

TEENAGERS' PERCEPTION OF TRADITIONAL SNACKS : CASE STUDY IN SURABAYA AND SIDOARJO



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ABSTRACT

There are many culinary phenomena, such as street food stalls that sell modern cuisine, making the existence of traditional cuisine heavy. Traditional culinary also consists of traditional snacks. Various age groups can consume traditional snacks, but it has been found that teenagers are more inclined to consume modern foods. This study aims to analyze the perception of teenagers in Surabaya and Sidoarjo towards traditional snacks. The research locations were carried out in Surabaya and Sidoarjo. The method used in this research is the descriptive analysis method with likert scale measurement, which is used to measure attitudes, opinions, and perceptions. The study's results indicate that the overall perception of teenagers in Surabaya and Sidoarjo towards traditional snacks, evaluated across four aspects: quality, food safety, price, and culture, were found in the good category.

Keywords: Perception; Teenager; Traditional Snack

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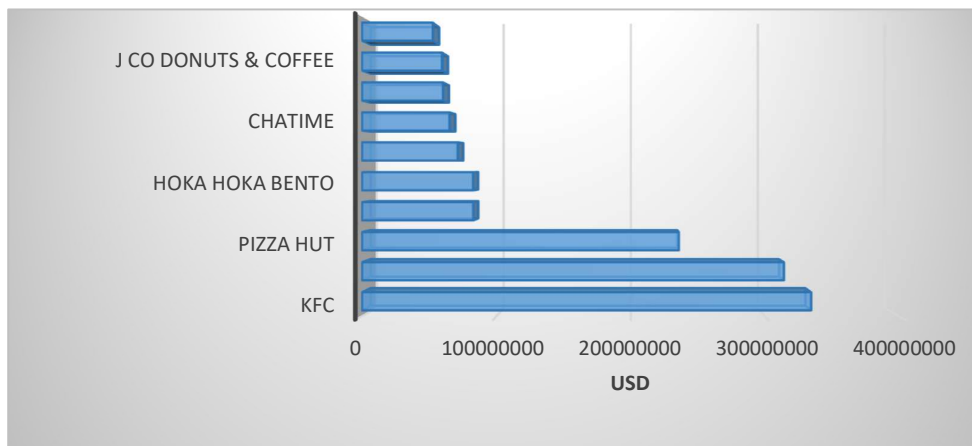
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INTRODUCTION

Based on data from Badan Pusat Statistika Jawa Timur (2023) the highest average consumption expenditure for one month in East Java province was in the food and beverage group at 16,24%. This high consumption expenditure occurs due to changes in people's lifestyles that tend to favor food consumption outside the home. Of course, this will create more and more businesses in the food and beverage sector. This will lead to competition.

In Indonesia, the culinary business is very popular, one of which is culinary franchises as the most dominant franchise field (Wisnubroto, 2024). Director General of Domestic Trade at the Ministry of Commerce said that the most franchises are in the food and beverage sector, which amounted to 47,92%, including foreign brand franchises that compete with local brand franchises (Wienanto, 2024). If based on culinary groups, it is grouped into 2, namely traditional culinary and modern culinary. There are many culinary phenomena such as roadside stalls that offer typical foreign product such as Korean street food and Japanese street food. Figure 1 shows the competition between traditional culinary and modern culinary.



Source: Ahdiat, 2023

Figure 1
Highest Selling Culinary in Indonesia in 2021

Traditional cuisine consists of main meals and snacks. Various age groups can consume traditional snacks ranging from the elderly to teenagers. Based on research by Sempati and Lastariwati (2017), teenagers are more likely to consume modern food than traditional food. So it is necessary to know the reasons for rejecting or accepting a product to know and pay attention to consumer views on the product (Nugraha et al., 2021). Because according to research by Nabila and Lestari (2025), a positive perception of a product, the more likely they are to purchase the product. So, it needs to be evaluated whether this perception is considered good or not. It is important to understand consumer perceptions of products because these perceptions will reflect the consumer's point of view.

Surabaya and Sidoarjo are metropolitan cities and centers of economic activity in East Java, so the culinary business in both areas are growing because based on Wisnu Subroto (2024) the distribution of franchise businesses is still concentrated on the island of Java. These two cities have many similarities. Compared to Sidoarjo, according to the Surabaya City Government (n.d) Surabaya's position as a trading city, modern markets are its main pillar. Modern markets are spread throughout Surabaya, both in the center

and on the outskirts of the city. The existence of these many modern markets provides more choices for the community. Therefore, this research was conducted to analyze teenagers' perceptions of purchasing traditional snacks in Sidoarjo and Surabaya.

LITERATURE REVIEW

Perception

Based on Firmansyah (2018), consumer perception is a stage that makes choosing, organizing, and interpreting the stimuli received into a meaningful mean. This is in line with Setiadi (2008) that perception is a process that arises due to sensation. Sensation is an activity that causes emotions so that sensation is a quick response from the sense of reception to basic stimuli (light, color, and sound) and the perception will arise. According to Nugraha et al. (2021) a consumer's perception can be influenced by experience factors, need at the time, values embraced and expectations. According to Razak (2016) consumer image refers to consumer perception of all components of the product. In this research, perception are reviewed through 4 aspects

1. Quality

Based on Anshory et al. (2023), food quality can refer to several factors, one of which is organoleptic evaluation. In accordance with Marina & Saino (2019), the indicators used in determining the quality of food are color, appearance, aroma, texture, and taste.

2. Food Safety

According to Wijanarka & Waluyo (2007), food safety is a condition of prevention from contamination. Food safety assessment is assessed through 4 indicators there are raw material selection, cooking hygiene, food processing, and food distribution. Based on Furqan & Kasmita (2023), food hygiene can be described, including food ingredients, food serving process, personal hygiene, equipment and area/place. Therefore, the indicators of food safety aspects in this research use the raw materials, hygiene, and food distribution.

3. Price

According to Razak (2016), a person's perception does not only depend on physical stimuli, but is also related to the surrounding environment and individual circumstances. So that consumers' perceptions of price will have a strong influence on purchase intention and purchase satisfaction. Based on Indrasari (2019), there are 4 indicators that characterize price, namely price affordability, price suitability to product quality, price suitability to benefits, and price competitiveness.

4. Culture

Based on Fahrudin et al. (2020), culture influences in terms of the habit of consuming certain food. Cultural influences can change when the individual moves to a new country where the person need to adopt certain food habits from the local culture. In this case, the research was carried out by referring to food consumption habits.

Teenager Customer

Teenagers are those who are in the age range of 12 years - 21 years (Rahmawati et al., 2022). In this research, teenagers aged 16-21 years were taken. This is because this age is classified as middle teens and late teens so that this period is characterized by the development of new thinking abilities. Peers still have an important role, but individuals are more able to direct themselves. Peer groups have an influence on self-evaluation and

adolescent behavior. During this period adolescents begin to develop behavioral maturity, learn to control impulsivity, and make early decisions (Ajhuri, 2019).

Traditional Snack

Traditional snacks are foods commonly consumed by people according to certain tribes and regions, processed from recipes that have been known to the community for generations. The ingredients used are from the local area. The food produced is also in accordance with the tastes of the local community. Traditional snacks can be beverages, snacks or light meals that can be traditional daily meals or traditions related to life cycles and ritual ceremonies. Traditional snacks are usually found in traditional markets (Syahrial et al., 2022).

METHOD

The research was conducted in Surabaya and Sidoarjo. The location selection was done purposively. The sampling method used is non probability sampling technique with accidental sampling technique (Sugiyono, 2013). The number of samples taken was 100 people with the following criteria for respondents (1) Teenagers aged 16-21 years; (2) Respondents have consumed traditional snacks at least once in the last month. Determination of the number of samples for each region is divided equally, namely 50 respondents for each region. This is based on Roscoe quoted in Darwin et al. (2021) who proposed a simple rule for determining the sample size which is divided into sub-samples with a minimum of 30 samples each.

This research conducts validity tests and reliability tests (Aryadi, 2020). The method used in this research is descriptive analysis method with likert scale measurement (Hikmawati, 2020). Based on Sugiyono (2013) the likert scale is a scale used to measure a person's attitudes, opinions, or perceptions about certain social symptoms. Respondents will express their level of agreement with a statement by choosing one of the available options. The Likert scale assessment number used in the study is from a scale of 1 to 5, for 1 = strongly disagree and 5 = strongly agree. Based on Sugiyono (2013) after all respondents' answers are collected, calculations are made with the following formula :

Total score for each point = total respondents × likert score points

Ideal total score for all items = highest score × number of respondents

Ideal total score for all items = 5 × 100

Ideal total score for all items = 500

Score index % = $\frac{\text{total score for all points}}{\text{idea total score for all item}} \times 100\%$

Based on Sumartini et al. (2020), before finishing must know the percentage interval in order to know the interpretation of the research by the method of finding the percent score interval. The interval formula is as follows:

$$I = \frac{100}{\text{Number of likert scales}}$$

$$I = \frac{100}{5}$$

$$I = 20$$

This is the interval range from the lowest 0% to the highest 100%.

Index 0% - 19,99%: very unfavorable

Index 20% - 39,99%: not good

Index 40% - 59,99%: fair

Index 60% - 79,99%: good
Index 80% - 100%: excellent

RESULTS AND DISCUSSION

Data Characteristics

Respondent characteristic data is explained by gender, age, income, occupation, and frequency of buying and consuming. The characteristic data is explained in the following table:

Table 1
Profile of the Demographic Characteristic of the Respondents

	Characteristic	Frequency	Percentage (%)
Gender	Male	26	26%
	Female	74	74%
Age group	16-17	15	15%
	18-19	25	25%
	20-21	60	60%
Income (Every Month)	< Rp. 500.000,00	43	43%
	> Rp. 500.000,00	57	57%
Occupation	Student	78	78%
	Employee or self employed	18	18%
	unemployed	4	4%
Frequency of Consuming Traditional Snacks (Every Week)	1	48	48%
	2-3	43	43%
	> 3	9	9%

Source : Data Analyzed, 2024

Based on the table 1, the characteristics of respondents can be seen from gender that the majority of respondents are women with a percentage of 74%, the remaining 26% are men. Characteristics of respondents based on age, the majority of respondents have an age range of 20-21 years as much as 60%. Characteristics based on income, the majority of respondents have an income or pocket money of Rp> 500,000.00 in one month as much as 57% respondents. This income can be in the form of pocket money because some respondents still depend on their parents. Characteristics based on the type of work, the majority of respondents are students as much as 78%. The majority of respondents as much as 48% buy and consume traditional snacks in a week is 1 time.

Validity and Reliability Test

The questionnaire items submitted in this research were 13 questions with 100 respondents. Each question item needs to be tested by conducting a validity test. Validity tests are used to indicate the level of validity of an instrument. Table 2 below explains this validity test for the perception variable with 13 indicators.

Table 2
Validity Test Results

Indicator	R Count	Description	Indicator	R Count	Description
1.	0,524	Valid	8.	0,612	Valid
2.	0,458	Valid	9.	0,421	Valid
3.	0,508	Valid	10.	0,572	Valid
4.	0,669	Valid	11.	0,577	Valid
5.	0,529	Valid	12.	0,714	Valid

6.	0,726	Valid	13.	0,398	Valid
7.	0,721	Valid			

Source : Data Analyzed, 2024

Based on Table 2, it is known that each question item is valid. Then further reliability analysis can be carried out. This test is carried out to measure the reliability and consistency of the questionnaire used by looking at cronbach alpha. The reliability test result is 0,826, meaning that all statements indicate that the research instrument is reliable because the Cronbach alpha value is > 0,7.

Teenagers' Perceptions of Traditional Snack Purchases

Based on Razak (2016), a person act not based on existing reality but based on their perception. The importance of knowing perceptions because what consumers think of as reality will influence the purchase action. And interest in product can arise if have a good perception (Shahnaz & Wahyono, 2016). The perception in this research was reviewed through 4 aspects are quality, food safety, price, and consumption culture.

The results of the research on teenagers in Surabaya and Sidoarjo in buying snacks are as follows :

Quality

Perceived quality that consumers feel will affect willingness to buy. The more positive the perception felt by consumers, the higher the willingness to buy (Putri et al., 2021). Because based on Laela (2021), a good quality image is not based on the producer's point of view, but based on the consumer's point of view. The perception of teenagers towards the quality of traditional snacks is presented in the following table :

Table 3
Recapitulation of Perception Scores Based on Quality Aspect

No	Indicator	Frequency					Index Score	Category
		1	2	3	4	5		
1.	Color	-	1	11	58	30	83,4%	Excellent
2.	Texture	-	3	22	46	29	80,2%	Excellent
3.	Aroma	-	6	12	55	27	80,6%	Excellent
4.	Taste	-	9	35	39	17	72,8%	Good
5.	Appearance	-	7	28	60	5	72,6%	Good
Average							77,9%	Good

Source : Data Analyzed, 2024

Table 3 shows that the overall perception of teenagers in Surabaya and Sidoarjo towards traditional snacks in terms of quality obtained an index score of 77,9% which means that respondents have perceptions in the good category, while as many as 21% have not been fulfilled. Respondents stated that the quality of a food product depends on the producer's technique in processing food and depends on the raw materials used. In line with Nuphanudin et al. (2023) that quality raw materials will improve product quality. Respondents tend to rate well on indicators of color, texture, and aroma of traditional snacks, so that the color was rated 83,4%, texture 80,2%, and aroma 80,6%. While the taste indicator obtained a score index of 72,8% and the appearance obtained 72,6%, because respondents tended to doubt the taste and appearance compared to the indicators of color, texture, and aroma.

Based on 5 indicators of the quality aspects of traditional snacks namely indicators of color, texture, aroma, taste, and appearance, the indicator that obtained the highest score index assessment was the color indicator which reached 83,4%. Respondents stated that currently there are many innovations in traditional snack in terms of shapes, taste, and color. The color of food is a an attraction to affect someone to consume. This is because the color indicator in a food product is a parameter that visually seen directly by consumer so that consumers will tend to judge a product based on its color appearance. Meanwhile, those who obtained the lowest score index assessment were in the appearance indicator reaching 72,6%. So this indicator need to be improved. Respondents stated that many sellers made creations on the appearance of traditional snacks ranging from shape and color. However, in terms of packaging, many traditional snacks use a simple packaging, making the appearance less attractive.

This is line with Muhandri et al. (2021) that the weakness of traditional snacks lies in their unattractive appearance. This is because teenagers prefer attractive appearance. In according with the research of Asparin & Sudiyarto (2021), the teenagers prefer traditional snacks that have an attractive appreance. Because the appearance of a product including product packaging will create stimuli on the human senses so that it can create a perception of the product it sees. Based on Firmansyah (2018), stimulus is something that is heard, seen, and smelled. Every stimuli received and felt consciously or unconsciously will be interpreted by consumers so that it can form a perception.

Food Safety

Accroding to Tamami (2023), food safety is one of the considerations for consumers in deciding to buy snacks, so this relates to the feeling of safety in consuming. The perception of teenagers towards the safety of traditional snacks is presented in the following table :

Table 4
Recapitulation of Perception Scores Based on Food Safety Aspect

No	Indicator	Frequency					Index score	Category
		1	2	3	4	5		
1.	Raw Material	-	1	12	57	30	83,2%	Excellent
2.	Hygiene	4	13	46	34	3	63,8%	Good
3.	Food Distribution	1	5	43	47	4	69,6%	Good
Average							72,2%	Good

Source : Data Analyzed, 2024

Based on table 4, the overall perception of teenagers in Surabaya and Sidoarjo towards traditional snacks in terms of food safety obtained an index score of 72,2% which means that respondents have perceptions in the good category, while as many as 27,8% have not been fulfilled. Respondents have a stereotype of traditional snacks that are considered safer based on raw materials than modern snacks, this is indicated by the acquisition of an index score of 83,2% in the very good category. However, some respondents still have doubts about food safety related to the cleanliness of food processing and distribution due to the use of open containers such as displaying food that still uses open containers. So that respondents tend to doubt the hygienic indicator which obtained an index score 63,8% and a food distribution indicator of 69,6%.

Based on 3 indicators of food safety aspects of traditional snacks, namely indicators of raw materials, hygiene, and food distribution, the indicator that obtained

the highest assessment was on raw material indicator which reached 83,2%. This is because respondents have a stereotype that the raw materials used in traditional snacks are safer than modern snacks. So that respondents believe in the safety of traditional snack raw materials.

This is also in line with various definitions of traditional food from Nurul et al. (2023) that traditional food is food and beverages with ingredients that are still traditionally used, and develop specifically in the area and are processed with local material sources. And also based on Syahrial et al. (2022) traditional food has the disadvantage that it only lasts a day because it does not use additives and preservatives. So it can be said that people have a stereotype that traditional snacks are safe because there is nothing dangerous in them. Because based on Razak (2016) that images embedded in a person's mind can interfere with interpretation in the perception process.

Meanwhile, the indicator that obtained the lowest score index assessment was the hygienic indicator, which amounted to 63,8%. So this indicator needs to be improved. Respondents stated that some sellers have knowledge related to hygiene but there are still some sellers who do not apply hygiene.

This is also in line Widyartini et al. (2020) that food handlers who sell traditional food are mostly less hygienic and all traditional food groups in Tabanan Regency are still classified as vulnerable but safe for consumption. Hygiene can be seen directly by consumers regarding the place of sale, containers in serving, and the condition of the seller. So that it will affect consumer perceptions. Consumers will make purchases by paying attention to the safety of the food consumed. Because based on Tamami (2023) perceived safety can influence a person's purchasing decision and trust is a perception from the consumer's point of view that will create a sense of consumer buying interest (Shahnaz & Wahyono, 2016). Consumers will prefer to buy products that are considered to have good quality and can be trusted for food safety.

Price

Consumers will always use reference prices to compare in assessing other prices. Reference prices are price ranges obtained by consumers from memory (Razak, 2016). The teenagers' perceptions of the price of traditional snacks are presented in the following table:

Table 5
Recapitulation of Perception Scores Based On Price Aspect

No	Indicators	Frequency					Index Score	Category
		1	2	3	4	5		
1.	Affordable	-	-	-	26	74	94,8%	Excellent
2.	Price Suitability With Quality	-	-	6	57	37	86,2%	Excellent
3.	Price Suitability With Benefits	-	-	16	55	29	82,6%	Excellent
4.	Price Competitiveness	-	-	14	30	56	88,4%	Excellent
Average							88%	Excellent

Source : Data Analyzed, 2024

Based on table 5, the overall perception of teenagers in Surabaya and Sidoarjo towards traditional snacks in terms of price obtained an index score of 88% which means that respondents have perceptions in the excellent category, while as many as 12 % have not been fulfilled. Traditional snacks have a wide range of price variants that can be reached by various groups, this is indicated by the acquisition of a price affordability index value of 94,8% which is included in the very good category. Respondents stated

that the higher the price of traditional snacks, the better the quality. Therefore respondents tend to rate the indicator of price compatibility with quality in the very good category with the acquisition of an index score of 86,2%. Similarly, the indicator of price compatibility with benefits obtained a score index in the very good category of 82,6%. That way traditional snacks also have price competitiveness as indicated by the acquisition of an index value of 88,4%.

Based on 4 indicators, namely price affordability, price suitability with quality, price suitability with benefits, and price competitiveness, the indicator that obtained the highest score index assessment was the price affordability indicator which reached 94,8%. While the lowest score index assessment is the indicator of price compatibility with benefits which reaches 82,6%, but the acquisition of this figure is classified as very good, this shows respondents' satisfaction with the price offered.

This is in accordance with the research of Muhandri et al. (2021) that traditional snacks always have affordable prices. This research is in accordance with research conducted by Mayasari et al. (2021) millennial generation in purchasing traditional snack products because they provide prices that are in accordance with quality, affordable, and have competitiveness with modern snacks. The costs incurred to buy traditional snacks are in accordance with the benefits obtained.

Culture

Based on Fahrudin et al. (2020), culture affects differences in certain food consumption habits. Based on Putri et al. (2021), culture has an influence on how to see and perceive something that is seen, felt and experienced. The teenagers' perceptions of the consuming traditional snacks is presented in the following table:

Table 6
Recapitulation of Perception Scores Based on Cultural Aspect

No	Indicator	Frequency					Index Score	Category
		1	2	3	4	5		
1.	Consumption Habits	-	7	30	49	14	74%	Good
Average							74%	Good

Source : Data Analyzed, 2024

Table 6 shows that the overall perception of teenagers in Surabaya and Sidoarjo towards traditional snacks in terms of cultural an index score of 74% which means that respondents have perceptions in the good category, while as many as 26% have not been fulfilled. The ease of obtaining traditional snack products makes the habit of consuming traditional snacks can be done at any time and does not only depend on certain celebrations. Respondents stated that traditional snacks are easy to find especially in the morning and are usually consumed along with breakfast.

This is in line with Rizkitania et al. (2022) product availability and ease of obtaining products will affect purchases. However, because food is closely related to the traditions of a community in a region, some respondents were hesitant because they thought traditional food was closely related to certain celebrations. It is known in table 1 that the frequency of consumption of traditional snacks is not too much, because 48% of respondents consume 1 time a week and 43% consume 2-3 times a week.

Teenagers' Perception of Traditional Snacks Based on All Aspects

Based on Setiadi (2008), everyone's perception of an object will be different. The perception formed by a person will be influenced by his thoughts and surroundings. And perception can be very different from reality. The recapitulation of Surabaya and Sidoarjo teenagers' perceptions of traditional snacks in terms of all aspects is as follows:

Table 7
Recapitulation of Perception Scores Base on All Aspects

No.	Aspect	Index score (%)		Total %)
		Surabaya	Sidoarjo	
1.	Quality	74,16%	81,68%	77,92%
2.	Food Safety	70,13%	74,26%	72,2%
3.	Price	87,2%	88,8%	88%
4.	Culture	74,8%	73,2%	74%
	Average	76,57	79,48%	78,02%

Source : Data Analyzed, 2024

Based on the table 7, teenagers' perceptions of traditional snacks in all aspects showed a good category of 78,02%, which means that Surabaya teenagers and Sidoarjo teenagers have a positive perception of traditional snacks. Based on the four aspects, namely quality, food safety, price and culture, the highest score index value is the price indicator at 88,8%. While the lowest score index percentage is the food safety indicator at 71%. This indicates that teenagers still have a good perception of price, quality, culture, and the lowest average index score is food safety. So it is necessary to increase food safety in traditional snacks in order to form a more positive perception.

While perceptions based on domicile, the overall average index score obtained was 76,57% for the perceptions of teenagers in Surabaya and 79,48% for teenagers in Sidoarjo. Overall assessment of the index score between teenagers in Surabaya and Sidoarjo is not much different. This is because the Surabaya and Sidoarjo areas are still close together so they tend to have the same behavior. Although the overall perception score index value of teenagers in Surabaya is higher than teenagers in Sidoarjo. Because compared to Sidoarjo, Surabaya has more access to malls and modern shopping centers that usually offer many contemporary snack products. This will have an impact on differences in perception because perception is influenced by surrounding conditions.

This is in accordance with Firmansyah (2018) Individuals may look at the same thing but perceive or describe it differently. Because perception depends not only on physical stimuli but also stimuli related to the surrounding environment and the state of the individual concerned. So the same target or object seen in different situations will produce different perceptions

CONCLUSION AND SUGGESTION

Based on the results of the research, it can be concluded that the perceptions of teenagers in Surabaya and Sidoarjo towards traditional snacks in terms of 4 aspects namely quality, food safety, price, and culture are in the good category. Among the 4 aspects that received the highest assessment was the price aspect reaching a score of 88%, while the lowest assessment was the food safety aspect reaching a score of 72,2%.

For traditional snack business actors, it is hoped that they can improve product quality by using quality raw materials, paying attention to food safety by always maintaining the cleanliness of food handlers, equipment, how to serve food and especially in areas that are directly visible to consumers.

For the next researcher, it is recommended to conduct more in depth research on food safety aspects because this variable received the lowest score. It is hoped that the next researcher can provide a more comprehensive understanding of this aspect.

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