

## Opportunities And Strategies For Traditional Halal Culinary In Modern Times

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### **Abstract**

*Traditional halal culinary is a culinary that needs to be developed because traditional halal culinary needs encouragement, because the culinary business is very promising. The purpose of this research is to find out how traditional halal culinary opportunities can survive and a good strategy so that traditional halal culinary can compete with today's modern culinary. It can be seen that the culinary business still has high resilience and is growing rapidly, especially food that is labeled and certified halal. Culinary is one of the characteristics of the identity of a region and most regions in Indonesia have it. The research method used in this study is a descriptive qualitative method, namely by conducting a library research method. The results of this study are to produce an understanding that traditional halal culinary has opportunities in developing its business today, and has several strategies that can develop traditional halal culinary businesses that can compete with modern culinary arts today. The strategy used is the 7P marketing mix strategy and digital strategy.*

**Keywords:** Culinary, Traditional Culinary, Halal.

### **INTRODUCTION**

Everyone really likes what it's called food. Food is a basic need for every human being. Various kinds of processed foods are very varied, ranging from unique to delicious. In Indonesia itself, meaning can be a characteristic for a region. Starting from Sabang to Marauke every region has it. No wonder every time we travel to an area, we will surely find a variety of foods served in that area. In addition, culinary can also be a place for branding an area. If the culinary that the area has can be known and enjoyed by many people, and the name of the area will be lifted. In addition, it can also be a sub-sector that contributes to the creative economy.

According to Jordana, traditional food or local culinary is a type of food that is closely related to an area and is passed down from generation to generation as part of tradition (Untari et al., 2019). Traditional food or local culinary is very easy to find in every area, besides that there is a movement of people that occurs from villages to cities or from regions to other areas by bringing traditional food from their respective areas and being introduced to the area they live in. traditional can be in any area without affecting the taste.

A traditional food has its own characteristics, starting from the characteristic taste and shape. Sometimes the food of an area with other regions is almost similar, what distinguishes it is the name. However, it has a taste and shape that is not much different. The recipes used are passed down from generation to generation and the way of cooking also preserves the old ways.

According to Guerrero, traditional food or local culinary is food products that are often consumed by a group of people or served at certain celebrations and times, passed down from generation to generation, made according to recipes passed down from generation to generation, made without or with little engineering, and have certain characteristics that distinguish it from other regional cuisines (Untari et al., 2019). Traditional food means that it can be said as a local identity because of its existence which is part of the community culture, such as certain procedures in processing food ingredients, its role in community culture and celebration procedures, as well as recipes that are maintained from generation to generation (Untari et al., 2019).

One of the cultural products that is closely related to human life is culinary. Culinary is not only a fulfillment of human physiological needs, but culinary is also a socio-cultural representation of a society (Untari et al., 2019). Currently, it can be seen that the culinary business is very much growing and growing. Various types of modern and contemporary culinary have emerged. However, this makes traditional culinary can be left out. It should be noted that the current culinary existence is inversely proportional to the current existence of traditional culinary developments.

In today's modern era, competition does not only exist in the world of work. In the culinary world, you can compete. Traditional cuisine competes with modern cuisine, two very different cuisines.

Data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia noted that the culinary sub-sector contributed 41.4% of the total creative economy contribution of Rp.922 trillion in 2016. This number is the highest compared to 16 other sub-sectors in Berkraf RI. Even in the midst of the current economic growth contraction, the food and beverage industry can still grow by 0.22% from the previous year (Trihendrawan, 2021).

These data indicate that traditional culinary businesses play an important role in community development, especially in the creative economy. Therefore, efforts to improve people's welfare through local products owned by the community will continue to be pursued to increase economic value for community businesses.

Addressing these existing problems requires the involvement of all parties. The goal is that culinary businesses are able to encourage people's welfare, especially for small entrepreneurs engaged in traditional culinary businesses. Several studies mention the problems faced, among others, the presentation is still traditional, not yet known to many people, limited marketing and not well-invented or recorded. From

this condition, it can be said that the development of traditional culinary has not been optimally implemented due to the absence of an information description or appropriate policy considerations for further development (Ajo, 2020).

Actually, traditional food business opportunities in Indonesia are included in a very profitable category, where the demand is very large and easy to get. In addition, the production or manufacture is relatively easier. However, due to the large amount of competition with modern cuisine, it has been left out (Putri dkk, 2021).

The low existence of traditional culinary is due to the large amount of competition with contemporary and modern culinary that is currently emerging. In addition, along with the times and the occurrence of globalization, local cultural values are increasingly being eroded (Fitriani et al., 2019). This then has an impact on the existence of traditional culinary itself. Although, when compared to today's culinary, traditional culinary is more diverse and varied than modern cuisine.

The issue of traditional culinary needs to be discussed, because starting from this, it is possible to explore how to make traditional cuisine still exist even though it competes with contemporary and modern cuisine. The preferences of urban communities are shifting along with the dynamics of modernization that applies globally (Fitriani et al., 2019), as well as in modern society where preferences have begun to shift to western, eastern, fusion and fast food cuisine, which is now an option for urban communities who are busy with their activities.

Opportunities to improve and develop a business or business in the traditional culinary field exist. The need for a strategy in developing this traditional culinary, can be from modification so that traditional culinary can compete with contemporary and modern culinary. sales increase strategy is a way in the sales process that can have an increasing effect on sales value. Unique and creative sales strategies will make consumers more interested than the monotonous ways that people are used to (Fajri, 2018).

Today, the trend of halal food (food and beverage) is experiencing rapid development. The halal awareness movement is a wave that was born not only from the Indonesian people but also from the world community (Yunita, 2018). Halal labels contained in traditional culinary can also be a separate belief for Muslims. In addition, following the trend that is being loved today can also be one of the strategies in marketing traditional culinary.

In the midst of intense competition, halal labels can be a weapon to attract attention and bind consumer loyalty. A label is also an important means of information for consumers. This information can have a significant impact on increasing the efficiency of consumers in choosing products and increasing loyalty to the purchase of certain products, so that it will provide benefits for companies that meet their needs (Susanti & dkk, 2018).

Halal products are currently a trend and the popularity of its development is sped up, therefore this halal product opens up good business opportunities, especially in areas that have a majority Muslim population. In addition, the provision of halal certificates guarantees that what they consume is made of halal raw materials and must be truly halal. According to Article 1 number 10 of Law Number 33 of 2014 concerning Halal Product Assurance, a halal certificate is an acknowledgment of the halalness of a product issued by the Halal Product Assurance Agency (BPJPH) based on a written fatwa issued by the Indonesian Ulema Council (Risprawati & Utami, 2019). Attention to the behavior of consumers of halal products is part of an important market assessment as one of the main factors to achieve success in the halal industry (Soesilowati & Yuliana, 2010).

Halal food is a basic need for Muslims and as a form of worship that must be carried out by every Muslim because halal products are a sign of safety, cleanliness and high quality for Muslims. The halal food industry is also increasingly affordable both domestically and abroad (Zahrah & Fawaid, 2019).

The development of the culinary business on a macro basis can be seen from its large contribution to national economic growth, where the contribution of food and beverage products to foreign exchange earnings until the third quarter of 2014 reached USD 1.64 billion. It is still very unfortunate that the current development of the culinary sector is inversely proportional to the existence of Traditional Culinary. There are still many traditional culinary businessmen who are still struggling to exist to compete with today's modern culinary.

The marketing strategy needs to be done, the marketing strategy must be done properly. Marketing strategy is one way to win a sustainable competitive advantage for companies that produce goods or services (Wibowo et al., 2015). Another reason that shows the importance of marketing strategy is the increasingly fierce competition faced by companies in general.

According to Marrus, strategy is a process of determining the plans of top leaders that focus on the long-term goals of an organization, accompanied by the preparation of a method or effort on how to achieve these goals (Hartono dkk, 2012).

The food industry is an industry whose development is very positive and contributes greatly to national economic growth (Pramono, 2015). According to David's theory, Product development is a strategy that seeks to increase sales by improvising current products or services or developing new ones. Market development is a strategy of introducing a current product or service into a new geographic area. And, savings is a strategy of regrouping all costs and depreciation of assets to reverse the decline in sales and profits.

The current competitive context along with rapid economic growth and environmental changes requires every business actor to improve himself by designing strategies and strong business management to see any changes or market

opportunities, especially those belonging to traditional food business actors. For this reason, it is necessary to choose a production and marketing strategy as well as other concepts that support the success of the business undertaken in order to achieve the vision and mission of the company or business being run (Susilawati and Yakin, 2017).

Lately, the marketing of production products is not only distributed through conventional business practices (offline) but most of them have penetrated into digital marketing. The context of digital marketing is one of the marketing strategies for services or goods that has the aim of promoting a product brand using organized digital media that can reach consumers consistently, quickly and in an organized manner (Kurniawan and Lismayasari, 2019). If the traditional halal culinary marketing process is marketed through digital media, this can increase selling power and can compete with today's modern cuisine.

Every business can increase its product sales by using an effective marketing system, as well as specific strategies to increase the existing consumer market. Marketing is one of the most important functions in the company, where with proper marketing can determine the sales volume and position of the company (product) in the market (Hartono, 2019).

Departing from this, this study aims to find out how the opportunities and strategies for traditional halal culinary are in today's culinary competition. The concept of halal which is linked must be in harmony with Islamic law, deeper research is needed to find a bright spot from a halal phenomenon in traditional culinary with the theory that the consumer exit receptie is king' is the direction that economic activity, especially production, is to meet consumer needs (SAH, 2018) according to the degree of relativity of consumer desires.

Regarding traditional halal culinary, this needs to be investigated because so that we can find out how far the various traditional halal culinary business opportunities are. In addition, what is the strategy to compete with contemporary and modern culinary today. Not only this research, but also other studies that discuss traditional culinary. Journal of Sidik Lukman Sah, with the title "Halal Culinary Perspective of Customary Law (Analysis of Halal Labels on Traditional Rice Jamblang Food)". This study focuses more on the concept of halal, current opportunities and marketing strategies, and customary law in the perspective of the receptive exit theory proposed by Hazairin, and as a concept to discuss halal in traditional foods.

## **RESEARCH METHOD**

In this study, we used the type/approach of research in the form of Library Research. Literature study is a study that is used to collect information and data with the help of various materials in the library such as documents, books, magazines, historical stories, etc (Mirzaqon & Purwoko, 2017).

Literature studies can also study various reference books and similar previous research results that are useful for obtaining a theoretical basis on the problem to be studied (Mirzaqon & Purwoko, 2017). Literature study also means data collection techniques by reviewing books, literature, notes, and various reports related to the problem to be solved. Meanwhile, according to other experts, literature study is a theoretical study, references and other scientific literature related to the culture, values and norms that developed in the social situation under study (Mirzaqon & Purwoko, 2017).

## **RESULT AND DISCUSSION**

Indonesia is a multicultural country and consists of thousands of islands stretching along the equator. This country has a tropical climate and is geographically strategically located flanked by two continents and two oceans. Indonesia is located right between the confluence of the Eurasian and Indo-Australian plates. The result is a transverse line filled with volcanic ranges that creates fertile soil which is a major factor in the diversity and rapid development of Indonesian agriculture, both in terms of staple foods, rice, and spices.

The strategic geographical location makes this country rich in natural products, especially from foodstuffs. From an agricultural perspective, Indonesia's fertile land produces unique food products that have become the target of foreigners who are willing to sacrifice anything to monopolize agricultural food in Indonesia in the era of medieval colonial exploration. Marine products are also a high commodity because of their strategic location flanked by two oceans, Indonesia is rich in various types of fauna and flora (Nitisuari & Wardono, 2014).

Culinary is a cultural product that is closely related to society. because apart from the main function of food ingredients as fulfillment of basic needs, culinary also has historical and even philosophical values. Authentic culinary is one type of community creativity in processing food and adding cultural value. Traditional culinary culture, just like other Indonesian cultural artifacts, is important to maintain its authenticity.

The beginning of Indonesia's independence was marked by various euphoria in responding to the end of colonial rule. As a nation that was once a Dutch colony, independence is the right means to channel the desire for decolonization of all elements that are considered "Dutch". This desire arises none other than because of the principle of freedom of citizens to self-determination, free from all colonial elements. The government is also trying to erase the collective memory of citizens about language, history books, flags, street names, and building names, for example. Not only that, the destruction of various physical buildings if deemed necessary was also carried out. However, decolonization does not mean that colonial cultural heritage is simply erased. Decolonization can also be interpreted as an effort to nationalize colonial heritages.

In the context of the formation of national cuisine in Indonesia, the realization of culinary itself is a reflection of the pluralistic concept of Indonesia. Indonesian cuisine since its inception is a cross between various regional and foreign cultures (Chinese, Arabic, Indian, and European) (Rahman, 2018).

Although the awareness to build a national culinary began to emerge at the beginning of independence, the "basic ingredients" for the formation of "national cuisine" actually started in the 19th century. Dutch and Indo women, whose tastes in cooking and eating were heavily influenced by French gastronomic traditions, began to improvise culinary arts in the Dutch colony. A few of them later became "kitchen queens" who influenced the changing tastes of colonial society. They write down their recipes, collect them and then publish them into popular cookbooks that serve as guides for their readers.

From the publication of cookbooks from the mid-19th century to the beginning of the 20th century, a regional culinary concept developed which the gastronomists at that time referred to as *Indische keuken* (Indian cuisine). Through *Indische Keuken*, several cookbook writers categorize recipes based on social groups in the colony.

Our cuisine leads to an attempt to showcase Indonesian flavors or to try to differentiate ourselves from flavors that are considered to be from outside Indonesia. This can be seen in the images of two recipes from a total of 200 recipes for "our cuisine" which clearly describe the Indonesian Laksa and Indonesian Hajam Fried recipes. In order to confirm one's own identity, the image of Indonesian food is presented with a more dominant impression than European food which seems foreign (Rahman, 2018).

According to the Indonesian Dictionary (KBI), "to eat" is a verb which is defined as putting something (rice and so on) into the mouth, then chewing and swallowing it, while "food" is anything that can be eaten (Setiawan, 2016). Meanwhile, according to the Merriam-Webster Dictionary, eating (to eat) is defined as the process of entering food through the mouth: digesting, chewing, and swallowing it. Meanwhile, food is defined as material that contains proteins, carbohydrates, fats that are used by the body of an organism to keep growing, repairing, and vital processes and provide energy (Setiawan, 2016).

From that understanding, we can conclude that eating is characterized by the presence of: (1) the activity of entering something food from outside into the organism's body, (2) the mouth as the entrance for the food into the body, (3) material as nutrients for the survival of the organism. the.

According to Telfer, people eat not for the sake of fulfilling their basic needs to sustain life, but for pleasure (Setiawan, 2016). Bagi Telfer makan adalah ihwal selera, yakni peristiwa bagaimana manusia membuat sebuah keputusan yang dirasa cocok baginya.

In order to strengthen one's own identity, the image of Indonesian food is presented with a more dominant impression than food that seems foreign.

In Islamic teachings (law), halal and haram are very important issues and are seen as the core of religion, because every Muslim who will do or use, and consume something is strongly required to first ensure its halal and haram. If it is lawful, he may (halal) do, use or consume it; but if it is clear that it is haram, it must be kept away from a Muslim. So urgent is the position of halal and haram that some scholars stated, "Islamic law (fiqh) is knowledge of halal and haram".

Halal is something that if used does not result in punishment (sin). Whereas haram is something that Allah has forbidden to do with a strict prohibition where people who violate it are threatened with punishment by Allah in the hereafter. In addition, according to the Prophet Muhammad, consuming haram causes prayers that are said will not be answered and all acts of worship that are performed will not be accepted by Allah.

On this basis, Muslims want everything that will be consumed and used to always pay attention to the halal and the sanctity of what they get. According to Islamic teachings, consuming what is lawful, holy, and good is a religious commandment and the law is obligatory. Quite a lot of verses and hadiths that explain this.

However, the rapid development in the field of food technology makes it not easy to determine the halalness of a food product. Especially if the food comes from a non-Muslim majority country. However, Muslims are still obliged to pay attention to the halalness of these products.

Therefore, Muslims must understand very well the meaning of halal and haram what types are permitted and forbidden. According to Islamic teachings, consuming what is lawful, holy, and good is a religious commandment and the law is obligatory. Quite a number of verses and hadiths explain this. According to the hadith narrated by Imam Muslim from Nu'man bin Basyir, mentioned above, it is illustrated that there are three categories of law; halal, haram, and subhat.

Halal products are food products, medicines, cosmetics and other things which if consumed or used do not result in punishment (sin), and unlawful products are food products, medicines, cosmetics, and things which if consumed or used will result in getting sin and punishment (punishment) from Allah.

To determine whether a product is halal or haram, it is necessary to pay attention to at least the material elements, both raw materials, additional materials, and auxiliary materials, and the production process. If all the elements are halal and in the production process do not use media that are haram, unclean or exposed to unclean things that are not purified, then the product can be determined as halal (Rahmadani, 2015).

Halal is any object or activity that is permitted to be used or carried out, in Islam. This term in everyday vocabulary is more often used to indicate food and drinks that



are permitted to be consumed according to Islam, according to the type of food and how to obtain it (Risprawati and Utami, 2019). Halal is everything that is permitted by the Shari'a to be consumed, especially in terms of food and drink.

In Indonesia, the halal certification of food and beverage products is handled by the Indonesian Ulema Council. Halal way of processing, namely, food that was originally halal and will become haram if the processing method is not in accordance with religious law. Halal criteria are in the form of halal substances, namely food that is halal according to its substance is food that is basically halal for consumption and has been determined to be halal in the Qur'an and hadith. The second is the halal way of obtaining it, namely food obtained in a good and legal way. Food will be haram if the method of obtaining it is in a vanity way because it can harm others and is prohibited by the Shari'a. And the third is the halal method of obtaining it, namely food that was originally halal and will become haram if the processing method is not in accordance with religious law. Many foods are originally halal, but because of improper processing, the food becomes haram (Risprawati & Utami, 2019).

Some of the salaf and khalâf scholars state that sharia law has argumentative foundations and certain goals. The goals and reasons and wisdom in establishing Islamic law can be understood rationally, globally, and in detail in obedient laws (ta'abbudî) because they contain the secrets of Allah. It's just that a small number of kalam and jurisprudence experts, such as the Zhâhiriyyah School, are against this.

In the view of Hujjah al-Islâm Muhammad ibn Abû Hâmid al-Ghazâlî , that everything that is forbidden is bad or dirty, it's just that the degrees of ugliness and dirtiness are different from each other. Everything that is lawful is good, it's just that the degrees of goodness are different from one another. Based on this view, according to al-Ghazal, a believer in dealing with things that are lawful requires wisdom. The extent to which the impact of halal food or drink on the quality of one's piety (Muhammad ibn Muhammad Abû Hâmid al-Ghazâlî, in (Ali, 2016)).

Islamic provisions regarding eating and drinking in the categories of halal, haram, and doubtful, are based on the Qur'an and Hadith. Scholars assert that Islamic law was created to realize the benefit of humans in this world and the hereafter.

Before food processing technology developed rapidly as it is now, people's perceptions about the prohibition of a product were still very simple. The issue of halal or haram food or drink is only related to the presence or absence of products that contain pork or contain alcohol. Food or drink that is free from these two ingredients is automatically considered halal. But now, food processing technology has changed that perception. This is because food production for consumer goods no longer only relies on the main ingredients, but also requires additional materials.

In its development, halal certification is in the form of a piece of paper containing an acknowledgment from the MUI, followed by the inclusion of Arabic writing (حلال) in product packaging called "halal label". Meanwhile, "halal certification" is a written

fatwa from MUI which states the halalness of a product in accordance with Islamic law (Afroniyati, 2014).

The new halal label is mandatory for entrepreneurs in 1996 (Afroniyati, 2014). This regulation emerged after seeing the importance of halal certification to protect the interests of Muslims in Indonesia. Products from abroad must also be selected and those who pass must include a halal label.

During the transition period from the implementation of the halal guarantee until the formation of the Halal Assurance Agency (BPJH). In Indonesia, during this period, companies must be able to provide assurances to MUI and Muslim consumers that the company always maintains the consistency of the halalness of its products. Therefore, LPPOM MUI requires companies to develop a system called the Halal Assurance System (SJH) and documented as the HAS Manual. This manual was compiled by the manufacturer according to the conditions of the company (Ali, 2016).

Eleven SJH principles applied by LPPOM MUI in halal production for producers who have obtained halal certificates that these principles are guided by sharia principles and jurisprudence principles (فقهيه قواعد) as well as the opinions of scholars based on the Qur'an and Hadith such as maqâshid al-syarî'ah, chastity, and honesty.

The development of an increasingly advanced era, thus making competition unavoidable in the world of business or industry. As well as competition in the business world, which causes manufacturing or non-manufacturing activities (services) to urgently require new capabilities so that companies can succeed competitively with various efforts to meet consumer needs and improve services.

Opportunities, namely the existence of an opportunity so that they can take the opportunities that exist in the market and can overcome existing weaknesses (Syamruddin, 2018).

A business opportunity is an area of buyer need where an entrepreneur can manage a business in that field profitably. Reading market opportunities is essential for an entrepreneur. The agility to read market opportunities is not only done to start a business, but the expertise in reading these business opportunities is also a must when you want to develop a business, market segmentation, or when expanding your business. However, oftentimes, the ability to read market opportunities does not fit the target, so what was expected when starting a business is often not achieved. Things that can be done to seize business opportunities are as follows Seeing, Listening, Reading, and Writing.

After seeing, hearing, and reading, it is necessary to pour all the analyzes that have been taken which will be a benchmark or guide in applying it (Yohana, 2015).

According to Arif F. Hadiparanata, a business opportunity is a risk that must be taken and faced to manage and regulate all matters related to finance. According to Thomas W. Zimmerer, business opportunity is an application consisting of creativity and innovation to solve problems and see opportunities that are faced every day.

In addition, in business it is also necessary to know about business prospects. The business prospects of a business will show a tendency to increase or close. This condition is influenced by various opportunities and threats faced. Weaknesses and strengths of business actors/entrepreneurs of the company so that good corporate strategic planning and formulation are needed.

The business industry in the country is currently facing such a difficult situation in the midst of an increasingly complex business environment. Competition has also become tighter along with the swift flow of free trade which automatically makes competition come from all directions, both domestically, regionally, and globally.

Marketing strategy is one way to win a sustainable competitive advantage for companies that produce goods or services. Marketing strategy can be seen as one of the bases used in compiling the company's overall plan. Another reason that shows the importance of marketing strategy is the increasingly fierce competition faced by companies in general.

Companies must improve effectiveness and customer value, as stated by Bestari that the best response to protect the market is to innovate continuously (continuous innovation). The company continues to strive to improve competitive effectiveness and the value of the company in the eyes of its consumers.

According to Chandra, marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in certain target markets. Marketing programs include marketing actions that can affect demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining distribution channel choices, and so on (Wibowo et al., 2015).

According to The American Marketing Association (AMA) cited by Kotler and Keller, marketing is an organizational function and a set of processes for creating, communicating, and managing consumer relationships in ways that benefit the organization and its stakeholders. Thus, the marketing function is intended to provide understanding to consumers regarding the products and services being marketed or offered. In this sense, marketing is the most fundamental activity in marketing products and services to companies.

According to Marrus in Umar, strategy is a process of determining the plans of top leaders that focus on the long-term goals of an organization, accompanied by the preparation of a method or effort so that these goals can be achieved (Sunarsasi & Hartono, 2020).

Marketing strategy is a form of a company's plan in the field of marketing to obtain optimal results. The scope of marketing strategy is quite broad, including the strategy to face competition, product strategy, price strategy, place strategy, and promotion strategy. According to Tull and Kahle, marketing strategy is a fundamental tool that is planned to achieve company goals by developing sustainable

competitiveness through the market it enters. Thus, marketing strategy is a dynamic and innovative process of company planning in marketing and introducing products and services offered to consumers to achieve certain goals with all the risks involved. Both through traditional and modern methods such as digital marketing (Haryanti et al., 2017).

Marketing management can be grouped into four aspects which are often known as the marketing mix or marketing strategy. According to Kotler and Armstrong "marketing strategy (marketing mix) is a set of controllable tactical marketing tools that the company combines to produce the response it wants in the target market." The marketing strategy consists of four groups of variables called the "4P" namely: 1) Product (Product), 2) Price (Price), 3) Place (Place), 4) Promotion (Promotion) (Sunarsasi & Hartono, 2020) it's better to use the 7P's marketing mix.

In order to create marketing goals, it is necessary to have a creative strategy which is a step taken by every company in order to achieve marketing goals which include Determination of target market/audience, Media planning, Creative message planning. Policy execution style and marketing attractiveness (Handoko, 2015)

In addition, there are many types of effective and efficient marketing strategies that can be applied, including, Social Media Marketing or SMM is a form of digital marketing that involves creating and sharing content on social media networks to achieve marketing and branding goals, Search Engine Marketing or SEM. is a form of Internet marketing that involves the promotion of a website by increasing its visibility on search engine results pages (SERPs) mainly through paid advertising, Search Engine Optimization or SEO is a natural process of making a web page rank best in search results pages on certain keywords, Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a targeted audience and, ultimately, to encourage them to take profitable action. r with a very large number of followers, will provide an advantage in promoting higher product sales and marketing, a brand ambassador is a person hired by an organization or company to represent a brand positively and thereby help increase brand awareness and sales, Partnership there are many patterns that can be run such as, reseller, dropship, franchise and others, Involving all employees in working on a marketing project, the act of involving employees is something that can be used as a new breakthrough to boost sales, Old Customers are trying to think of giving bonuses small or attractive discounts. In this way, they are happy to promote their products (Kurniawan, 2020).

Marketing strategies are not only for large-scale businesses. Small businesses also need a marketing strategy for their business, because often when conditions are critical, it is small businesses that are able to provide growth to people's incomes. In business there is also a need for good management, one of which is by distributing marketing itself (Burhanuddin, 2018). The need to know market segmentation is to

group different consumers based on their own needs, characteristics, or mix behavior. Next is the determination of the target market, namely the selection of the size of the segment according to the ability of a company to enter the segment. Then next is the determination of market position which places a position in the minds of consumers (Wibowo et al., 2015).

The need for a strategy in marketing is very important. A strategy that can improve marketing is the 4P marketing mix, which consists of Product, Price, Promotion, and Place. The marketing mix strategy defined by Kotler and Armstrong (1997) which states that marketing "mixes as the set of controllable marketing variables that the firm leads to produce the response it wants in the target market".

However, in a study conducted by Hendri Sukotjo and Sumanto Radix A. in their research, they explained that there is a 7P marketing mix marketing strategy. In its use for the traditional halal culinary business, it is very good to run.

There are 7 elements of the marketing mix (Marketing Mix-7p), namely: Product, Price, Promotion, Place, Participants, Process, and Physical Evidence.

1. Product (product)

Product is an important element in a marketing program. Product strategy can influence other marketing strategies. Purchasing a product is not just to have the product but also to meet the needs and desires of consumers.

2. Price

Price is an economic sacrifice made by customers to obtain a product or service. In addition, price is one of the important factors for consumers in making decisions to make transactions or not (Engel, Blackwell and Miniard, 1996). The price is said to be expensive, cheap or mediocre from each individual, it does not have to be the same, because it depends on the individual's perception against the background of the living environment and individual conditions (Sukotjo, 2020).

3. Promotion (promotion)

Promotion is the activity of communicating information from the seller to consumers or other parties in the sales channel to influence attitudes and behavior. Through advertising, a company directs persuasive communication to target buyers and the public through media called mass media such as newspapers, magazines, tabloids, radio, television and direct mail (Baker, 2000 in (Sukotjo, 2020). Promotional media that can be used in this business include Advertising, Sales promotion, Publicity and public relations, and Direct marketing. The determination of the promotional media to be used is based on the type and form of the product itself.

4. Place (Distribution Channel)

Kotler (2000: 96) states that "Distribution channels consist of a set of institutions that carry out all activities (functions) used to distribute products and the status of their owners from producers to consumers". From the above definition, it can

be interpreted that the distribution channel of an item is the entire activity or function to move the product along with the owner's rights from the producer to the final consumer or industrial user.

Distribution is concerned with the ease with which a product can be found in the market and available when consumers are looking for it. Distribution shows the various activities carried out by the company to make the product or service available and available to target consumers.

5. People (Participants)

Participants here are employees of service or sales service providers, or people who are directly or indirectly involved in the service process itself.

6. Process

Process is an activity that shows how services are provided to consumers during the purchase of goods.

7. Physical evidence (physical environment)

The physical environment is the state or condition in it. Characteristics of the physical environment is the most visible aspect in relation to the situation. What is meant by this situation is the geographical situation and condition, institutional environment, decoration, room, and so on (Sukotjo, 2020).

So, those are the seven strategies in marketing strategy in addition to some of the strategies already mentioned earlier. Businesses must have a good strategy so that the business they run can grow and continue to exist.

## CONCLUSION

Culinary is one of the cultural products that is closely related to society, apart from the main function of food ingredients as fulfillment of basic needs, culinary also has historical and even philosophical values. Culinary is in the form of halal culinary, namely food and drinks that are permitted to be consumed according to Islam, according to the type of food and how to obtain it. Muslims want that everything that will be consumed and used always pays attention to the halal and the sanctity of what they get. According to Islamic teachings, consuming what is lawful, holy, and good is a religious commandment and the law is obligatory. Islamic provisions regarding eating and drinking in the categories of halal, haram, and doubtful, are based on the Qur'an and Hadith. Scholars assert that Islamic law was created to realize the benefit of humans in this world and the hereafter. Trends in halal food (food and beverages) are experiencing rapid development. The halal label in traditional culinary can also be a separate belief for Muslims. There are still many business opportunities for traditional halal culinary. Things that can be done to seize business opportunities are by seeing, listening, reading, writing. After that, it is necessary to pour all the analyzes that have been taken which will be the benchmark or guide in applying it. In developing its business, a marketing strategy is needed which is a form of a business plan in the

marketing field to obtain optimal results. In addition, the right marketing strategy is also needed for the traditional halal culinary business itself. In the form of a 7P marketing mix strategy and digital strategy. In addition, halal labeling on traditional culinary is also a strategy in marketing.

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