



Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City

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ABSTRACT

This study aims to determine what Kinds of Culinary ,characteristics ,creativity, and the Structure-Conduct-Performance (SCP) approach. This study used a qualitative descriptive method with the object of research on MSME players. The sampling technique of this study used a stratified random sample method with a total of 40 samples. Data collection techniques in this study using documentation and interview methods. The results of this study 50% of MSME players are 41-50 years old, 47,5% MSME players have a high school background as their last education, 27.5% have been in business for 1-2 years. Based on the SCP approach, the culinary business model in Bengkalis City is independent, MSME players in Bengkalis City set prices looking at price information from competitors, in promotion tools 75% of MSME players put in stalls and the performance of MSME players is 32.5% monthly income ranges from IDR 2.000.000 - IDR 5.000.000

Keywords: Culinary, Bengkalis City, MSME players

1. Introduction

Creative economy is a concept to realize sustainable economic development based on creativity. Utilization of resources that are not only renewable, but even unlimited, namely ideas, ideas, talents or talents and creativity. The economic value of a product or service in the creative era is no longer determined by raw materials or production systems as in the industrial era, but rather on the use of creativity and creation of innovation through increasingly advanced technological developments. Industry can no longer compete in the global market by only relying on price or product quality, but must compete based on innovation, creativity and imagination.

Creative economy activities cover 16 sub-sectors. These sub-sectors are architecture, interior design, visual communication design, product design, film, animation and video, photography, crafts, Culinary, music, fashion, application and game developers, publishing, advertising, television and radio, performing arts, and art

Culinary has its own uniqueness because it is the result of cultural interaction in a community. Each region will have its own special type of cuisine. Cuisine can be unique because it is influenced by the geographical location of the area. Socio-economic conditions also affect the resulting food. In coastal areas where many traders are.

characterized by fast food, while farmer groups (mountain) tend to cook slow cook (it takes a long time). The surrounding natural conditions also affect the type of food produced. The natural wealth of an area is the largest contributor to the type of food it produces. In this context, Culinary delights cannot be a "industrialization" of food because of its unique character. Just like the Bengkalis City which is a typical area for Malay because the Bengkalis City is adjacent to the opposite country, namely Malaysia which makes the Bengkalis City has a characteristic of its Culinary delights, namely Malay Culinary cuisine.

Bengkalis is one of the districts in Riau province. The district, which has an area of 7,794 km² is located northeast of the capital city of Riau province and part of its territory is separated from the mainland of the island of Sumatra, because it is separated by the Long Strait, one of which is the capital of this regency, namely Bengkalis. The geographical location of Bengkalis Regency is actually very strategic, because it is traversed by international trading ships that usually go to the Malacca Strait, so this should be used to bring benefits to the district itself. As one of the districts in Riau province and included in the Malay family, of course Bengkalis district has a wide variety of regional uniqueness, ranging from dialects of language, traditional clothing, traditional houses, community

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habits and also their food. The purpose of this research that are what kind of culinary by MSME players culinary subsector in Bengkalis City and to know the characteristic and creativity then the structure-conduct-performance approach of MSME players in Bengkalis City, then the research with the title "Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City"

2. Methodology

The research location in Bengkalis City, for data collection will be obtained at The Government Tourism Office. The research object of this thesis are the MSME players of creative economy culinary subsector in Bengkalis City. The type of the study is Descriptive research. The types of the data in this study uses Qualitative data. Source data of this study namely primary and secondary.

Table 1. Population and Sample of MSME Players of Creative Economy Culinary Subsector in Bengkalis City

No.	Kind of Culinary	Population	Sample
1.	Crackers	102	$102/437 \times 40 = 9.33 = 9$
2.	Chips	24	$24/437 \times 40 = 2.19 = 2$
3.	Cake	242	$242/437 \times 40 = 22.15 = 22$
4.	Salted fish	17	$17/437 \times 40 = 1.55 = 2$
5.	Honey	9	$9/437 \times 40 = 0.82 = 1$
6.	Other efforts	43	$43/437 \times 40 = 3.93 = 4$
	<i>Total</i>	<i>437</i>	<i>40</i>

Source : Processed Data, 2020

The Population of MSME players of Creative Economy Culinary Subsector in Bengkalis City at The Government Tourism Office in 2020 was 437. Sample of MSME players Economy Creative Culinary Subsector in Bengkalis City used slovin formulation $n = \frac{N}{(1 + Ne^2)}$, where the total of sample are 40 respondents. In this technique research uses stratified random sampling. In a study Analysis of MSME Players of Creative Economy Culinary Subsector in Bengkalis City researchers will use descriptive analysis methods and use qualitative research in which data collection will be carried out by means of documentation and interviews.

3. Result and Discussion

3.1 Typical Malay Culinary

Malay Traditional cuisine is heavily influenced by the taste of typical dishes from Chinese, Arabic and Ind an. As in neighboring countries, Malaysia also has the same spices, it's just that the difference lies in their appearance. The use of spices and different tastes, Malay cuisine is also known as its use coconut milk which is rich in flavor and thick character in every dish

This is because Bengkalis is one of the most typical Malay food producing places and according to data available in The Indonesian Food Industry Association there are a variety of typical Bengkalis culinary delights from dishes, chili sauce, meal, drinks, cakes, pastries, typical souvenirs of Bengkalis. In Bengkalis City based on The Government Tourism Office there are Crackers, Chips, Cake, Honey, Saltes Fish and other business.

3.2 Characteristics of MSME Players of Creative Economy Culinary Subsector in Bengkalis City

3.2.1 Age

Based on age, that is the pinnacle of human creativity and innovation occurs within 10 years of around age 32 years. This means that creativity occurs in the age range of 32-42 years. The following table shows the number of MSME players based on age:

Table 2 Number of MSME Players of Creative Economy in Bengkalis City Based on Age

Age	T o t a l	Perc enta ge
20-30 Years old	4	10%
31-40 Years old	10	25%
41-50 Years old	20	50%
> 50 Years old	6	15%

Source : Processed Data, 2020

Can be seen in table 2 number of MSME players for 20-30 years old there are 4 MSME players (10%), for 31-40 years old there are 10 MSME players (25%), for 41-50 years old there are 20 MSME players (50%), for more than 50 years old there are 6 MSME players (15%).

3.2.2 Education

Education characteristic of MSME players of creative economy culinary subsector in Bengkalis City can be seen in education level. The following table shows the number of MSME players of creative economy culinary subsector in Bengkalis City based on education level:

Table 3 Number of MSME Players of Creative Economy in Bengkalis City Based on Education Level

No.	Education Level	Total	Percentage
1.	No School	4	10%
2.	Elementary	5	12.5%
3.	Junior High School	9	22.5%
4.	Senior High School	19	47.5%
5.	D3	2	5%
6.	S1	1	2.5 %
Total		40	100%

Sources: Processed Data, 2020

Can be seen in table 3 that the number of MSME players of creative economy culinary subsector in Bengkalis City based on education level of MSME players, there are 10% or as many as 4 respondents of MSME players who are have no school background, 12.5% or as many as 5 respondents of MSME players with elementary education levels, 22.5% or 9 as many as respondents of MSME players Junior high school education level, 47.5% or as many as 19 respondents of MSME players with a high school education level, 5% or as many as 2 respondents of MSME players with a D3 education level, and 2.5%, namely only 1 respondent of MSME players with an S1 education level.

3.2.3 Length of Business

The length of business in this result is the length of time that the MSME players economy creative in Bengkalis City has carried out their business. The following is a table of the number of MSME players based on length of business:

Table 4 Number of MSME Creative Economy Culinary Subsector in Bengkalis City Players Based on Length of Business

No.	Length of Business	Total	Percentage
1.	< 1 year	6	15%
2.	1 – 2 years	11	27,5%
3.	3 – 5 years	8	20%
4.	6 – 10 years	6	15%
5.	> 11 years	9	22,5%

Sourced: Processed Data, 2020

It can be seen in table 4 that 15% or 6 respondents of MSME players have been running their business for less than a year, then 27.5% or 11 MSME players have been running their business between 1-2 years, 20% or 8 MSME players have run their business Between 3 - 5 years, 15% or 6 MSME players have been in business for between 6 - 10 years, and 22.5% or 9 MSME players have been in business for more than eleven years.

3.3 Creativity

Creativity can be seen from 5 sides, namely, involving trained cooks, producing new menus regularly, containing local food, providing culinary experiences for consumers, and using technology .the following table of the number of MSME players who use 5 sides of creativity and do not use:

Table 5 Number of MSME Players of Creative Economy Culinary Subsector in Bengkalis City Based on Creativity

No.	Creativity	Yes	%	No	%
1.	Involving Trained Cooks	0	0%	40	100%
2.	Regularly Producing New Menus	0	0%	40	100%
3.	Contain Local Food	40	100%	0	0%
4.	Providing Culinary Experiences For Consumers	3	7,5%	37	92,5%
5.	Using Tech	5	12,5%	35	87,5%

Source : Processed Data, 2020

Can be seen in Table 5 at creativity involving trained cooks and regularly producing new menus no one MSME players used this, then for contain local food that all MSME players used this, the creativity providing culinary experiences for consumers just 3 MSME players give this experiences, and just 5 MSME players using tech.

3.4 Structure-Conduct-Performance Approach of MSME Players of Creative Economy Culinary Subsector in Bengkalis City

3.4.1 Structure

Structure of the creative economy of the Culinary subsector in Bengkalis City can be seen from the business unit side, where the Culinary sub-sector business model consists of three categories, namely Independent, Chain and. Based on the data that has been collected through interviews, all MSMEs are managed independently, which means that MSMEs manage their businesses independently

3.4.2 Conduct

Conduct in the creative economy of the Culinary subsector be seen in terms of pricing and marketing. MSME players of the Culinary subsector in Bengkalis City all of them stated that they set their own prices without looking at the price information of competitors prices. Furthermore, in marketing their business, the creative economy takes various ways in marketing their business to attract customers. Then Furthermore, in marketing their business, the creative economy takes various ways in marketing their business to attract customers.

3.4.3 Performance

Performance in the creative economy culinary sub-sector in Bengkalis City can be seen from the side of the monthly income by MSMEs Players. The survey results regarding monthly income can be seen in Table 6

Table 6 Number of MSME players of Creative Economy Culinary Subsector in Bengkalis City Based on Monthly Income

No.	Monthly Income	Total	Percentage
1.	<Rp. 500.000	5	12,5%
2.	Rp. 500.000 - Rp. 1.000.000	7	17,5%
3.	Rp. 1.000.000 - Rp. 2.000.000	11	27,5%
4.	Rp. 2.000.000 - Rp. 5.000.000	13	32,5%
5.	> Rp. 5.000.000	4	10%

Source : Processed Data, 2020

Can be seen in table 6 that 12.5% or 5 MSME players had a monthly income of less than Rp. 500.000, then 17.5% or 7 MSME players had a monthly income of around Rp. 500.000 - Rp. 1.000.000, 27.5% or 11 MSME players had a monthly income of around Rp. 1.000.000 - Rp. 2.000.000, 32.5% or 13 MSME players had a monthly income of around Rp. 2.000.000 - Rp. 5.000.000, 10% or 11 MSME players had a monthly income of more than Rp. 5.000.000.

3.5 Discussion

Based on result of the research there are conclusion, the following are conclusion this research:

1. There are 6 culinary in Bengkalis City that are Crackers, Chips, Cakes, Honey, Salted Fish and other business based o The Government Tourism Office.
2. Based on the results of the research that the characteristics of the creative economy culinary subsector in Bengkalis City, there are 50% MSME players with age 41-50 years old, 47,5% MSME players have the senior high school educational background and 27,5% MSME players undertaken their business for 1-2 years.
3. Based on the results of the study, it is known that MSME players in Bengkalis City not used all the 5 sides of creativity, the culinary creative industry players studied already have 5 sides of creativity but have not fully fulfilled this element of creativity.

The Structure of the culinary sub-sector creative economy in Bengkalis City, all business models by owners are independent businesses. Conduct in the creative economy culinary subsector in Bengkalis City all of MSME players set their own business prices then for their promotion tools 75% in stalls. The performance of the creative economy culinary subsector in Bengkalis City when viewed from the side of monthly income of culinary MSME players is range below Rp. 500,000 up to above Rp. 5,000,000.

4. Conclusion

Based on the results of the research and discussion in the previous chapter, it can be concluded that:

1. There are 6 Kinds of Culinary by MSME players of Creative Economy Culinary Subsector in Bengkalis City that are Crackers, Chips, Cake, Honey, Salted Fish and other business.
2. The characteristics of MSME players of creative economy culinary subsector in Bengkalis City can be seen in Age, Education, and Length of Business of MSME players of creative economy culinary

subsector in Bengkalis for Age of MSME players there are 50% respondent of MSME players with age between 41-50 years old it shows if MSME players active in this age, then there are 47,5% have a high school education background. which MSME players already have a high enough education so that they already understand business. For Length of Business there are 27,5% of MSME players undertaken their business a range 1-2 years, it shows a growing business.

3. The creativity of MSME players of Creative economy culinary subsector in Bengkalis City from 5 sides, namely, involving trained cooks, producing new menus regularly, containing local food, providing culinary experiences for consumers, and using technology. creative economy culinary subsector in Bengkalis City has not fully fulfilled all the elements of creativity where from 5 sides of creativity only 3 sides are used by MSME players and even then only 100% in contains local food for other like providing culinary experiences for consumers just 3 MSME players and using technology just 3 MSME players.
4. The structure of the culinary subsector creative economy in Bengkalis City can be seen from the side of the business unit which all business model by owners are independent. Conduct in this subsector can be seen from the price setting point of view, all MSME players determine their own prices without looking at information from competitors prices and for their promotion tools 75% MSME players promotion their products in stalls. The performance in this subsector can be seen in monthly income MSME players are still on a micro scale.

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