

TRADITIONAL CULINARY TRANSFORMATION IN PANDAAN: ANALYZING FLAVOR AND PRESENTATION INNOVATION OF SATE KOMOH

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Abstract

Traditional culinary is an important part of cultural heritage that continues to undergo transformation in line with the times and consumer tastes. This study aims to analyse the taste and presentation innovation of Sate Komoh in Pandaan as part of the dynamics of traditional culinary. Using a qualitative method with a case study approach, data was collected through observation, in-depth interviews with culinary businesses, and documentation. The results show that innovation in flavour variants, the use of alternative raw materials, and more modern presentation techniques are the main factors in maintaining Sate Komoh's relevance amidst competition in the culinary industry. In addition, digital marketing strategies also play a role in increasing the attractiveness and accessibility of this product for the younger generation. With these innovations, Sate Komoh not only survives as a culinary speciality of Pandaan but also has the potential to develop more widely in the national culinary market. This research underlines that innovations in taste, processing techniques, presentation, and digital marketing strategies play a strategic role in maintaining the sustainability and increasing the competitiveness of traditional culinary, especially Sate Komoh in Pandaan. The positive response of consumers to this adaptation shows that the transformation carried out is not only able to maintain existence, but also expand market reach to the national level through digitalisation and product diversification such as frozen food.

Keywords: Culinary Transformation, Sate Komoh, Culinary Innovation, Culinary Digitalisation, Local Culinary

INTRODUCTION

Traditional culinary is one of the important elements in shaping the cultural identity of a region. Each region in Indonesia has its own distinctiveness that is reflected through flavours, selection of raw materials (Noer et al., 2024), and food processing techniques that are passed down from generation to generation (Roza et al., 2023). Along with the times and modernisation, traditional culinary faces challenges to remain relevant amidst changing consumer preferences and consumption patterns (Musdiana et al., 2024).

Pandaan, a sub-district located in Pasuruan Regency, East Java Province, is known for its distinctive and diverse local cuisine. One of the iconic traditional foods in the area is Sate Komoh. This dish has a strong historical and cultural value in the life of the local community. The uniqueness of Sate Komoh lies in the larger pieces of meat compared to other types of satay, as well as the use of special seasonings that produce authentic flavours and distinguish it from other variations of satay.

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Modernization and globalization threaten the cultural authenticity and commercial viability of traditional culinary heritage, with the key challenge being how to balance preserving cultural identity while adapting to market trends. In recent decades, the culinary industry has experienced rapid growth, as globalisation has significantly influenced consumer tastes and preferences (Dewi & Dharma, 2021). Globalisation introduces different types of food from around the world, which in turn tightens the competition between traditional cuisine and modern food that tends to be more practical and easily accessible to the public (Setiawan, 2024). This condition requires traditional culinary businesses to innovate so that their products remain relevant and in demand (Rodhiah et al., 2021), especially by the younger generation (Guiné et al., 2021; Panggabean, 2022).

Innovation in traditional culinary can be done through various aspects, such as flavour development (Harrington & Ottenbacher, 2013), the use of alternative raw materials (Galanakis, 2019), and more attractive presentation strategies (Safitri et al., 2024). Culinary entrepreneurs in Pandaan began to realise the importance of bringing innovation to Sate Komoh in order to survive and compete. Some of the innovations that have begun to be implemented include a wider variety of seasonings, the use of healthier alternative raw materials, and a more attractive and modern presentation (Afrianto & Setiawan, 2024).

One of the flavour innovations that has begun to be developed is the addition of new seasoning variants, such as sweet and spicy seasoning, honey, and special spices that are tailored to current market tastes (I. C. Dewi et al., 2022). In addition, some businesses are also trying to present Sate Komoh with more tender meat through more modern processing techniques, without losing its distinctive flavour.

In terms of presentation, some restaurants and culinary traders have begun to implement a more aesthetic and attractive presentation concept (Rorizanda & Suharto, 2024). Previously, Sate Komoh was only served simply with *lontong* or rice, but now it comes with a more modern look such as served on a hot plate or with additional fresh vegetables that enrich the appearance and taste.

Digital marketing strategies have also played a role in increasing the popularity of Sate Komoh. With social media, culinary businesses can more easily promote their products to a wider audience (Donoriyanto et al., 2023). The use of digital platforms such as Instagram, Facebook, and TikTok allows traditional cuisines such as Sate Komoh to be more widely recognised (Ariyansyah & Susena, 2024), not only locally but also nationally.

In addition to flavour and presentation innovation, the role of local governments and culinary communities is also an important factor in supporting the existence of traditional culinary (Fitriyani, 2025). Training and empowerment programmes for small and medium enterprises (SMEs) are strategic steps to improve product quality and expand market reach (Hermanto et al., 2023). With support from various parties, culinary specialties such as Sate Komoh can continue to grow and become the pride of the region.

Not only from a business perspective, innovation in traditional cuisine can also have a positive impact on regional tourism. Culinary tourism is one of the main attractions for tourists who want to enjoy the typical experience of a region. Therefore, innovative traditional culinary development can increase tourist visits and impact the local economy (Rahman, 2023).

In the context of this study, a qualitative approach was used to understand how Sate Komoh's flavour and presentation innovations contribute to the sustainability of traditional culinary in Pandaan. Using in-depth interviews and observations, this research explores the factors that influence Sate Komoh's transformation and how the community responds to these innovations.

It also sought to identify the challenges faced by culinary businesses in developing their innovations (Saputro et al., 2024). Factors such as changing consumer tastes, competition with modern food, and limited resources are aspects that need to be considered in maintaining the sustainability of Sate Komoh in the modern era (Dita et al., 2024).

By understanding the dynamics of innovation in traditional culinary development, this research is expected to provide conceptual and practical contributions for various parties, especially culinary businesses, local governments, and the general public. The findings of this research emphasise the importance of innovation strategies as an effort to maintain the existence and improve the competitiveness of traditional culinary in the midst of the dynamics of changing consumer tastes and global culinary trends. In addition, the results of this study can be used as a reference by other regions in designing the development of local culinary specialties to remain relevant and in demand by various market segments.

Conceptually, the transformation of traditional cuisine is a necessity in the modern era, along with the increasing market demand for product variety and added value in the consumption experience (Hermawanto & Anggraini, 2020). Innovation in terms of flavour, presentation and marketing strategy has proven to be a key factor in maintaining the sustainability of a culinary product. This study shows that Sate Komoh in Pandaan is a clear

example of how planned and directed innovation can strengthen local culinary identity while opening up opportunities for wider market expansion. Thus, this study not only serves as a documentation of the transformation that occurred in Sate Komoh, but also as a practical reference in formulating culinary innovation strategies based on the preservation of local culture. Hopefully, a similar approach can be applied in the preservation and development of various other traditional culinary products in Indonesia so that they can survive and compete in the era of globalisation.

RESEARCH METHODS

This research uses a qualitative approach with a case study method to examine in depth the form and impact of innovation in the flavour and presentation of traditional Sate Komoh in the Pandaan area, Pasuruan Regency. The selection of this approach is based on the research objectives that focus on contextual understanding of the phenomenon of culinary innovation from the perspective of actors and consumers.

Data collection was conducted through several techniques, namely: (1) in-depth interviews with Sate Komoh culinary entrepreneurs, local culinary observers or experts, and consumers who have consumed the product. Interviews were semi-structured to provide flexibility in exploring broader and more in-depth information; (2) participatory observation at the business location, including the production kitchen, serving room, and promotional activities on social media, to gain a direct understanding of the innovation process applied; and (3) documentation in the form of product photos, packaging design, digital promotional media, and field notes that strengthen empirical data.

The data collected was then analysed using thematic analysis techniques with the steps of open coding, categorisation, and identification of main themes relating to forms of innovation, adaptation strategies, and consumer responses. Data validity was maintained through triangulation of sources and methods, as well as checking the validity of the interview results through member checking with several key informants.

RESULTS AND DISCUSSION

Research Results

The results showed that innovations in the flavour and presentation of Sate Komoh in Pandaan contributed significantly to maintaining the attractiveness of this culinary amidst competition in the food industry. Businesses implement various innovations, such as the use of premium raw materials, the addition of new flavours, and more modern presentation techniques. Consumers have responded positively to these innovations, especially in terms

of more varied flavours and a more attractive appearance. In addition, digital marketing has proven to be an effective strategy in expanding Sate Komoh's market reach to a wider audience. More modern processing techniques are also applied to maintain the distinctive flavour of Sate Komoh. Some businesses use a longer marination method to allow the spices to soak into the meat, creating a richer flavour sensation. Sate Komoh packaged in the form of frozen food is also one of the innovations that attract consumers who want to enjoy this food more practically. The attractive and durable packaging allows for wider distribution, including outside the region. Sate Komoh's business sustainability is also supported by collaboration with the tourism sector.

Several restaurants and eateries have made Sate Komoh a featured menu introduced to tourists. With various innovations made, Sate Komoh continues to exist and even develop more widely, not only in Pandaan but also in various other regions in Indonesia.

The increasing appeal of Sate Komoh is also influenced by the menu diversification carried out by business actors. Several new variants such as Sate Komoh with cheese sauce, black pepper, and spicy honey sauce were introduced to fulfil the increasingly diverse tastes of the market. These innovations not only attract new customers, but also provide a wider choice for loyal customers.

Aside from the flavour, changes in serving methods are also a key factor in attracting consumers. Some restaurants now serve Sate Komoh with a fine dining concept, where the satay is served on a plate with more aesthetically pleasing decorations and additional sides such as mashed potatoes or grilled vegetables. This provides a more exclusive culinary experience and increases the product's selling point. The application of technology in the production process also plays an important role in this culinary innovation. Some businesses have started using sous-vide techniques to ensure that the meat remains tender and the flavours are fully marinated before grilling. This method helps create consistent flavour quality while improving production efficiency.

Digital-based marketing strategies have further strengthened Sate Komoh's position in the wider market. Promotional campaigns through social media, such as Instagram and TikTok, capitalise on the trend of attractive food visualisations to reach a larger audience. In addition, collaborations with food influencers and travel bloggers also increase the exposure of Sate Komoh as a Pandaan culinary icon. Not only on a local scale, Sate Komoh has also begun to penetrate the national market through e-commerce platforms. Some businesses sell their products in frozen food or ready-to-eat packaging through online marketplaces,

allowing consumers outside the region to enjoy this culinary speciality easily. This step opens up opportunities for business expansion and significantly increases the turnover of business actors.

The sustainability of this innovation is also supported by training and mentoring for culinary businesses by the local government and culinary community. The programme includes skills enhancement in cooking techniques, business management, and digital marketing so that entrepreneurs can be more competitive in the industry 4.0 era. In addition, consumer response to the innovations made showed positive results. Based on interviews with customers, the majority stated that the innovations in flavour and presentation made Sate Komoh more appealing compared to its traditional version. However, there are also a small number of customers who still prefer the original flavour and prefer the conventional method of serving.

The main challenge in innovating Sate Komoh lies in maintaining the balance between retaining the authenticity of the cuisine and bringing in a modern twist. Some businesses have addressed this by retaining the original recipe, but developing additional options to reach a wider market segment. Support from the foodie community is also a driving factor in Sate Komoh's popularity. Food festivals and culinary events often feature Sate Komoh as one of the featured menus that attract visitors. This also strengthens Sate Komoh's identity as a culinary heritage that needs to be preserved and developed further.

Overall, innovations in the flavour and presentation of Sate Komoh in Pandaan have shown significant impact in maintaining its appeal amidst changing consumer tastes. With various innovation strategies implemented, Sate Komoh is not only able to survive as a traditional culinary, but also develop into a product that has high competitiveness in a wider market. In addition to innovations in taste and presentation, pricing strategies are also an important consideration in maintaining Sate Komoh's competitiveness. Some businesses implement a more flexible pricing strategy by providing small and large portion options in order to reach various market segments, ranging from students to tourists with higher purchasing power.

The importance of packaging in enhancing product appeal is also a key focus in Sate Komoh's innovation. Some businesses have started to use eco-friendly packaging and more modern designs to make their products look more exclusive and appealing to younger consumers. In addition, to ensure the quality of raw materials is maintained, some Sate

Komoh entrepreneurs have established direct partnerships with local farmers. This way, they can ensure a fresh and high-quality meat supply, while supporting the local economy.

Healthy food trends have also fuelled innovation in Sate Komoh's composition. Some businesses have started to reduce the use of oil and replace it with healthier grilling methods. In addition, variations of satay with low-fat meats such as chicken and fish have also been introduced to attract more health-conscious consumers. The importance of the customer experience in enjoying Sate Komoh is also being recognised. Some restaurants are adopting the concept of live cooking, where customers can see the process of making satay from start to serve. This not only enhances the dining experience but also gives customers a more exclusive feel.

The role of the culinary community in supporting Sate Komoh's innovation cannot be ignored. Food vloggers and culinary bloggers often share their reviews of the innovation, helping to increase Sate Komoh's popularity on various digital platforms. The success of Sate Komoh's innovation can also be seen from the increasing number of customers, both locals and tourists. Some businesses have reported an increase in sales of up to 30% after they implemented flavour innovations and more modern presentation.

Apart from consumers, the impact of innovation is also felt by workers in the culinary industry. With the increasing demand for Sate Komoh, new job opportunities in the culinary sector have opened up, especially for local labourers who want to enter the food and beverage industry. Along with the development of innovation, some challenges also arise, such as high production costs due to the use of premium raw materials and investment in more modern processing technology. Therefore, the right business strategy is necessary to ensure that profits remain stable.

Another challenge is the highly dynamic changes in consumer tastes. Innovations that work today may no longer be relevant in the next few years. Therefore, businesses need to keep up with trends and conduct regular market research to ensure Sate Komoh remains in demand.

The role of local government in supporting culinary innovation is also very important. Several capital assistance programmes and training for small and medium enterprises (SMEs) have helped accelerate innovation in the culinary industry, including in the development of Sate Komoh. Collaboration with other industries, such as tourism and hospitality, has also been an effective strategy in expanding Sate Komoh's market reach. Several hotels in Pandaan have started to include Sate Komoh in their menus as one of the signature dishes

recommended to guests. To increase competitiveness at the national level, some Sate Komoh producers have begun to develop a wider distribution system through partnerships with restaurant chains and culinary franchises. This allows Sate Komoh to be enjoyed by consumers outside of East Java.

The innovations applied to Sate Komoh also include the development of interactive experiences for consumers. Some restaurants now offer culinary tour packages that not only allow customers to savour Sate Komoh, but also gain an in-depth understanding of the history and process of making the dish through direct explanations from culinary artisans. This innovation has also had a significant social impact, as the increased popularity of Sate Komoh has attracted the younger generation to continue their family's culinary endeavours. This contributes to the preservation of traditional culinary heritage, thus ensuring its long-term sustainability.

However, despite the benefits of this innovation, there was also criticism from the more conservative customer segment. Some consumers expressed concerns that the flavour changes implemented in the innovation would change the original flavour of Sate Komoh that has been widely recognised. Businesses are therefore faced with the challenge of maintaining a balance between preserving culinary traditions and implementing innovations that suit evolving market tastes. In response to this challenge, some restaurants offer two variations of Sate Komoh: a traditional version with the original recipe and a modern version that accommodates various flavour innovations. This approach gives consumers the flexibility to choose according to their personal preferences, while still maintaining the authenticity of the flavours that characterise the cuisine.

Table 1. Summary of Innovations and their Impact on the Sustainability of Sate Komoh in Pandaan

Innovation Aspect	Innovation Example	Impact/Response
Flavour Innovation	Addition of variants: cheese, black pepper, spicy honey	Attract new customers
		Provide wider choice for existing customers
Processing Technique	Sous-vide	More consistent flavour quality
	Longer marination	More tender and flavourful meat
Presentation	Fine dining (aesthetic appearance)	More exclusive culinary experience
	Live cooking	Increase product selling value
	Frozen food	Wider distribution

Innovation Aspect	Innovation Example	Impact/Response
Product Packaging	Eco-friendly packaging	Practical & attractive for young market
Digital Marketing	Social media (Instagram, TikTok)	Wider market reach
	Collaboration with influencers	Increased branding
Product Diversification	Regular & innovative menu	Reach various market segments
	Varied portion sizes	
Partnership & Collaboration	With tourism & hotel sector	National exposure
	Culinary community	Increased turnover & attractiveness
Training & Mentoring	Government and community provide training on techniques, management, and digital marketing	Increased business capacity
		HR competence increased
Consumer Response	Majority positive about flavour and presentation innovations	Encourage dual product strategy (traditional & modern)
	Some favour traditional versions	
Social & Economic Impact	Job creation	Cultural preservation
	Young generation continues family culinary business	Local economy improvement
Challenges	Maintaining a balance of tradition vs innovation	Need for regular market research
	High production costs	Need adaptive business strategy
	Dynamic market tastes	
Advanced Development Strategy	Interactive culinary tourism	Increased competitiveness
	Nationwide distribution through e-commerce	Market expansion outside the region to the national level
	Collaboration with major franchises & restaurants	

Overall, Sate Komoh's innovations in flavour and presentation in Pandaan have brought about major changes in the local culinary industry. Through various strategies, such as developing flavour variants, modernising processing techniques, digital marketing, and product diversification, Sate Komoh has managed to maintain its appeal amidst increasingly fierce competition. This success shows that traditional culinary has great potential to thrive with the right approach. By continuing to make relevant innovations, Sate Komoh can not only survive as a cultural heritage, but also become a superior product that can compete in a wider culinary market. In the future, it is hoped that innovation in traditional culinary will not only stop at Sate Komoh, but also be applied to various other regional specialties in

Indonesia. Thus, traditional culinary can continue to develop and become an important part of the nation's cultural identity.

Discussion

Innovation in the traditional culinary world is one of the key factors in maintaining the existence of a region's speciality food. Sate Komoh, as one of Pandaan's culinary specialties, has undergone various transformations in terms of taste and presentation to remain relevant amidst the increasingly competitive food industry. Through this research, it was found that innovations made by business actors not only aim to attract new customers but also retain old customers who still want authentic flavours. One of the main innovations implemented in Sate Komoh is the development of flavour variations. Initially, Sate Komoh only had one type of signature seasoning with a dominance of savoury and slightly sweet flavours. However, with the increasing demand for flavour variations, some businesses began to add new variants such as spicy, honey and other signature spices. This innovation provides a wider choice for consumers, especially the younger generation who prefer a wider variety of flavours.

In addition to flavour innovation, processing techniques have also undergone significant changes. Previously, Sate Komoh only went through a simple grilling process, but now some businesses have adopted a longer marination technique to allow the spices to penetrate the meat better. Some also use temperature-controlled grilling techniques to produce a more tender meat texture and a stronger flavour without losing its traditional characteristics. The presentation of Sate Komoh is also an important aspect of this culinary innovation. Previously, this satay was only served simply with lontong or rice. However, various modern serving concepts are now being implemented, such as the use of hot plates, the addition of fresh vegetables, and a more aesthetic layout to appeal to customers who like to share their eating experiences on social media.



Figure 1. Traditional Komoh Satay



Figure 2. Komoh Satay with an Aesthetic Presentation

In addition to internal factors from the culinary itself, digital marketing is also key to the success of Sate Komoh's innovation. Many businesses are starting to utilise digital platforms such as Instagram, TikTok, and Facebook to promote their products. Through this strategy, Sate Komoh is not only known by the local community but also attracts the attention of tourists from outside the area who want to taste this Pandaan culinary speciality. Digital marketing is also strengthened by collaborating with culinary influencers and food bloggers. With reviews from influencers, Sate Komoh's image is strengthened as a culinary speciality that is worth trying, especially for the younger generation who often look for food recommendations through social media before deciding to buy.



Figure 3. Promotion of Sate Komoh through Social Media (Instagram)

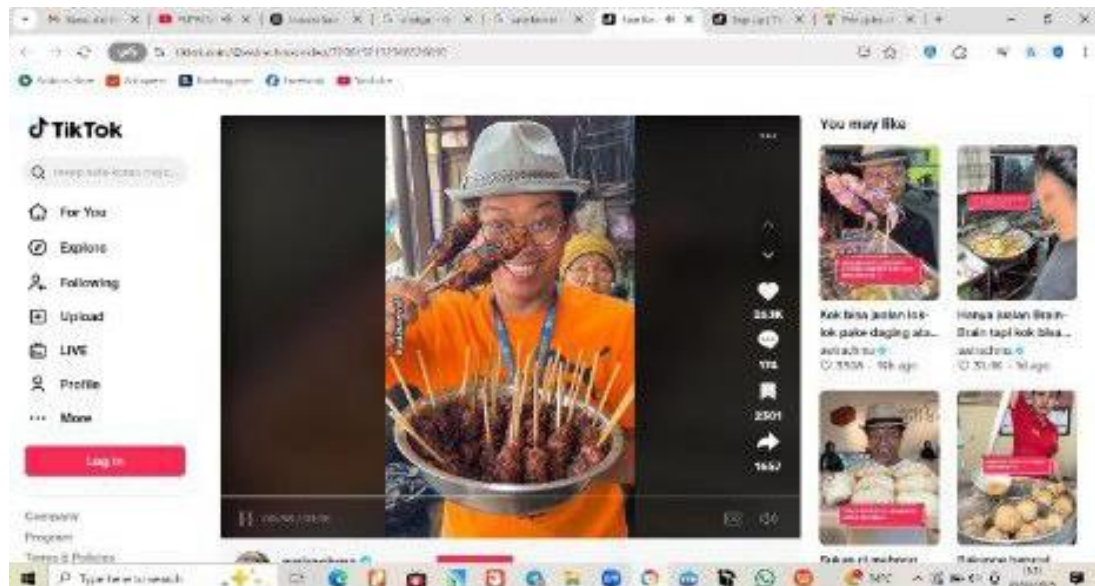


Figure 4. Promotion of Sate Komoh through Social Media (Tik Tok)

The sustainability of Sate Komoh innovation is also supported by more modern and functional packaging. Some businesses have started to produce Sate Komoh in the form of frozen food packaged with attractive designs. This product allows Sate Komoh to be more easily sent outside the region and can be enjoyed at any time without losing the quality of taste and texture. The positive impact of this innovation is not only felt by business actors but also the Pandaan community in general. With the increasing popularity of Sate Komoh, the local economic sector has grown, especially for the farmers, spice suppliers, and labourers involved in the production and distribution of this satay.

Although the innovations have had a positive impact, several challenges remain for businesses in developing Sate Komoh. One of the main challenges is the rising cost of production due to the use of high-quality raw materials and investment in modern processing techniques. Therefore, a good financial management strategy is an important factor in maintaining business sustainability. Another challenge is maintaining a balance between innovation and maintaining traditional culinary authenticity. Some long-standing customers consider that flavour innovations can take away from the original taste of Sate Komoh that has been known for generations. Therefore, some businesses choose to provide two variants, the original version and the innovative version, to cater to all tastes.

In addition, competitiveness with modern and fast food is also a challenge. The younger generation tends to favour food that is practical and easy to consume. Therefore, innovation in the form of ready-to-eat packaging and delivery services is an effective solution to keep Sate Komoh relevant amidst changes in people's lifestyles. The sustainability of Sate Komoh's innovation also requires support from the local government. Training programmes and capital assistance for culinary businesses can help them to continue developing their products without being burdened by limited resources. In addition, culinary festivals and food exhibitions can be a good way to introduce Sate Komoh to a wider market.

From the perspective of Indonesia's traditional culinary development, the innovations applied to Sate Komoh can serve as a model for the development of other traditional cuisines. Sate Komoh's success in maintaining its appeal amid competition with modern culinary shows that innovation is not only relevant for new products, but also for traditional food. Innovations that include variations in taste, modernisation of serving techniques, and the use of digital technology in marketing, provide concrete evidence that traditional cuisine can adapt to changing market tastes and the demands of the global food industry. Therefore, if a similar approach is applied to traditional cuisines from various regions in Indonesia, these specialities can continue to thrive and compete in an increasingly competitive market.

Innovation in Sate Komoh is not only limited to flavour and presentation, but also technical aspects such as the application of modern processing methods (e.g. sous-vide) and the development of more practical and attractive packaging. These innovations show that traditional culinary does not have to be stuck in stagnation, but can synergise with technological advancements and changes in people's lifestyles. Along with the increasing penetration of digital technology, especially through social media and e-commerce platforms, traditional culinary businesses have the opportunity to significantly expand their market

reach, both at the local, national and international levels. Therefore, the implementation of strategic innovation is a key factor in maintaining the continuity and development of Indonesian traditional culinary, while maintaining the cultural values contained in these culinary products.

The results of this study confirm that innovation in flavour and presentation is not only a marketing strategy, but also a form of adaptation that is very important in the sustainability of traditional culinary. Innovations made in the context of Sate Komoh, although aimed at attracting a wider market, still prioritise the cultural values that exist in the culinary. Thus, it is important to maintain a balance between tradition and modernity. Innovations made while maintaining the essence of culture and the quality of culinary products can ensure that Sate Komoh and other traditional cuisines can not only survive, but also thrive, becoming a living and relevant part of Indonesia's cultural identity. As a practical implication, this shows that traditional cuisine, with the right innovative approach, has the potential to not only survive, but also thrive in an era of globalisation.

CONCLUSIONS

This research shows that innovation in the flavour and presentation of Sate Komoh in Pandaan plays an important role in maintaining the sustainability of traditional culinary in the midst of competition from the modern food industry. The innovations applied by the businesses are not only limited to developing flavour variations but also involve more modern processing techniques and more attractive presentation for consumers. The positive response from consumers to these innovations shows that adaptation to current culinary trends can increase the appeal of traditional food. The use of premium raw materials, longer marination methods, and modern presentation have increased public interest in Sate Komoh.

In addition, digital marketing has proven to be an effective strategy in expanding market reach. Through social media, Sate Komoh can be known more widely, not only by the local community but also by tourists and customers from outside the region. This digitalisation is a great opportunity to promote Pandaan's culinary specialities to be better known nationally. Sate Komoh's sustainability is also supported by innovations in packaging and distribution. Frozen food products allow people to enjoy Sate Komoh more practically without losing its original flavour. This opens up opportunities for wider market expansion and makes this culinary more competitive in the modern food industry. This research shows the implications about how innovation in traditional food, like Sate Komoh in Pandaan, can help preserve cultural heritage and ensure commercial success. Culinary entrepreneurs can

use dual-menu strategies, digital marketing, and modern techniques to maintain authentic flavors and reach a wider market. This model can benefit Indonesia's traditional food industry, allowing regional specialties to compete globally while maintaining cultural authenticity and passing down culinary traditions.

However, the study also identified several challenges faced by businesses, such as rising production costs and balancing innovation and preserving authentic flavours. Therefore, the right business strategy is needed to keep innovation going without losing the identity of this culinary culture. Support from the local government, culinary community and tourism sector is also an important factor in maintaining Sate Komoh's existence. Training programmes, culinary festivals and tourism promotions can help improve the competitiveness of traditional food in a wider market. With continuous innovation, Sate Komoh not only survives as Pandaan's culinary speciality but also has the potential to become a national culinary icon. The success of this innovation shows that traditional culinary can remain relevant to the times without losing its cultural value. In conclusion, innovation in traditional culinary is a strategic step to maintain sustainability and increase competitiveness in the era of globalisation. With the right approach, culinary specialties such as Sate Komoh can continue to thrive and become a sustainable cultural heritage for future generations.

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