

## The Disparity Between Culinary Trends and Local Preferences

Arif Agus Harsono<sup>1</sup>, Rahmat Ingkadijaya<sup>2</sup>, Novita Widyastuti Sugeng<sup>3</sup>, Linda Desafitri Ratu Bilqis<sup>4</sup>

<sup>1,2,3,4</sup>Trisakti Institute of Tourism, Jakarta, Indonesia

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**ABSTRACT:** This study aims to analyze the gap between global culinary trends and local culinary preferences in Jakarta, and explore the innovation strategies implemented by culinary entrepreneurs to bridge the gap. The method used is a qualitative approach with data collection techniques in the form of observation, in-depth interviews with local culinary entrepreneurs and consumers, and social media content analysis. The results of the study show that although international cuisine is increasingly popular, especially among the younger generation, local cuisine is still in demand by consumer segments who value cultural values and authentic tastes. The gap arises because of the perception that local cuisine is less modern, making it less attractive to young consumers. The strategies implemented by entrepreneurs to overcome this challenge include developing a fusion food concept that combines local and international elements, improving the visual presentation of food, and utilizing social media for promotion. In conclusion, product innovation and adaptive marketing strategies are key to increasing the competitiveness of local cuisine amidst the dominance of global trends. It is recommended that entrepreneurs maintain their local culinary identity while continuing to innovate in order to reach a wider and more diverse market.

**KEYWORDS:** local culinary, global trends, culinary innovation, fusion food, consumer preferences

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### I. INTRODUCTION

The food and beverage industry is one of the largest sectors globally, covering various types of businesses such as restaurants, cafes, bars, catering, to food and beverage manufacturers. Based on data from the Central Statistics Agency (BPS), in the first quarter of 2023, the performance of the food and beverage industry showed an annual growth of 5.33% with a value of IDR 206.19 trillion. In the second quarter of the same year, this sector grew 4.62% with a value of IDR 200.30 trillion. In addition, the 2023 Indonesian Statistics Report referring to the Annual Micro and Small Industry Survey noted that the food sector had the highest revenue, reaching IDR 202.78 trillion (Nadine Khemika Putri, 2024).

The development of the food and beverage industry is rapid, starting from services in hotels, restaurants, canteens in the workplace, hospitals, to transportation such as trains and flights. Now, this sector has expanded to various other fields. Its function is to provide food and beverages to meet the needs of the community with a primary focus on customer satisfaction. The potential of the food and beverage business in Indonesia is very large, supported by several main factors. First, food and beverages are basic human needs that cannot be avoided. Second, this sector has the ability to continuously adapt to changes in consumer trends and preferences. Third, the food and beverage industry has close links with other sectors, thus creating business opportunities that support each other and have a positive impact on economic growth. Pada tahun 2022, DKI Jakarta tercatat memiliki 5.258 usaha penyedia makanan dan minuman skala menengah hingga besar. Sebagai ibu kota, Jakarta menjadi pusat administrasi pemerintahan yang menarik bagi pelaku usaha untuk melakukan aktivitas perdagangan dan bisnis. Selain itu, infrastruktur dan fasilitas yang lebih baik dibandingkan kota-kota lain di Indonesia mendukung kegiatan ekonomi dan bisnis di wilayah ini

Various global culinary trends that have entered the Indonesian market, especially Jakarta, are increasingly popular with the public. Restaurants and cafes that offer international food, such as Korean, Japanese, or European cuisine, are increasingly popular and attract the attention of consumers who want to try new experiences. This trend is also driven by technological advances that facilitate access to information about food from various parts of the world. However, behind this phenomenon, there is a significant imbalance between the rapidly growing global culinary trends and local culinary preferences that do not receive enough attention. Traditional Indonesian food that is rich in flavor and cultural diversity is often replaced by the popularity of foreign food. Although Indonesians have a strong desire to preserve traditional cuisine, many of them prefer to consume food that follows international trends, especially in urban areas such as Jakarta. This difference creates a challenge for culinary entrepreneurs who want to develop their business amidst the dynamics of the ever-growing market. This imbalance also opens up opportunities for

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innovation in the development of culinary businesses that are able to combine two elements of international food and local flavors so that they can attract the interest of wider consumers without forgetting the rich local cultural values.

Given these conditions, it is important to explore how innovation in culinary business models can address the gap between global trends and local preferences. The right innovation can introduce a new approach that is not only relevant to the needs of the global market, but also appreciates the local culinary heritage that is the identity of the nation. This study aims to utilize the potential for innovation in culinary business development in Jakarta that can balance both elements. This study discusses how the gap between global culinary trends and local preferences affects culinary businesses in Jakarta, the obstacles faced by business actors in integrating local elements, and innovation opportunities that can bridge the gap. The aim is to analyze the gap, identify obstacles, explore innovation, and provide recommendations for relevant culinary business strategies. This research is useful for business actors, government, historians, and consumers to support the development of competitive and sustainable local culinary.

## II. LITERATURE REVIEW

Research by Ramadhani et al. (2024) shows that the concept of fusion food can be an effective gastrodiplomacy medium to introduce Indonesian cuisine to the global scene. However, they also emphasize the challenges in maintaining the authenticity of traditional dishes while adopting international elements. Meanwhile, Suarnada (2022) developed a sushi burger as a combination of Japanese and American dishes. The results of the organoleptic test showed that this innovation was well received by the panelists, although there were notes on the texture of the product. This second study shows that although culinary innovation can increase the appeal of local food, it is important to consider the balance between innovation and authenticity of taste.

Dewi and Fauzi (2023) created Spaghetti Samtis Jepara as a form of fusion food that combines Italian and Indonesian elements. This product succeeded in attracting consumer interest with its unique taste and attractive packaging. Meanwhile, Sienatra et al. (2020) innovated Chinese-Indonesian Peranakan cuisine by adding local ingredients such as starfruit and moringa leaves. The results of the hedonic test showed that this modification was liked by the panelists, indicating great potential in combining local and international elements to create innovative and market-accepted culinary products.

Handayani et al. (2024) analyzed the development of a fusion food stall business using the Business Model Canvas approach and SWOT analysis. They emphasized the importance of flavor innovation and presenting modernity to attract the interest of the younger generation. On the other hand, Fitriani and Satyarini (2023) found that the source of innovation in the culinary industry in Bandung mostly comes from the knowledge and experience of business actors. This second study highlights that the success of a culinary business depends not only on product innovation, but also on the right business strategy and a deep understanding of consumer preferences.

## III. RESEARCH METHOD

This study uses a qualitative approach with the aim of understanding the phenomenon of the gap between international culinary trends and local culinary preferences in Jakarta, and how innovation in the culinary business can overcome this gap. The qualitative method was chosen because this study aims to gain in-depth insights into consumer perceptions, challenges faced by culinary entrepreneurs, and the dynamics that occur in the Jakarta culinary market. This study was conducted throughout Jakarta, which consists of four main administrative areas: Central Jakarta, South Jakarta, East Jakarta, and North Jakarta. Jakarta as the capital city of Indonesia has a large and heterogeneous population, which creates various dynamics in the culinary sector. Each area in Jakarta has unique culinary characteristics, reflecting diverse consumer preferences and habits, both in local and international food.

Central Jakarta Central is the business district and government center with many restaurants and cafes offering international and fusion cuisine. Areas such as Thamrin and Sudirman are known for their high-end and exclusive culinary options. While there are many eateries serving international cuisine, Central Jakarta also has famous traditional food stalls, such as those in Pasar Baru and Menteng. South Jakarta is a more diverse area, with a large international community and an upper middle class that is more open to global cuisine. Areas such as Kemang, Blok M, and Pondok Indah have a variety of restaurants serving international and fusion menus, while areas such as Cilindak and Tebet have more eateries offering local dishes, such as nasi uduk and gado-gado.

East Jakarta is an area with many mouth-watering traditional eateries, such as Rawamangun, Cawang, and Jatinegara. Local dishes rich in flavor, such as soto betawi and nasi goreng, are very popular in this area. However, as the culinary culture develops, East Jakarta is also starting to see the presence of cafes and restaurants with international concepts. North Jakarta is famous for its industrial areas, ports, and many street food stalls serving local cuisine. Places like Ancol, Muara Karang, and Kelapa Gading offer a variety of culinary choices from Betawi to international cuisine. In this area, local cuisine such as kerak telur and ikan bakar have a strong place, but international culinary trends are also starting to grow rapidly.

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### IV. RESULT AND DISCUSSION

Based on content analysis from various online sources, there is a gap between global and local culinary preferences in Jakarta. Many articles and consumer reviews show that international cuisine such as Japanese, Korean, and Western food is increasingly popular, especially among young consumers in Central Jakarta and South Jakarta. This trend is driven by the influence of social media, such as Instagram and TikTok, which promote international food as part of a modern lifestyle. However, in several restaurant reviews and culinary blogs, traditional Indonesian dishes such as nasi goreng, soto Betawi, and gado-gado still have a place in the hearts of consumers, especially in North Jakarta and East Jakarta. Several sources also note that although local cuisine is still widely found in traditional eateries, there is a decline in interest among the younger generation who are more interested in global trends.

#### Barriers to Integrating Traditional Indonesian Cuisine with International Culinary Trends

Barriers to integrating traditional Indonesian cuisine with international culinary trends include several aspects, such as low cleanliness in street food stalls that can affect tourist comfort, as well as the design of food product packaging that is still not attractive enough to compete in the global market. In addition, although Indonesian cuisine has a rich taste and great potential, creative strategies are needed in marketing, improving service quality, hygiene, and attractive dining concepts in order to compete with foreign restaurants. Another challenge is balancing traditional values with modern trends to attract the international market without losing local identity (Astuti & Anggraini, 2018).



Figure 1. International Food in Jakarta

#### Culinary Product Development to be able to compete with foreign food trends



Figure 2 Product Development

This figure illustrates factors related to product development as part of the success factors of entrepreneurs. This is very relevant to discuss the title "Inequality between Culinary Trends and Local Preferences". Here is the full explanation:

#### 1. Consumer Needs and Wants Change (01)

Culinary trends often develop faster than local preferences which tend to be more stable. This causes an imbalance because business actors may focus on trends while ignoring local needs.

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### 2. Products are guaranteed to End their Life Cycle (02)

Culinary-based products usually have a short life cycle, while local preferences can last a long time. Inequality arises when businesses are unable to adapt quickly after the trend ends.

### 3. Products are in the Maturity Stage (03)

Culinary trends that have reached their peak can lose their appeal, while local products still have loyal consumers. Business actors may be trapped in following trends without considering the long term.

### 4. Environmental Change (04)

External factors, such as globalization and social media, influence culinary trends, often not in accordance with local community preferences that are more influenced by traditions or habits.

### 5. Competitors (05)

High competition to follow trends can make it difficult for local businesses to compete, especially if their products are more traditional and do not follow the trend.

### 6. All Products Have Problems (06)

Both trend-based products and local products have their own challenges. Over-focusing on trends without understanding local preferences can create a “disadvantage” that is detrimental to the business in the long run.

By understanding these points, entrepreneurs can balance between following culinary trends and maintaining local preferences to create more sustainable innovations.

## Innovation in Products and Business Models to Address Inequality

Based on the results of the analysis of various culinary blogs, articles on business innovation, and social media platforms, several innovative approaches were found to bridge this gap:

### 1. Culinary Fusion

Many restaurants have begun to develop fusion menus that combine Indonesian cuisine with international techniques. For example, serving fried rice in the form of sushi or pizza with chili paste toppings. Articles on social media show that this concept is quite popular among culinary enthusiasts who like to try new things, especially among millennials and Gen Z.

### 2. Modern Presentation and Presentation

Several restaurants that carry the concept of fusion and local cuisine have begun to pay attention to the visual aspect of food, which is adjusted to trends on social media, where food presentation is part of the attraction. The use of more modern and visually appealing packaging and presentation, for example with Instagrammable dishes, is increasingly popular among young consumers.

### 3. Digital Platforms and Social Media

Technology has made a major contribution to the transformation of the global economy. For example, technology has enabled the implementation of new business models, such as the sharing economy, which has brought about changes in the way humans access goods and services (Ardiansyah, 2023) with ology and social media being the main strategies in promoting this fusion cuisine. Restaurants that carry creative culinary concepts utilize Instagram and TikTok to display their food visuals and attract consumer interest, which plays a major role in shaping new culinary trends.

## Consumer Interest Level in Culinary Concepts Combining Local and International Elements

From reviews on various platforms such as TripAdvisor, Zomato, and social media, many consumers show interest in culinary concepts that combine local and international elements. Several fusion restaurants that serve a combination of Indonesian and international cuisine have received many positive reviews from consumers who are interested in new flavors and different culinary experiences.

However, there are still a number of consumers who prefer authentic Indonesian cuisine without many changes. Based on articles and discussions on social media, these consumers think that traditional cuisine is more authentic and has a deeper cultural meaning, so they tend not to be interested in fusion concepts that change the original flavor too much. According to research results (Wardani et al., 2022) Generation Z has diverse views on the existence of local and international coffee shops. Male participants generally visit Kedai Kopi M. Aboe Talib and Starbucks Coffee because they like the atmosphere of both places and to fulfill their social media needs. On the other hand, female participants prefer Stuja Coffee because it offers a comfortable, pleasant, semi-modern atmosphere, and is equipped with Wi-Fi facilities that support their activities, such as doing assignments. In addition, the visual appeal of an instagrammable place is a major factor for female participants.

### Discussion

Based on the analysis of various online sources, this study shows a gap between global culinary trends and local culinary preferences in Jakarta. Although international cuisine is increasingly popular, especially among younger consumers exposed to

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trends through social media, traditional Indonesian cuisine still has a place among older consumers or those seeking authentic flavors. However, there is a visible gap in consumer acceptance of changes in local cuisine, which is often considered more "old-fashioned" or "kampungan" compared to more "modern" international cuisine.

One interesting finding is that culinary entrepreneurs are addressing this gap through the fusion concept, which tries to combine local cuisine with international elements. This innovation seems to have a positive impact, especially among young consumers who are looking for new culinary experiences. More aesthetic presentation and the use of social media to promote products have also become the main strategies in reaching a wider market. Even so, obstacles in terms of raw materials, cooking techniques, and consumer perceptions of local cuisine that are considered less modern are the main challenges that must be faced. Consumer interest in the fusion culinary concept that combines local and international elements shows that there is still room for further development in the culinary business. However, the success of this concept depends heavily on how entrepreneurs can create a balance between authentic taste and modern trends without sacrificing the quality of traditional cuisine. Consumer acceptance of fusion cuisine will be greatly influenced by the right branding strategy, as well as a deep understanding of market desires.

## V. CONCLUSIONS

This study revealed that although there is a clear gap between global and local culinary preferences in Jakarta, there is a great opportunity to address the gap through product and business model innovation, such as the concept of fusion cuisine that combines traditional Indonesian cuisine with international trends. Although international cuisine is more dominant among young consumers, interest in local cuisine still exists, especially among the older generation. Innovation in the form of more attractive presentation and the use of social media for promotion are effective strategies in bridging the gap. However, the main challenges faced by culinary entrepreneurs are consumer perceptions of local cuisine which are often considered less modern and the difficulty in adapting raw materials and cooking techniques to suit international trends. To overcome these obstacles, entrepreneurs need to be more creative in developing fusion menus that maintain authentic flavors, as well as educating consumers about the cultural values behind local cuisine. Thus, the culinary business can grow more innovatively without loss.

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