

# COMMODIFICATION OF TRADITIONAL FOODS NAMELY SATE LILIT BALI IN SPICE BEACH CLUB BALI

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## ABSTRACT

*This study aims to describe the commodification of traditional foods namely Sate Lilit Bali or Balinese type of Satay at the Spice Beach Club, Bali. This research uses a qualitative research approach. The object in this study is Sate Lilit, which is in the Spice Beach Club restaurant. Data collection methods used in this study were interviews, documentation, and observation. This study found that Spice Beach Club Lovina had commodified the Sate Lilit Bali to promote Balinese food and culture promotion without reducing the cultural value of Sate Lilit Bali. This study is important for a reference for further innovations in culinary art study in Hospitality Industry.*

## SARI PATI

Penelitian ini bertujuan untuk mendeskripsikan komodifikasi makanan tradisional yaitu Sate Lilit Bali di Spice Beach Club Bali. Penelitian ini menggunakan pendekatan kualitatif. Objek dalam penelitian ini adalah sate lilit Bali yang ada di Spice Beach Club Bali. Metode pengumpulan data yang digunakan dalam penelitian ini adalah wawancara, dokumentasi dan observasi. Studi ini telah menemukan bahwa Spice Beach Club Bali telah mengkomodifikasi sate lilit Bali untuk mempromosikan makanan dan budaya Bali tanpa mengurangi nilai budaya Sate Lilit Bali. Studi ini penting untuk menjadi referensi untuk inovasi lebih lanjut dalam seni kuliner di Industri Perhotelan.

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## INTRODUCTION

Traditional food is part of our ancestors' cultural heritage. Traditional food is a cultural result of ancestral hard work that needs to be preserved, developed and built in the philosophy meaning contained therein. Preservation efforts are intended to keep the existence of traditional food so the food always can be enjoyed and meet the needs in the culture of society in the modern era. However, the process of cooking traditional food is more complicated compared to modern food. Therefore, the habit of eating traditional food is declining because of the change of consumption patterns of people. In this modern era, people tend to eat fast food or modern type of food to reduce time of cooking and consumption. Therefore, as traditional food is part of Balinese culture the commodification of food in the modern restaurant is important to introduce it to foreign customer.

There are many types of traditional food in Bali. Some of those food are very closely related to traditional and Hindu religious ceremonies in Bali, such as traditional sate Lilit. Sate Lilit Bali serve almost in every cultural event for consumption and as an offering to their Ancestor. Sate Lilit Bali is famous for its unique taste and presentation.

Some restaurants in Bali have changed the presentation of the Balinese food into the modern presentation in restaurant. One of the famous restaurant in Bali is Spice Club in Lovina have promoted Sate Lilit Bali to their restaurant and have made some modification of this traditional food. This restaurant have successfully promote Sate Lilit Bali with international touch for their local and foreign customer.

There is a great variety of theories and approaches on culinary art and food culture. However, little research on how Balinese food modified and served into modern restaurant. This research addresses this knowledge gap by providing empirical evidence on how the Bali Spice Club promote traditional food to foreign customer in the fine dining restaurant and how the commodification done to meet the international standard of taste and presentation. In Section 2, the literature review related to food culture and commodification is reviewed, followed by an outline of research methods in Section 3. The key research results are presented in Section 4 and then the paper concludes in Section 5 with some recommendations for future research development.

## **Literature Review**

### **The concept of Culture and Food Commodification**

According to Mosco (2009), commodification is the transformation of things or value into another value. The change of value is aimed at obtaining additional value or profit. In other words the commodification utilizes minimal values and is then converted into maximum use. It means that whoever starts a capital and related it with a commodity, capital holders or capitalists will earn as much profit – many (Astuti, 2005, 23).

Culture comes from the Sanskrit word “Buddayah”, which is the plural form of “Buddhi”, which means favor or reason. Thus, culture means things that are concerned with reason. Culture is a complex whole, in it contained science, beliefs, arts, moral, law, customs, and other abilities, as well as the habits of human beings as members of the community (Taylor in Ranjabar, 2006). According to Koentjaraningrat (2002), cultural anthropology is the whole system of ideas, actions and works of human beings in the framework of the life of society that is used as a billion human self through learning experience. He divides the culture over the 7 elements: religious system, civic organization, knowledge, livelihood of life, technology, tools, language and arts. Food is part of society life which usually depends on the livelihood of life. Different society and culture have different types of food. Furthermore, process of cooking the food itself is part of the culture.

Sate Lilit is one of the varieties traditional food from Bali. This satay is made from minced meat, chicken, fish, pork, or turtle. This minced meat is mixed with grated coconut, thick coconut milk, lime, shallot, and pepper. It is then wrapped around a bamboo puncture, cane, or lemongrass stem, then baked on a charcoal (Anon, 2015). Sate lilit Bali always serve in any Balinese events, both cultural and religion events. The process of cooking this type of food is unique and involve lots of people. This process of cooking also uses as a social activities of Balinese where people communicate each other without any barriers of Bali’s caste or status.

The concept of commodification is chosen in this research because in the Spice Beach Club Bali has been changes the taste, presentation and value of sate lilit Bali from traditional food which usually cheap to a dishes that serve in a fine dining restaurant.

### **Food presentation and Culinary Art**

Food presentation is final touch in the process of serving dishes on the table (Azizah, 2008:42). Even though food is prepared with a high quality of ingredients and process, the presentation of the food will define the value of the food. The presentation of the food will stimulate the sense of vision and create appetite. The food presentation also involving the process of combining the food and garnish arrangements to make it looks attractive and increase appetite.

There are several things need to put in the kitchen staff attention, including: food presentation, food serving aspect and culinary art. Idayanti and Pratiwi (2008) states that food presentation needs to involve correct combination of patterns, colors, shapes, and textures that are good, reasonable and harmonius. The food decoration will make the food more presentable and attractive as well as create more appetite. In addition, in decorating the food, it is important to consider practicality, balance, unity and focus points of the food.

Moreover, in serving the food, everyone must pay attention to standards, both in process and presentation (Margi et al. 2013). In term of food presentation, th expert in culinary art is pivotal in order to create high quality standard of food presentation. Culinary art is the process of creating something new or combination of things that already exist in the composition, shape, layout, garnish, design and equipment to make the food looks attractive and valuable.

To improve the quality of culinary art, kitchen staffs have to use their creativity According to Handayani, Titin H dan Chayati (2010), creativity is the experience of expressing and actualizing individual identities in an integrated form between relationships of self, nature, and others. Similarly, Kurniawan (2015) states that creativity is the ability to produce new forms in a work of art in solving problems with a new methos.

Culinary art requires someone who has an artistic soul that expert in combining the beauty of the food materials, shape, colors gradation and know how to decorate it into a beautiful art made of food. Food presentation is vital because human sense is sensitive. Infact, sight is the most sensitive sense. Food presentation and culinary art will invite the customer to taste the food and increase appetite.

## Previous research

Previous studies have been done by many researchers on this topic. The list of previous reviewers can be seen from the following table:

No	Author	Title	Findings
1	Farheini (2016).	Commodification fo mangrove fruits to empower community in Tuban Village, Badung reGENCY in Bali.	Mangrove fruits can be modified into several types of snacks that can be sell to consumers to earn more income.
2	Pujawan & Trisdayanti (2017)	Exploration study of traditional food in Bangli reGENCY in Bali.	List of traiditional food especially from Bali reGENCY in Bali
3	Karisma, Dunia, Suharsono (2013)	Strategy to improve small business on traditional food that are made from seafood in Lebih village, Gianyar reGENCY, Bali.	Sate Lilit is one of the most favorite food in Lebih village
4	Yusa & suter (2013)	Exploration of traditional cake of Gianyar reGENCY.	Jaje gambir is the name of the most favorite cake from Gianyar reGENCY
5	Putri, Darmayasa, Parmanayoni (2005)	Quality analysis of Sate Lilit Bali in traditional market of Karangasem reGENCY, in Bali.	Sate Lilit Bali in traditional market in Karangasem reGENCY is not yet meet international standards of higiene and presentation.

This research is different from previous studies because it use different topic, different location and research methods.

## METHODS

### Research approach

This study uses a qualitative research approach. This study discusses the commodification of Sate Lilit as a dishes that can be served at a fine dining restaurant for foreign customer.

### Research location

This research was held at Spice Beach Club for 6 months located on Lovina Beach, Seririt-Singaraja Highway No. 225, Kaliasem, Banjar, Buleleng reGENCY, Bali province, Indonesia. This study was conducted from June to December 2018.



Source: Google (2019).

### **Type of Data**

Primary data is data obtained and collected directly from the research subject. Primary data source is the staff and Executive Chef Food beverage product Spice Beach Club. Secondary data is the data obtained from the internet and other sources that are used as supporting data sources to complete this research.

### **Data Collection Methods**

This research uses three types of data collection methods. The first method is direct observation to the Spice Beach Club restaurant. All information regarding Sate Lilit Bali were noted at the Spice Beach Club. The second method is interview. The interviews were done with executive chef and kitchen staffs at Spice Beach Club. The last method is documentation. The documentation method is obtained data to support findings, such as: picture and video.

### **Data Analysis Techniques**

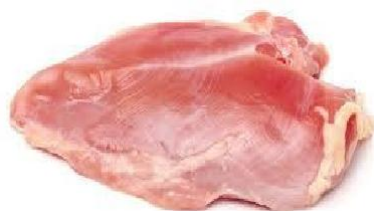
The method of data analysis used for this research is a qualitative research method. This

method is designed to describe and expose the data obtained from the research on the commodification of Sate Lilit Bali. The purpose of this method is to systematically describe the phenomenon being researched. Qualitative research method uses the following research procedures: data collection, data analysis, finding formulation, data presentation and findings publication.

## RESULTS AND DISCUSSION

Culture is a complex whole, which contains knowledge, beliefs, arts, moral, law, customs, and other abilities, as well as habits that can be by humans as members of the community (Ranjabar, 2006). Promotion of culture that conducted by Restaurant Management Spice Beach Club through sate Lilit is carried out every Tuesday and serve altogether with some Balinese culture performance. Cultural value and meaning of each dance is always summarized to give customer knowledge about the dance. Panyembrama dance is one of the most famous Balinese dance that is frequently performed in restaurant. Panyembrama dance is a welcome dance that depicts hospitality and respect. Whilst, Sate Lilit Bali is one of Balinese dishes that chosen by owner to be serve in this restaurant.

Modifications have been done at Spice Beach Club Restaurant by adding and reducing some ingredients from the original recipe of this kind of satay. Mosco (2009) said that the commodification is interpreted as transforming the use of values that are converted into other values. The change of value is aimed at obtaining additional value or profit. In other words the commodification makes use of the values-minimal value and changed to the maximum. Sate Lilit Bali is originally spicy and taste too strong or not suitable for foreign guests. Therefore, some recipe modification have been done to make it suitable for foreign customer. The original ingredients for Sate Lilit are: chicken breast, onion, garlic, chili, shrimp paste, grated coconut, ginger, corriander, turmeric, and salt. However, the quantity of chili is reduced to suit with foreign customer. The chef in this restaurant do not use shrimp paste at all to reduce the smell of the satay. The quantity of grated coconut is also reduced to the quality of this satay. In term of process, Sate Lilit Bali in this restaurant use modern kitchen and not using charcoal to grill the satay. The taste may slightly different but the originality of the satay taste is well maintain.







Picture 1. Ingredients of Sate Lilit Bali

In addition, the presentation of the Sate Lilit Bali is also modified to make it more attractive to be serve in the fine dining restaurant. Changes in the presentation that is done by changing the media presentation of the satay. The traditional Sate Lilit use bamboo stick as can be seen in the following picture:





Picture 2. Sate Lilit Bali with bamboo stick and traditional plate

As can be seen in the pictures that Sate Lilit in Spice Beach Club is presented in a round tray made of bamboo, using clay for the place of conditioning and serving yellow rice using the leaves Banana and sate tied and put on the saucer made of clay.



Sate Lilit Bali after modification

Comparison of modern and traditional presentation is clearly seen in the picture. After some modification, Sate Lilit Bali is then serve with various types of sauce so that customer can have a try of each sauce that suit for their taste. It also serve with other traditional food such as Urab, Sambal Matah, Sour Sweet Prawns, Shredded Chicken with spicy sauce, Sate Lilit Bali and yellow rice and for sate are served over a place made of

ground and tied with a skewer skewers. In Spice Beach Club, Sate Lilit price is Rp.90.000 or ninety thousand rupiah (approximately AUD 9 or US\$ 6). This price is reasonable with some modification in presentation and service given to satisfy the customer.

Based on the results of the research, in addition to the taste of food, the appearance of food is an added value for buyers not only the aroma of food that can attract attention, but also the food presentation . According to Nur Azizah (2008:42), food presentation is the final touch of the process of organizing the food menu. Although the food is made of high quality ingredients and processes, but if the presentation is not properly performed, then the value of the meal will decline. Food presentation will stimulate the senses of vision and are related to taste of the customers.

### **MANAGERIAL IMPLICATION**

Commodification of Sate Lilit Bali has added value of the traditional Balinese satay. The presentation of the food that considering the customer point of view as well as the modification of the taste is highly appreciated by customer. It can be seen through the popularity of Sate Lilit Bali in the menu order. This research suggests that food and beverage manager in a restaurant should also modify the menu lists and food presentation so that the customers are happy to eat traditional food in Bali.

### **CONCLUSION**

In summary, this research shows that the Spice Beach Club restaurant in Lovina, Bali has promote Bali culture the traditional food of Sate Lilit Bali. It is served every Tuesday along with the Balinese performances. Sate Lilit Bali is one of the most famous traditional food that usually serve in any Balinese religion or cultural event. Commodification means that this restaurant modify the dishes to meet with the standards of fine dine restaurant to create economic value of the Sate Lilit Bali. Chef has modify the recipe to reduce the level of spicy in this satay. In addition, the food presentation also modified to increase value of the

Sate lilit Bali. In Spice Beach Club restaurant, Sate Lilit Bali is served with Urab, Sambal Matah, shredded spicy chicken, chicken skewers and yellow rice.

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