It was described by Meliono in his article "Understanding the archipelago Thought and Local Wisdom as an Aspect of Indonesian Education" suggests that local knowledge in Indonesia is a form of expression of the tribes in Indonesia, where people do activities and behave in accordance with the ideas that ultimately produce certain works. The beautiful Borobudur and Prambanan temples, the Subak irrigation system in Balinese rice fields, and batik, a world-renowned cultural heritage. These examples show that there are ideas and activities that underlie the making of elegant and majestic artifacts and other forms of ethnic products in Indonesia. It also shows that local knowledge of the depth of Indonesian culture is a compilation of tribal cultures - tribal, a process that express the life of goodness through learning pratises [13].

From the results of this theoretical framework, the author assumes that Indonesia, which is one of the countries that maintains *local wisdom* from plural and archipelagic values of art, food, and also culture such as traditional clothes and dances, is one of Indonesia's *nation branding* as a *power*. to face the free market and the single of globalization and market liberalization in the ASEAN Economic Community 2015 became threat of Indonesian food are less massive performed export such culinary example a Cultural Culinary Festival in Southeast Asia and also fax tor of many consumers from abroad who do not like spicy food. So that the food that is being incessant and currently trending is seblak which is becoming a trend food by young Indonesians and encourages MSMEs to promote these foods with international taste textures that condition international-style food but maintain local wisdom as true as it is in terms of method. the presentation and also the kooditi ingredients themselves, namely crackers. In addition, crackers are a form of absolute excellence in Indonesia, which is that this food only exists in Indonesia with cheap and affordable costs and labor but becomes food with high production costs when exported abroad because this food is rare and new.

III. RESEARCH METHODS

The research method that will be used by the authors is a qualitative research method and data collection techniques with a literature study of various references, namely books, journals, and Valid and relevant Internet website. So that the type of data taken by the author is the type of secondary data that looks at the data written by the previous author.

IV. DISCUSSION RESULTS

1. Indonesian culinary exports and Indonesian culinary factors are difficult to compete

Before explaining in detail from seblak, the author opens an outline of the role of Indonesian culinary delights from various foods to foreign countries. Indonesia is a country with the famous cultural diversity also culinary variety . Not only Indonesians who like it, but also the international community and even globally recognize and know Indonesian food, especially Rendang, which is the most delicious food in the CNN version of the world, namely Rendang. In addition, the various roles of the Indonesian government have also carried out Indonesian gastrodiplomacy efforts by means of the Indonesian Ministry of Trade's export of Indonesian culinary delights, the efforts of the Ministry of Trade are among others the first way, facilitating the Indonesian diaspora to synergize the spirit of entrepreneurship in forming MSMEs as consolidators. and also promote the role of *customs broker* or defined as *pialang kebecukaaian* to provide convenience to foreign culinary Indonesian product to enter the overseas markets including ASEAN. Second, pushing hard for the efforts of nutmeg actors or actors from MSMEs for culinary midwives to export rendang to Holland [10], [14], [15].

But once again many culinary experts and political observers say that even though Indonesian culinary has been widely recognized by the international community with the CNN survey and also UNESCO has determined rendang as the most delicious food as well as world heritage sites as authentic Indonesian food, it has still not been thoroughly listened to. international world and even still unable to compete with other culinary delights such as Thai cuisine known as *Tom Yum* , Vietnam which is known as *Pho* (a type of ramen) if in the ASEAN region there is no longer a global sphere like South Korea with *tte o kbokki*, *kimbap*, China with *dim sum* , *chow mein* , and Japanese like *sushi* and *ramen* . It also says from Bondan Winarno as Indonesian culinary expert said that although indeed Indonesia in kulinernya more diverse because it consists of the cultural diversity is heterogeneous than Thailand, but in terms of synergy and cohesion between government, the private sector of culinary lovers culinary and SMEs also mutual synergy and the way in promoting its culinary on the international market even though ASEAN [10, p. 13].

In addition, other factors that make it difficult for Indonesian culinary to compete abroad, including ASEAN, include:

- 1) The majority of Indonesian culinary delights are spicy.

Taste is a factor in determining taste to attract culinary enthusiasts, especially for tourists and also the global community to increase markets both in the ASEAN region and internationally. However, it should be noted that

Indonesian culinary is internationally recognized which will be rich in herbs or spices, but the weakness is that the global community does not like spicy food. This is the case in Bratislava, Slovakia, which prefers a sweet taste of culinary and doesn't like spicy food so that she is afraid to taste spicy kulier. [16].

2) Indonesian culinary products that tend to be plump

In promoting Indonesian culinary to abroad, language certainly be important and it easier to global society to recognize Indonesian culinary. That is Indonesian in Indonesian culinary abroad are also adjusting to a foreign language, especially a English is a global language. But factor it is food or Indonesian Culinary which tend translates to discuss a stranger. As explained by the Minister of Commerce, Muhammad Lutfi based on data from news out n 2014, describes that *Masuk Angin* may not be changed to "In the wind" because of colds disease is also not exist in abroad particularly in ASEAN [17].

3) Prices are not competitive and the Indonesian community is lacking in the international world.

As explained from the Vice Chairman of the *Asosiasi Pengusaha Indonesia (Apindo)* Shinta W. Kamdani that the influence of Trade war between United States (US) and China's influence on impede the productivity of non-oil exports of Indonesia, namely on food or culinary so that the price is not competitive. In addition, the low competitiveness of Indonesian products and the lack of the Indonesian Diaspora community as well as Indonesia's Chinatown also affect the difficulty of competing in global markets including ASEAN [18], [19].

2. Seblak and the efforts of Seblak MSMEs and the Government in welcoming the domestic economy and global market (ASEAN)

The previous point explains how Indonesian culinary exports by the Indonesian government and also from MSMEs can compete in the global market as well as ASEAN, but there are still factors that Indonesian culinary has difficulty competing as previously explained on three points. At this point, we will explain how seblak is a local food or culinary that represents the local wisdom of the people of the archipelago, especially the Sundanese people who are rich in taste, namely kencur as one of the main spices in cooking. However, along with the times, the main raw material of seblak, namely crackers, remains one of the local foods that are still favored by the Indonesian people. Even along with globalization and free market liberalization, it encourages MSMEs to make a modern style from taste and also from packaging, but with low cost and work capacity, it generates huge profits and has the potential to become *nation branding* in global markets including ASEAN.

1) The Origin of Seblak

Seblak which is a food that is trending by young people and even parents in Indonesia. However, it should be noted that Seblak has actually existed since the 2000s, but in its historical roots, Seblak originated from the South Cianjur area in the 1940s during the colonial period. By the poor. Actually, in the Sumpiuh area, Banyumas, Central Java, the people call them *kerupuk godog*/Stemmed Cracker. However, the more famous ones are Seblak, which comes from Sundanese, namely Bandung and South Cianjur [20], [21].

2) The combination of local wisdom and international taste in Seblak

Since seblak it has become a culinary delicacy that has become recognized by all of Indonesia, not only in the Sunda region (West Java). Lots of MSMEs have established seblak, especially young people who are successful in entrepreneurship with a modern style such as the one that is well-known and can be found in every minimarket, namely *Seblak Mommy*, who was founded in 2012 by Lofty Rainindi, a graduate of the Bandung Islamic University Student/*Universitas Islam Bandung (UNISBA)* with modern-style packaging such as instant cup noodle packs, it is replaced with the main menu, namely instant seblak by brewing it with hot water [22].

Local wisdom can be seen from the authenticity of seblak of traditional seasonings like kencur but with a modern presentation methods that can be of interest for global society, seblak tasting with a simple and spicy dose can be customized for each person. Apart from that, the Bandung café, Marlo Kitchen, introduces seblak with a blend of international flavors such as tenderloin seblak, sundanese flavor but with international class. Not only that, there are other menus from seblak international taste, namely pizza seblak, sushi seblak, and also spaghetti seblak. As such, please note that as described in the previous point that people overseas are afraid of spicy food have become alternati f by adjusting the tongue internationally and has become one of the efforts that seblak become one of the efforts of *nation branding* as seblak one hawker most easy to make premises production labor and cost its cheap but sold at a high price, especially crackers that come into one's vision right foods solely owned by the Indonesian foreign sounding by global society, making it the taste desires of knowledge and can attract enthusiasts community globally mainly ASEAN in facing AEC 2015 [23]. This was explained in the turnover generated by Seblak Mommy up to Rp. 350 million per month. It is indeed simple in cracker processing with affordable labor but yields multiple times profit [22]. In addition, the efforts of Indonesian MSME actors abroad have introduced seblak to other countries such as New York [24].

V. CONCLUSION

Globalization has opened opportunities new regionalism particularly ASEAN, in which previously inclined on security policy issues into economic and socio-cultural with the role of the community becomes part of the interaction of the ASEAN region. It also as 2015 in the beginning AEC or called *MEA* eases opportunities for Indonesia in conducting a free market throughout the Southeast Asian region in particular non-tariff barriers. But the threat is Indonesia are not ready to face the MEA because of the lack of adequate human resources and economic capabilities that micro established primarily economic equality. It also threatens the sector of business eroded by imported goods. Culinary Indonesia which is also a threat of MEA also resulted so lit compete with culinary prosuk other countries both in the ASEAN region and globally. So, by way of culinary export efforts of the Ministry of Trade and also the role of the Indonesian diaspora in abroad with entrepreneurial spirit of Indonesian diaspora on developing SMEs Indonesia. Seblak, which is also a local food that is currently a trend, now has many roles of MSMEs in Indonesia which are invading international tastes but still maintaining local wisdom from taste and also the way of presenting it. Although the results of the data and also the analysis of the author do not have much literature on the impact on the ASEAN market because seblak is a new food trend in the current decade, the author assumes that there are many international tastes and also from the evidence of seblak in New York gives opportunity for Indonesia that Seblak can be used as *nation branding* in the export of non-oil culinary as to the ASEAN market and global also remember losing competitiveness with other culinary Indonesia is brother a lah sale. Then it is indeed necessary to the promotion of the role of government to SMEs and Indonesian people to love the local prouk to be one of *the power* so that the global community is getting to know and famous that Indonesia is known for its cultural diversity.

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