INTEGRATION MODEL OF REGIONAL INSTITUTIONS IN ENHANCING THE EXISTENCE OF TRADITIONAL FOOD IN BANYUMAS DISTRICT

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Abstract. Along with the development of the times, changes in people's consumption patterns began to shift from traditional to modern, affecting the existence of traditional food, one of which is in Banyumas. Banyumas has a variety of culinary centers. This research aims to analyze the demand for traditional food in Pratistha Harsa Market Banyumas and Develop a Model of Regional Institutional Integration in Increasing the Existence of Traditional Food (case study in Banyumas Regency). This research uses the multiple linear regression analysis method to identify the influence of variables of factors that affect the demand for traditional food and the Almost Ideal Demand System (AIDS) which is an ideal model in analyzing demand. Using MACTOR (Matrix of Alliances and Conflicts Tactics, Objectives and Recommendations) analysis was used to develop a model of the Regional Institutional Integration Model in Increasing the Existence of Traditional Foods in Banyumas Regency.

Keywords: *mactor, AIDS* model, price, preference, traditional food demand, location

A. INTRODUCTION

Traditional food is a representative manifestation of Indonesia's cultural heritage, characterized by regional specificity and diversity, spread across various regions in Indonesia. Food serves not only as a means of meeting nutritional needs, but also functions in maintaining interpersonal relationships, symbolizing the identity of a particular community, and can be traded to support the local economy (Suter, 2014).

Purchasing food and beverages in tourist areas accounts for one-third of total tourist expenditures (Green & Dougherty, 2009). Through travel, tourists will gain experience with traditional food and beverages in the area Tourists not only embark on a journey, but also learn about the local culture and wisdom (Karim & Chi, 2010).

Various regions in Indonesia have diverse cuisines, snacks, and traditional foods that differ Traditional food becomes an icon or a unique attraction of a region inattracting tourists. In addition, tourists can purchase these traditional foods to take home as one of the results of their travel. Traditional food is not only enjoyed by tourists as a tourist destination, but also by local residents who regularly consume their own regional food.

With the passage of time, the lifestyle of society has undergone changes in habits and traditions. This is closely related to food consumption, considered as a form of national identity, may also experience shifts in social values. This can lead to significant changes in consumption patterns This is evident in the phenomenon of many young generations preferring modern food over traditional cuisine (Ohy et al., 2020).

Based on the background outlined above, the formulation of this research is as follows:

1. To analyze the demand for traditional food in Banyumas Regency (Year 1)
2. To identify the factors influencing the demand for traditional food in Banyumas Regency (Year 1)
3. To analyze the role of each existing institution in the community towards enhancing the existence of traditional food in Banyumas Regency (Year 2)
4. To develop a model for integrating local institutions to enhance the appropriate existence of traditional food in Banyumas Regency (Year 2)

This research about multiyear research conducted for two years so the objectives of this study consist of:

1. To analyze the demand for traditional food in Banyumas Regency (Year 1)
2. To identify factors that affect the demand for traditional food in Banyumas Regency
3. (Year 1)
4. To analyze the role of each institution in the community towards increasing the existence of traditional food in Banyumas Regency (Year 2)
5. To develop a regional institutional integration model in increasing the existence of traditional foods in Banyumas Regency (Year 2)

B. THEORETICAL OVERVIEW

1. Demand Theory

Demand refers to the quantity requested in terms of price. It represents the high or low demand for goods and services from buyers. In economics field, demand is the amount of a good that is available and can be purchased at various prices, during a specific period of time, assuming other factors remain unchanged. The amount of a good or service that can be purchased at different possible prices during a specific period of time, assuming other goods remain constant. The research conducted by Pratama & Saino, (2021) explains the existence of product factors and cultural factors that influence the demand for traditional food. Yuliati, (2011) in her research stated that personality factors have the greatest influence on the demand for traditional food, in addition to other factors such as price, promotion, culture, knowledge, location, experience, and lifestyle.

2. Preference on Traditional Food

Traditional food becomes one of the tourist destination goals. Tourists will have a different experience when enjoying the local cuisine This is because the unique local dishes cannot be found in other regions *(Harsana & Triwidayati, 2020)*. Furthermore, food is a basic necessity and therefore cannot be separated from every journey undertaken *(Blichfeldt et al., 2010)*.

The potential tourists will determine a new market segment regarding local cuisine Tourists tend to have authentic experiences that lead them to visit the place repeatedly Various tourist attractions such as natural beauty and unique traditional food can attract tourists' interest to visit. Food and culinary tourism is not only about knowledge of local culture, but also about openness, adaptation, and adventurous experiences *(Kim et al., 2009)*.

3. Stake Holder Analysis on Mactor

Stakeholder analysis can be defined as the approach and procedure used to gain an understanding of a system through the identification of key stakeholders of that system and assessing their interest in a model *(Grimble & Chan, 1995)*.

According to *Oktavia & Saharuddin (2013)*, a stakeholder is someone or a group who has influence or can be influenced to achieve the goals of the program. *Ramirez (1999)* also defines a stakeholder as a certain basis, which can be seen from the perspective of the relative

strength and interest of stakeholders towards the issue, or from the perspective of the important position and influence they hold.

According to *Brown et al, (2001)*, the classification of stakeholders consists of three categories

a) Primary stakeholders are individuals or groups that have little influence on policy outcomes, but welfare is important for policy makers.
b) Secondary stakeholders are parties that can influence decisions made because these parties are a large part of the policy makers and are involved in the implementation of policies. They are relatively unimportant, so their level of well-being is not a priority.
c) External stakeholders are individuals or groups who can influence the outcome of a process through lobbying to decision-makers, but their interests are not important.

Key stakeholders are stakeholders who have legal authority in decision-making. These key stakeholders are executive elements according to their level, legislative, and agency. In terms of natural resource conflicts, stakeholder analysis provides a framework to understand who is involved, their interests, and how stakeholders are interconnected in decision-making.

This analysis offers a good understanding of who influences and actively participates in natural resource management *(Ramirez, 1999)*. Stakeholder analysis is a method used to gather information from a group or individual related to a particular situation, provide information, explain conflicts that occur, and conditions that allow for trade-offs *(Brown et al., 2001).*

Stakeholder mapping according to *Brown et al., 2001* is categorized into various groups based on their level of importance, capacity, and relevance to the core issue, namely:

a) Profile of the main actors (individuals/institutions, address, activities, profession)
b) Interests of the main actors in the participatory process
c) Experience in promoting participatory efforts
d) Description of the current condition regarding the process

C. METHODS

Analysis method begins by identifying the influence of independent variables such as price, age, education, preference, and promotion on the demand for traditional Banyumas food. Data analysis technique used is multiple linear regression. Multiple linear regression aims to explain the influence of independent variables on the dependent variable *(Ghozali, 2018)*. The analysis model is transformed into the following equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon$$

Information:

Y = Demand for Traditional Food β_0 = Constant
β_1 = Price
β_2 = Age
β_3 = Education
β_4 = Preference
β_5 = Promotion
ε = error term

Before conducting multiple linear regression testing, Classic Assumption Tests are first performed, consisting of three tests: normality test, multicollinearity test, and heteroskedasticity test. Then, hypothesis testing is carried out using coefficient of determination test, simultaneous F test, and partial t test *(Ghozali, 2018).*

Analysis method used to research on traditional Banyumas food demand at Pratistha Harsa Market is using Almost Ideal Demand System (AIDS) approach formulated by *Deaton & Muelbauer (1980)*:

$$W_i = \alpha i + \sum_j \gamma ij\ LogP_j + \beta i Log\left(\frac{X}{P}\right)$$

It was explained that *ij* shows traditional foods such as mendoan, soto, kraca, nopia, and getuk goreng. W_i is the share of traditional food category *i* against the total expenditure on all traditional foods ($w_i = p_i q_i/x$), α, β, and ɣ are regression parameters for intercept, traditional food expenditure, aggregate price. P_j is the price charged on the *j* traditional food ($P_j = \sum W_k P_k$), X is the total expenditure of traditional food, P* is the stone price index, where Log P* is $\sum W_i \text{Log} P_i$.

This above equation is in line with demand theory, if the following restrictions are met: (a) adding up restriction: $\sum \alpha_i = 1$, $\sum \gamma_{ij} = 0$, $\sum \beta_i = 0$, (b) homogeneity restriction: $\sum \gamma_{ij}$ 0, and simetric restriction: $\gamma_{ij} = \gamma_{ij}$.

Through the nature of aggregation, adding up means that the sum of demand is expenditure The homogeneity property means that demand is homogenous of degree zero in price and expenditure The symmetry property means that the cross-price elasticity of demand is symmetric (inverse) In the AIDS model equation, the elasticity properties of demand are also determined. The elasticity of demand can be lowered as follows: (a) the elasticity of the price of goods ($\gamma_{ij} - \beta_i/W_i$), (b) cross elasticity $\varepsilon_{ij} = (\gamma_{ij} - \beta_i W_j)/W_i (i \neq j)$ (c) revenue elasticity $\eta_i = 1 + \beta_i/W_i$..

Furthermore, after obtaining an analysis of traditional food consumer behavior, an in-depth interview will be conducted with existing community institutions with a qualitative-quantitative approach (Mactor). Mactor is a software used to analyze the competitiveness of actors, power relationships between actors, and actors' attitudes towards goals. Mactors are also used to analyze the forces between goals and factors. Mactor stands for Matrix of Alliances and Conflicts Tactics, Objectives and Recommendations. The software was developed by *Michel Godet and François Bourse in 1989-1990*. Mactors are used as an alternative to quantitative- and qualitative-based contemporary analysis tools.

D. RESEARCH RESULTS AND DISCUSSION

1. Description of Research Object

Kabupaten Banyumas is one of the regencies in Indonesia located in the Central Java Province, with its capital being Purwokerto Kabupaten Banyumas was established on August 8, 1950, based on Law No 13 of 1950 Geographically, Kabupaten Banyumas is situated between the East Longitude line of 108o 3917 to 109o 2715 and the South Latitude line of 7o 1505 to 7o 3710, which means it is located in the southern hemisphere of the equator *(Rahayu, 2016)*.

Banyumas, as one of the regions in Central Java, is known for its unique traditional foods such as nopia and tempe mendoan Mendoan, a snack made from thinly sliced tempeh, is fried with a flour batter until partially cooked and not too crispy This dish has been widely recognized beyond Banyumas and has its origins in the colonial era of the Dutch *(Arifianto & Nofrizaldi, 2020)*.

Source: Visit Jawa Tengah, 2022

Figure 1. Mendoan and Nopia Banyumas

There is also a typical food, namely nopia which is similar to pia but the difference is that nopia has a dry texture on the outside with the filling inside. Nopia is made from flour dough filled with brown sugar which is then cooked through a unique way, namely put into a clay oven *(Arifianto & Nofrizaldi, 2020).*

Kraca is a typical culinary of Banyumas Regency, Central Java, whose basic ingredient is a small snail. These small snails are often obtained from rice fields which are then processed by being given gravy. It tastes savory and delicious with a mixture of onions, nutmeg, pepper, salt and other spices.

Source: Visit Jawa Tengah, 2022

Figure 2. Kraca Banyumas

Sokaraja is one of the districts in Banyumas that has quite busy traffic. Its location is very strategic as it serves as a connecting point between Purwokerto, Banyumas, Purbalingga, and Banjarnegara .This has led to the establishment of many shops, eateries, and rest stops for travelers Among them, the proliferation of soto (traditional Indonesian soup) stalls along the road in Sokaraja stands out Soto Sokaraja can be found along the road, ranging from small roadside stalls to restaurants with adequate facilities.

Some have recently opened, while others have been in business for decades, sets Soto Sokaraja apart from other soto varieties in Indonesia is the combination of peanut sauce with other soto ingredients Aside from its delicious taste, Soto Sokaraja also has a rich historical background *(Hidayat et al.,2023).*

Getuk goreng is a typical authentic food of Sokaraja, Banyumas. Getuk goreng is made from cassava, or usually the people of Banyumas call it budin, with the addition of javanese sugar to make this fried getuk sweet and savory *(Prayogo, 2014).* Fried getuk is made with cassava as a basic ingredient that is processed until it becomes soft, this food is known as Getuk Goreng Sokaraja because getuk goreng is one of the typical foods of Sokaraja District *(Arifianto & Nofrizaldi, 2020).*


Source: Visit Jawa Tengah, 2021

Figure 3. Soto and Getuk Goreng Sokaraja

2. Characteristics of Respondents

This research was conducted by surveying traditional food buyers in the Central Banyumas area, specifically along Sawangan, Kedungwuluh, West Purwokerto, and Sokaraja. Data collection was done by interviewing more than 100 people who were interested in purchasing traditional food in that area.

Table 1. Respondent's distribution by ages

Age (Year)	Frequency	Percentage
32 – 39	6	6
40 – 47	32	32
48 – 55	43	43
56 – 63	16	16
64 – 71	3	3
Total	100	100

Source: Pengolahan Data Primer, 2024

Table 2. Respondent's distributon by gender

Gender	Frequency	Percentage
Male	28	28
Female	72	72
Total	100	100

Source: Pengolahan Data Primer, 2024

Table 3. Respondent's distribution by education

Education	Frequency	Percentage
Not Finished	0	0
Junior – Senior High School	76	76
Diploma	5	5
Bachelor	19	19
Master and Doctoral	0	0
Total	100	100

Source: Primary Data Processed, 2024

3. Multiple Linear Regression Analysis

Based on the multiple linear regression analysis that has been carried out, the results of the model equation are obtained as follows:

$$D = -114454{,}936 + 10562{,}992Pr + 168{,}500Age + 1004{,}993Edu + 8189{,}074Ts - 13263{,}718Pro$$

Table 4. Multiple linear regression analysis

Variable	Coef (B)	t	Sign
Constant	-114454,936	-6,587	0,000
Pr*	10562,992	8,691	0,000
Age	168,500	0,863	0,390
Edu	1004,993	1,133	0,260
Ts*	8189,074	8,009	0,000
Pro	-13263,718	-2,381	0,019

Source: SPSS Result, 2024

* Significant in the α 5 %

The following is explained the influence of each independent variable on the dependent variable:

a. The constant value is 114454.936 with a negative value. This indicates that if all variables do not change or remain (constant), the demand for Banyumas traditional food will decrease by 114454.936 thousand rupiah per month.
b. The value of the price perception coefficient is 10562.992 with a positive value. This indicates that respondents have a perception that the affordable price of Banyumas traditional food will increase the demand for traditional food by 10562,992 thousand rupiah per month.
c. The value of the age coefficient is 168,500 with a positive value. This indicates that every increase in age by 1 year will increase the demand for traditional food by 168,500 thousand rupiah per month.
d. The value of the education coefficient is 1004.993 with a positive value. This indicates that every increase in the level of education during 1 year of education will increase the demand for traditional foods by 1004.993 thousand rupiah per month.
e. The value of the preference coefficient is 8189.074 with a positive value. This indicates that respondents have good preference or in accordance with traditional Banyumas food will increase the demand for traditional food by 8189.074 thousand rupiah per month.
f. The value of the promotion coefficient is 13263.718 with a negative value. This indicates that respondents with a lot of promotions carried out directly (giving discounts and offers at outlets) or through social media will reduce the demand for traditional food by 13263,718 thousand rupiah per month.

4. Normality Test

Table 5. Normality test

Model	Test Statistic	Asymp. Significant	Result
Unstandardized Residual	0,078	0,141	Normal distributed data

Source: SPSS Result, 2024

Based on the results of the Kolmogorov Smirnov test, a significant value of 0.141 was obtained, the value was greater than 0.05, which indicates that the data is normally distributed or passed the normality test.

5. Heteroscedasticity Test

Based on the results of the heteroscedasticity test, the variables of price perception, age, education, preference, and promotion had a significant value greater than 0.05. This indicates

that these variables are homoscedasticity or no heteroscedasticity occurs, meaning that the model passes the heteroscedasticity test.

Table 6. Heteroscedasticity test

Variable	Coef (B)	Sign	Result
Pr	1341,862	0,070	Homoscedasticity
Age	139,639	0,238	Homoscedasticity
Edu	-69,644	0,896	Homoscedasticity
Ts	328,483	0,595	Homoscedasticity
Pr	-2124,515	0,528	Homoscedasticity

Source: SPSS Result, 2024

6. Multicollinearity Test

Table 7. Multicollinearity test

Variable	Tolerance	VIF	Result
Pr	0,267	3,742	Passing Multicollinearity
Age	0,926	1,080	Passing Multicollinearity
Edu	0,970	1,031	Passing Multicollinearity
Ts	0,146	6,848	Passing Multicollinearity
Pro	0,287	3,479	Passing Multicollinearity

Source: SPSS Result, 2024

Based on the multicollinearity test, the variables of price perception, age, education, preference, and promotion have a tolerance value of more than 0.1 which means that there is no correlation between independent variables with a value of more than 95 percent, and the Variance Inflation Factor (VIF) value is less than 10 which indicates that the regression model used in the study does not occur multicollinearity.

7. F Test

Table 8. F test

F-calculate	F-table	Significant	Result
216,556	2,31	0,000	Simultan

Source: Primary Data Processed, 2024

It is known that the F value is calculated at 216.556 with a significant level of 0.000. The F value of the calculation is greater than the F table (216.556 > 2.31) and has a significant value less than 0.05 (0.000 < 0.05). Thus, it can be explained that the perception of price, age, education, preference, and promotion together affect the demand for traditional food in Banyumas Regency simultaneously.

8. T Test

Table 9. T test

Variable	t-calculate	t-table	Significant	Result
Pr	8,691	1,985	0,000	Partial
Age	0,863	1,985	0,390	Non Partial
Edu	1,133	1,985	0,260	Non Partial
Ts	8,009	1,985	0,000	Partial
Pro	-2,381	1,985	0,019	Partial

Source: Primary Data Processed, 2024

a) Perception of prices affecting the demand for traditional Banyumas food is accepted.

b) Age has no effect on the demand for traditional Banyumas food.
c) Education has an effect on the demand for traditional Banyumas food.
d) Preference affects the demand for traditional Banyumas food is accepted.
e) Promotion has an effect on the demand for traditional Banyumas food is accepted.

9. Coefficient Determination Test

Table 10. Coefficient determination test

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
0,959	0,920	0,916	13812,55221

Source: Primary Data Processed, 2024

Adjusted R Square value of 0.916 or 91.6 percent. This indicates that 91.6 percent of the variables of price perception, age, education, preference, and promotion can explain the demand for traditional food in Banyumas Regency while the remaining 8.4 percent or 0.840 is explained by other variables outside the research model.

10. Almost Ideal Demand System (AIDS)

Table 11. Coefficient determination test

Traditional Food	Expenses Estimation				
	Mendoan	Soto	Kraca	Nopia	Getuk Goreng
Mendoan	3,073541	-8,180482	2,337049	12,22164	-9,451752
Soto	-8,180482	2,363519	3,803851	1,658786	0,354326
Kraca	2,337049	3,803851	-3,221524	-10,06698	7,147599
Nopia	12,22164	1,658786	-10,06698	-20,56587	16,75242
Getuk Goreng	-9,451752	0,354326	7,147599	16,75242	-14,80259

Source: Primary Data Processed, 2024

Based on the Almost Ideal Demand System (AIDS) model by including the variable price of traditional foods with community expenditure on traditional foods, a model of the parameters of the alleged demand for traditional foods in Banyumas Regency was obtained.

The parameter of alleged price of traditional food to the share of traditional food expenditure has a significant value at a level above 1%. Demand for traditional mendoan food is the highest in its own price elasticity because the increase in mendoan prices affects the increase in mendoan demand by 3.073541 times. This is because mendoan is an iconic food from Banyumas Regency that can be found in various places so that the increase in price will affect the demand for dodol itself.

11. Price Elasticity

Table 12. Price elasticity

Traditional Food	Own Price Elasticity	Explanation
Mendoan	3,073541	Elastis
Soto	2,363519	Elastis
Kraca	-3,221524	Elastis
Nopia	-20,56587	Elastis
Getuk Goreng	-14,80259	Elastis

Source: Primary Data Processed, 2024

The amount of the cross price elasticity value varies and generally the cross elasticity value is more than 0.1. In addition, almost all cross commodities are elastic, in other words, changes in the price of *i* goods will affect the demand for *ij*.

E. CONCLUSIONS, IMPLICATIONS AND LIMITATIONS

1. Conclusion of this research:

   a. Perception of price and preference has a significant positive effect on the demand for Banyumas traditional food, and promotion has a significant negative effect on the demand for Banyumas traditional food. Age and education do not have a significant effect on the demand for traditional Banyumas food.
   b. Highest demand for traditional foods is mendoan and soto. In the price elasticity itself, mendoan and soto have a positive correlation with price changes while kraca, nopia, and getuk goreng have a negative correlation with price changes. Meanwhile, in cross-price elasticity, consumer variations vary, in other words some traditional foods can affect the demand for other traditional foods. In addition, the demand for traditional food in Banyumas is elastic or in other words, the price affects the demand for traditional food.

2. Implication of this research:

Demand for traditional food in Banyumas is influenced by high and low prices. This needs to be a serious concern because staples as they continue to develop, and the competition for modern food is getting tighter. Therefore, government needs to implement special policies and direct marketing efforts through the procurement of bazaars and indirect marketing with related government social media. This is to reduce the price of traditional food so that it continues to be stable in line with the ever- increasing demand later.

3. Limitation of this research:

Limitations of this research are in the mapping of the research location. The research location is centered on the center and by-by centers along the city of Purwokerto, namely in the Sawangan and Sokaraja areas. The crowded points of visitors in buying traditional food are also spread across various iconic tourist areas of Purwokerto such as Baturaden, so that in the future the research will cover a wider location point to obtain even better research results.

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