

Analysis of Marketing Value Chain Development of Halal Food Products (Case Study of Kato Dehydrated Food Startup)

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Abstract:

The creative economy development policy, namely the development of economic activities based on individual creativity, skills, and talents to create individual creative and creative power that has economic value and affects the welfare of the Indonesian people. The creative economy, especially kato dehydrated food, displays creativity in the culinary field to offer food ingredients: both dried and ready-to-eat spices. The formulation of the problem is as follows: how is the development and innovation of the creative economy in the culinary field, and what are the supporting and inhibiting factors in the development of the creative economy in the culinary field through the marketing mix (a case study of Kato dehydrated food) ?. The results of this study are as follows: the existence of a creative economy based on drying dehydrated food kato food is sufficient to help the level of welfare and community needs. The marketing mix is the limitation of the creative economy development strategy carried out by Kato Dehydrated Foods, namely: products, prices, promotions, and places/distribution channels. In addition, there are supporting factors: The winner of the FSI who was awarded the ministry in 2020, and the other is also an inhibiting factor: Lack of public insight into the types of food ingredients that are dried in each dish.

Introduction

The total Muslim population in Indonesia is 87.18% of 232.5 million (Salaam Gateway, 2018). Currently, Indonesia is ranked 10th for the global Sharia economy mainly by increasing its halal food ranking. There are four strategies to realize Indonesia as the center of the world's sharia economy: Strengthening the halal value chain, Strengthening the Islamic Financial Sector, Strengthening MSMEs (Micro, Small, and Medium Enterprises), Utilizing and Strengthening the Digital Economy. Strengthening the Halal Chain is one of the main strategies to strengthen the entire chain from upstream to downstream. Based on the above programs, several industries are closely related to this halal chain: Halal Food and Beverages, Halal Tourism, Halal Fashion, Halal Media and Recreation, Halal Pharmacy and Cosmetics, and renewable energy (Fatmawati & Santoso, 2020; Nugroho et al., 2019). In the tourism industry, the concept of sharia has become a trend in the global economy. It has also become an attraction to be seen and enjoyed so that it deserves to be sold to the tourism market (Nugroho, 2020, 2021). From food and beverages, finance to lifestyle products.

The creative economy (Ekraf) is currently expected to become a new, sustainable national economic power and can emphasize adding value to goods through human thinking and creativity. The creative economy has become one of the catalysts for Indonesia's economic growth amid a slowdown in global economic growth (Dumilah et al., 2021). In its development, create economic activities in Indonesia include 16 sub-sectors, one of

which is the culinary sector. Sub the culinary sector is defined as the activity of preparing, processing, and presenting food and beverage products in which there are elements of creativity, aesthetics, tradition, and local wisdom as the essential elements in enhancing the taste and value of these products, to attract purchasing power and to provide an experience. for consumers (Nurhasanah et al., 2021; Santoso et al., 2021).

Indonesia's tourism and creative economy ministry (Kemenparekraf/Baparekraf) curates culinary creative economy players by holding a food startup pitch deck event called Food Startup Indonesia (FSI). The winners will get financing for business capital. At the MMXX Indonesian Food Startup (FSI) event, Kato Dehydrated Foods (Malang, East Java) was the first-place winner. Kato Dehydrated Food that will be studied is a company that performs food drying. This Kato Dehydrated Food startup provides various dry spices, dry vegetables, dried fruit products, and derivatives. The processing production process uses modern technology to clean and uses a sterile machine so that the core content of the product is maintained so that process after process will produce high quality.

In developing the halal food and beverage industry, Indonesia needs a chain representing the value. With the diversity of cultures possessed by Indonesia, Indonesia has many types of processed food with various flavors and different processing methods. In the halal food and beverage industry, the halal value of a product must be maintained, starting from raw materials to finished products that are ready for consumption. Therefore, the implementation of halal value chain management is necessary to ensure the quality of halal products and services so that the wider community can enjoy them. Based on the background of the problems described above, the authors can formulate the following main problems:

- How is the analysis of the halal food and beverage chain in the culinary field through the marketing mix (a case study of Kato Dehydrated Food Startup)?;
- What are the supporting and inhibiting factors in the analysis of the halal food and beverage chain in the Culinary sector through the marketing mix (a case study of Kato Dehydrated Startup)?;
- How is the development of innovation in the analysis of halal food and beverage chains in the culinary sector through the marketing mix (a case study of Kato Dehydrated Startup)?.

Literature Reviews

In searching for references related to studies on the development of the creative economy in the culinary field and drying food through the mixing mix, the authors found several theses, articles, and journals, including;

- Furst, quoted from katodehydratedfoods.com, 1st Place for Indonesian Food Startup, organized by the Ministry of Tourism & Creative Economy & Ultra, 13-15 October 2020, Sofitel, Nusa Dua, Bali. This company provides drying products from vegetables, fruit, and spices. A Modern Export Company Engaged In Edible Planting, Research, Internal Processing, And Trading. Products from katodehydratedfoods.com are more durable and safer because they are without addictive substances, preservatives, coloring agents, and additional flavorings. One of the unique products of Kato dehydrated food is that it consists of 3 types of products, such as powder, flakes, and slices.
- Second, Novita Sari with the title; Development of the Creative Economy in the Special Culinary Field of the Jambi Region. This study explains that the creative economy is highly dependent on human capital and is a shared responsibility between government and society.
- Third, Aslikhah and Alimatul Farid with the title: Strategies to Strengthen Halal Supply Chain in Indonesia in Facing Global Islamic Economy. This study explains that the halal lifestyle trend is a fundamental need and has increased from year to year. But on the other hand, most of Indonesia's population is Muslim, which is still not a key driver in the halal industry in Indonesia and globally.

The author will discuss the research on the value chain development of halal food and beverage product marketing (a dehydrated food startup case study). The above researchers have not touched upon this, who discussed the marketing mix related to the development of food chains and the company of dehydrated foods.

Theoretical Framework

The concept of halal is a term that comes from the Qur'an, which means allowed, permitted, or valid. In this context of halal, one of the stakeholders holding the authority related to the halalness of a product in Indonesia is the MUI (Indonesian Ulama Council), which states that for Muslims, the command to consume everything halal, holy, and sound is a religious command and the law is mandatory. There are quite a lot of arguments that explain the halalness of the product, including in the letter al Baqarah verse 168 it is explained:

"O people! Eat what is clean and good from what is on earth, and do not follow Satan's steps, because in fact Satan is a real enemy to you "(al Baqarah: 168).

Development is an educational effort, both formal and non-formal, that is carried out consciously and responsibly to introduce, grow, guide, and develop a balanced, complete, harmonious personality base, knowledge, and skills according to talents, desires, and abilities as provisions for initiatives. To add, improve, develop himself towards achieving dignity, quality, and optimal human capabilities and an independent person (Fitria, 2016). The creative economy was first introduced by John Howkins in his book, entitled *The Creative Economy: How People Make Money from Ideas*. In an interview with Donna Ghelfi of the World Intellectual Property Organization (WIPO), Howkins described the creative economy as an economic activity in a society that spends most of its time generating ideas, not just doing routine and repetitive things (Agustina et al., 2020). Generating ideas is something that must be done for progress.

According to the UNCTAD version of experts, the understanding of the creative economy is an economic concept that develops based on an asset that provides or can produce economic growth to create a developing economy. Therefore, the creative economy is considered a new economic sector that can make a significant contribution. Therefore, even in the future, it must become the backbone of the Indonesian economy. Therefore, the final goal to be achieved in developing the creative economy is to make the creative economy the backbone of the national economy to increase the people's progress and welfare. The discussion of this research, from 16 creative economy sectors, only focuses on the culinary sector. The growth of the national economy in Indonesia has developed through the creative economy, one of which is through the culinary sector from various regions that can improve the Indonesian people's economy (Nugroho & Ali, 2020). According to previous research on plans for the development of an online media-based culinary creative industry in Malang found that in developing a business, it is necessary to collaborate with online delivery, expand online marketing and promotion networks, cooperate with the private sector and the government (Yusadi et al., 2018).

Marketing compiles integrated communication to provide information about goods or services that satisfy human needs and desires. Marketing begins with fulfilling human needs, which then grows into human desires. The process of fulfilling human needs and desires is the marketing concept. Neil Borden was the person who first popularized the marketing mix idea in the 1950s. Borden defines a marketing executive as combining ingredients to create the right recipe to market a product. Then, E. Jerome McCarthy sublimated the 4P marketing concept from Borden's marketing mix ideas (van Waterschoot & van den Bulte, 1992). The elements in the marketing mix are product, price, place, and promotion. The description of these elements in the marketing mix are:

- Product (product), something that provides benefits to meet daily needs or something he wants to have;
- Price, several values following the quality and quantity of goods enjoyed by consumers;
- Place or channel of distribution (place), the company's decision regarding where its operations and staff are located for which the goods offered are known to several consumers;
- Promotion (promotion), marketing.

Innovation development

In the long term, business actors must have the ability to survive and be sustainable (Utami & Nugroho, 2019; Utami et al., 2020). One of the factors for survival and sustainability is innovation (Muniarty et al., 2021). Innovation is a concept referring to the process carried out by individuals or companies in creating new product concepts, methods, and ideas (Leach et al., 2012). In line with what Stephen Robbins expressed, innovation is a new idea applied to initiate or improve a product or process and service (Andrea & Santoso, 2020; Fasa et al., 2020). The goal is to develop or give a new color to an existing product, way, or idea.

In a business context, innovation can be related to modifying the business model and adapting to changes to create a better product or service. Here are three reasons about the importance of innovation in business: (i) Drive business growth; (ii) Innovation keeps business relevant; (iii) as a differentiator or characteristic of the company. The innovation movement also requires an approach that emphasizes systems and an environment conducive to the growth and development of innovation in a complete system through interactions between technology producers (R&D institutions and universities) and technology users (industry). These relationships often involve intermediary institutions as a liaison between the two. In addition, these actors and interactions also require support from the market (product users), political systems, supporting infrastructure, and framework conditions in the form of policy support (Nugroho, 2014; Santoso et al., 2021; Stern & Holder, 1999). In line with what was stated by Andrea & Santoso (2020), a successful system is taking a unity of a group from actors entities, institutions, increasingly sophisticated conditions. Innovation is a new idea applied to initiate or improve a product or process, and service.

Innovation is a form of acceptance by users and society of inventions, technology implementation, and research and development. One form of transforming this change in value is commercialization. However, in actual implementation, the transformation process is not easy and is classified as complex because the journey of the product invention process will face several significant challenges. Although it can be an obstacle, these challenges must be faced to transform the invention into innovation until the market accepts the product. This process is commonly known as the Valley of Death. One of the technological developments in finance is

Fintech. Fintech is one of the innovations in the financial sector that refers to modern technology (Gomber et al., 2017; Hiyanti et al., 2019). Fintech is an innovation in financial services where the physical function of money is not needed anymore but is converted to digital to be more efficient.

Method

This article has a descriptive approach that uses secondary data sourced from data obtained from the official website and social media, Katodehydrated Food, and compiled from various articles and journals related to this journal. The data collection technique used by the researcher was the participant observation by conducting a dialogue with the founder of kato dehydrated food, Mrs. Wiwik Widyaningsih. Researchers chose data analysis techniques utilizing qualitative data analysis with three stages, namely, data reduction, where the researcher chooses the main things following the focus of the study and then presents the data by explaining the marketing mix of the Kato Dehydrated Food company. The next stage is decision making or verification which is used to match the data with the research topic and then draw conclusions.

Results and Discussion

Food Startup Indonesia (FSI) is an online platform that nurtures creative economy players in the culinary field. The goal is to connect startups in the culinary field with an integrated environment. This environment refers to a culinary creative economy network: government, business mentors, capital, suppliers, investors, and marketing. In 2020, the top 3 FSI Kato Dehydrated Food came out as the first winner in this competition.

Development of the culinary creative economy through marketing mix (a case study of Kato Dehydrated Food Startup)

To discover the development of the creative economy in the culinary field through the Marketing Mix (a case study of Startup Kato Dehydrated Food), researchers tried to dig up information and conduct research by visiting social media from Startup Kato Dehydrated Food.

The result of the information obtained by the researchers is that Kato Dehydrated Food has been around since January 9, 2015, and was founded by Mrs. Wiwik Widyaningsih and Co-Founder M Syamsu Dhuha. Kato Dehydrated Food is a modern export product that has been engaged in the development, research, in-depth processing, and trading of research products that can be consumed. In addition, Kato Dehydrated Food provides a variety of herbal and natural products for consumers. The marketing mix and strategies adopted by Kato Dehydrated Food are as follows;

- **Product**

Products are goods, services, or ideas with tangible or intangible forms that provide satisfaction and benefits to consumers. Although the product is an essential variable of the marketing mix, if the products offered by the company do not match the needs and desires of consumers, selling these products will be difficult, and the product life cycle will be shorter. Kato Dehydrated Food offers seven types of products, namely vegetable powder, fruit, spices and rhizomes, tubers, rare commodities, flowers, and seeds. The following is a description of the seven types of Kato Dehydrated Food products;

Table 1. Kato Dehydrated Food Products

NO	SAYURAN		NO	BUAH - BUAHAN	NO	REMPAH DAN RIMPANG	NO	KOMODITAS LANGKA	
1	DAUN KARI	23	CABAI RAWIT	1	PISANG	1	JAHE	1	DAUN SIRIH
2	DAUN KELOR	24	PAPRIKA HIJAU	2	NANAS	2	KUNYIT	2	DAUN SIRIH MERAH
3	BROKOLI	25	PAPRIKA MERAH	3	SEMANGKA	3	TEMULAWAK	3	DAUN SUKUN
4	WORTEL	26	PAPRIKA KUNING	4	JERUK NIPIS	4	KENCUR	4	DAUN KOPI
5	DAUN BAWANG	27	BAYAM	5	LEMON LOKAL	5	LENGKUAS	5	BAWANG DAYAK
6	BAWANG PUTIH	28	SAWI PUTIH	6	JERUK BABY	6	KUNYIT PUTIH	6	MENGGUDU
7	BAWANG MERAH	29	BUNCIS	7	JERUK MANIS	7	KETUMBAR	7	BAWANG HITAM KATING
8	BAWANG BOMBAY	30	KACANG PANJANG	8	SALAK	8	LADA PUTIH	8	BAWANG HITAM TUNGGAL
9	LOBAK PUTIH	31	SAWI MANIS	9	STRAWBERRY	9	LADA HITAM	9	DAUN MENIRAN
10	JAMUR CAMPIGNON	32	KUBIS	10	BUAH NAGA	10	BUNGA LAWANG	10	DAUN SAMBILOTO
11	JAMUR KUPING	33	KUBIS UNGU	11	TOMAT	11	CENGKEH	11	DAUN SIDOGURI
12	JAMUR SALJU	34	JAGUNG MANIS	12	MELON	12	KAPULAGA	12	BUNGAN KUMIS KUCING
13	DAUN SALAM	35	OKRA HIJAU	13	BLEWAH	13	KAYU MANIS	13	DAUN BINAHONG
14	DAUN JERUK PURUT	36	OKRA MERAH	14	WALUH	14	ADAS	14	DAUN TIN
15	SELEDRI	37	MENTIMUN	15	LABU LONCENG	15	JINTEN PUTIH	15	DAUN BIDARA
16	DAUN KEMANGI	38	KEMBANG KOL	16	KIWI	16	JINTEN HITAM	16	DAUN TAPAK DARA
17	DAUN PEPAYA	39	KALE	17	MANGGA	17	PALA	17	DAUN KALANDIVO
18	PARE	40	BAYAM MERAH	18	ALPUKAT	18	KEMIRI		
19	PANDAN	41	DAUN GINGSENG	19	PEPAYA	19	TEMU HITAM		
20	DAUN SUJI	42	PAKCOY	20	ANGGUR	20	CABE JAMU		
21	CABAI MERAH BESAR			21	NANGKA	21	SEREH		
22	CABAI MERAH KERITING			22	APEL	22	ANDALIMAN		
				23	ALANG - ALANG				

Table 2. Kato Dehydrated Food Products

NO	UMBI - UMBIAN	NO	BUNGA	NO	BIJIBIJIAN
1	KENTANG	1	TELANG	1	KEDELAI PUTIH
2	UBI UNGU	2	CRISANT	2	ALMOND
3	UBI MADU	3	MAWAR MERAH	3	METE
4	BEET	4	BUNGA KOPI	4	KACANGTANAH
		5	MELATI	5	BIJI ALPUKAT
		6	KECOMBRANG	6	BIJI DURIAN
				7	BETON NANGKA
				8	MAKADAMIA

▪ **Price**

Price is the exchange rate in money or other goods obtained from a service or goods. The price offered per 1 kg of Kato Dehydrated Food product is adjusted to the type of product or essential ingredients, priced from Rp240,000 to Rp1,400.00.

▪ **Place or channel of distribution**

In developing the halal food and beverage industry, Indonesia needs a chain representing the value. With the diversity of cultures possessed by Indonesia, Indonesia has many types of processed food with various flavors and different processing methods. In the halal food and beverage industry, the halalness of a product must be maintained, starting from raw materials to finished products that are ready for consumption. Therefore, the implementation of halal value chain management is very necessary to ensure the quality of halal products and services (Mahliza et al., 2020). The place in distribution aims to simplify and facilitate the delivery of products and services from producers to consumers, so that their use is as needed. One of the right distribution channel chains to distribute Kato Dehydrated Food products is Halalpedia. PT. Halal Pedia Indonesia is one of the technology companies in Indonesia with a vision of digitally equalizing small and medium enterprises, locally made products that are halal in Indonesia. Halalpedia helps MSME fighters with their local products through a Halal-based marketplace. And Halalpedia is also a means for the community to make it easier and provide the convenience of getting halal products (Subekti, 2021). The distribution of goods currently carried out by Kato Dehydrated Food is direct distribution, from producers to resellers. With the existence of halal media following the characteristics of Kato Dehydrated Food that can meet the needs of the community, it is hoped that the marketing or distribution chain of Kato Dehydrated Food can be more guaranteed to be halal.

▪ **Promotion**

Kotler (1994) states that promotion is a part and process of marketing strategy to communicate with the market by using a promotional mix composition. In today's era, many things can be done with the internet, and many people always use the internet in their daily activities. Kato Dehydrated Food uses the internet to promote through the website, Instagram, and WhatsApp Groups, which they manage. One of the marketing strategies for Kato Dehydrated Food is through Halalpedia, an e-marketplace based on a halal system. One of the supporting factors for Halalpedia to become a halal e-marketplace is collaborating with Islamic banks in Indonesia, such as the BSI Hasanah card, a sharia-based credit card with no interest. Through Halalpedia, Kato Dehydrates Food can also grow by entering its products into one of the E-marketplaces made by the nation's children. In addition, Halalpedia also provides free digital promotion programs and Ramadhan promo programs for every existing product. There is also a discount through the BSI Hasanah card for every product sold here. Therefore, it will be easier for Kato Dehydrated Food if it sells its products through Halalpedia. Because in this e-marketplace, anything can be sold and searched for. Of course, with the terms of sharia products, the possibility for the public to know what Kato Dehydrated Food products are will be even greater. For example, a consumer who only wants to buy household appliances but sees Kato Dehydrates Food products in the promo section might be interested too.

Supporting and inhibiting factors in the development of the creative economy in the culinary field (a case study of Kato Dehydrated Startup)

▪ **Supporting factor**

1. The election of Kato Dehydrated to be the first winner at the 2020 Food Startup Indonesia (FSI) held by the Ministry of Tourism and Creative Economy, which means that Kato Dehydrated has become one of the best food groups in Indonesia, as for the assessments measured in the tourism and creative economy

arena, namely: in terms of products, packaging, innovation, investment risk market readiness, partnerships and investment strategies.

2. With the presence of Kato Dehydrated, it is hoped that it will be able to meet the community's needs, especially in the types of herbal medicines and healthy foods.
3. The essential ingredients of the products used by Kato Dehydrated have also selected quality ingredients taken directly from the farmers. Furthermore, hygiene will be guaranteed by using a special process, namely dehydrated processing technology, using a dehydrator machine.
4. Besides that, all of the products made by Kato Dehydrated are still original, with preserved nutria. As a result, this taste is almost similar to the original fresh taste, a significant color to the original, with the principle of "Original Food" without adding preservatives, dyes, or other addictive substances.
5. Finally, advertisers are efficient and take advantage of existing technology by using technological advances such as social media, Instagram, Facebook. Kato Dehydrated also has an official website that can be accessed to make it easier to view the product or Kato Dehydrated itself.

▪ **Inhibiting factor**

1. Lack of education to the public, especially adolescents, on the good benefits of consuming herbal spices. So that people's interest in consuming spices has not been maximized. Advertising or sales efforts are primarily carried out in social media, where many teenagers are surfing in this world, while the vulnerable aged 30 years and over are more interested in spices.
2. Competition for startup businesses is quite tight during a pandemic like today.

Innovation in the development of the creative economy in the culinary field (a case study of the Kato Dehydrated Startup)

The research elements/variables used are the supply side, linkage side, and demand side.

▪ **Supply-side**

1. Improve the welfare of farmers and plantation owners by working together
2. Process and produce their raw materials
3. using modern machines and clean processing
4. Carry out the BPR (Business Process Re-Engineering) process, make machines and mix them into food and beverage products
5. Business innovations in the form of a Quality Assurance System: SPP-IRT, Halal Certificate, and Brand Registration are obtained with assistance from the business community, leading to consumer satisfaction and trust in the assurance of culinary quality.

▪ **Demand-side**

1. Implement virtual trade promotions through social media
2. Conducting seminars for creative economy actors in the culinary field
3. Conducting workshops, conferences, competitions, talk shows, pitching, and classes in various regions in Indonesia to develop access to financial capital for creative economy players.

▪ **Linkage side**

1. Cooperation with business partners such as;
 - a. Kedai Bukit Rhema Magelang
 - b. Kojo Onigiri
 - c. Jamulindy
 - d. Sari Raos Catering
 - e. Madona Cake & Bakery

Conclusion

- Creative economy development has become a high price, so Kato dehydrated food has prepared various strategies for drying food ingredients that remain competitive with food ingredients. Furthermore, Kato dehydrated foods prepare and improve the quality of production, and this is intended so that the creative economy, especially in the field of drying food ingredients, continues to grow and can continue to grow, and can be empowered, because, in addition to providing income to the industry itself, it can also help the welfare of its employees and make a good contribution. Tangible impact on the regional economy. The marketing mix in the creative economy development strategy carried out by Kato dehydrated foods is as follows: Kato, dehydrated foods products, have many variants of dried food, for example, vegetable powder, fruit powder, spices and rhizomes, rare commodity ingredients, seeds, and flowers. The price of ingredients offered by Kato dehydrated foods depends on the type of ingredients and the product. Promotion (promotion) EB Traditional Batik using business cards (identity), print and electronic media, or social

media. Place/Channel Distribution (place) Kato dehydrated foods are distributed directly, from producers to resellers, traders, and finally, end users (buyers).

- The marketing chain for Kato Dehydrated Food will be longer if channeled through the halalpedia program.
- Supporting factors and inhibiting factors in the development of the creative economy in the culinary field at Kato Dehydrated Foods have experienced support from various aspects, including Supporting factors:
 1. With the election of Kato Dehydrated to be the first winner at the 2020 Food Startup Indonesia (FSI) held by the Ministry of Tourism and Creative Economy.
 2. At the FSI event, Kato Dehydrated received training companions such as business consulting and marketing.
 3. With the presence of Kato Dehydrated, it is hoped that it will be able to meet the community's needs, especially in the types of herbal medicines and healthy foods.
 4. The essential ingredients of the products used by Kato Dehydrated have also selected quality ingredients taken directly from the farmers.
 5. Finally, advertisers are efficient and take advantage of existing technology by using technological advances such as social media, Instagram, Facebook.

The innovation carried out by Kato Dehydrated foods uses three variables, namely Supply Side, Linkage (Intermediary Side), and Demand Side, each of which supports the development of innovation from Kato Dehydrated foods. As a result, Kato Dehydrated foods marketing will be broader.

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