

TARGETING ANALYSIS OF BEEF RENDANG MENU PROCESSING ON BEEF RENDANG TEXTURE: A CASE STUDY AT SIMPANG RAYA RESTAURANT, DENPASAR

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Abstract

This research is a qualitative study with a descriptive approach. The aim of this study is to understand the factors influencing the texture of rendang, focusing on the 9P elements in marketing, specifically the product, process, and people, related to the beef rendang menu found at the Simpang Raya restaurant in Denpasar. Simpang Raya is a well-known restaurant in Bali, especially for its high-quality beef rendang. However, they face challenges regarding the consistency of the rendang texture, which is often too tough or dry. This issue negatively impacts sales and customer satisfaction. The research method involves in-depth interviews based on Kvale (2017) with chefs, the restaurant owner, and customers, as well as observations from Spradley (2016) to understand the socio-cultural and economic context of the restaurant. Additionally, literature studies are referenced, such as those by Dillman (2014), indicating that research studies can provide both quantitative and qualitative insights into the conditions being examined. The research findings identify that the main issues include inconsistencies in the cooking process, a lack of standard operating procedures (SOPs), and insufficient understanding among the production team regarding proper cooking techniques. The study also highlights the importance of selecting high-quality raw materials, applying appropriate cooking techniques, and providing training for employees to enhance their skills. Through the development of product variants and the implementation of strict SOPs, Simpang Raya can improve the quality and consistency of its rendang, thereby increasing customer satisfaction and competitiveness in the culinary market. This research provides relevant insights for culinary entrepreneurs in maintaining the uniqueness of traditional products while adapting to the ever-changing market demands.

Keywords: Analysis, processing, rendang, targeting, texture

A. INTRODUCTION

Beef Rendang is a traditional Minangkabau dish that has gained international recognition as one of the world's most delicious foods. As part of Indonesia's diverse culinary heritage, rendang is not merely a dish but a cultural legacy of Indonesia, now recognized as Intellectual Property Rights (IPR). Its lengthy preparation process, use of local spices, and traditional cooking techniques make rendang a symbol of Indonesia's culinary richness, passed down through generations (Gunawan, 2013). This dish represents the strength of Indonesian culinary creativity and flavors, achieving global acclaim. Cooked with specific techniques and ingredients, beef rendang has a distinctive, richly spiced flavor and tender meat texture, making it an iconic dish from Indonesia. The unique taste and preparation process of rendang give it a special appeal, both among local and international audiences (Sleman & Saleh, 2016).

Simpang Raya is a restaurant business that not only focuses on various Padang dishes but also specializes in making beef rendang, which is highly popular in Bali. They offer rendang with varying levels of spiciness and flavors that can be enjoyed by individual customers, groups, or as souvenirs. Although many customers appreciate the strong flavors of rendang, they often

complain about its texture, which can be too tough or inconsistent (sometimes too dry or overly greasy). These complaints have led to a decline in rendang orders and a reduction in loyal customers due to inconsistency in the product (Sulistyawati, 2015). Management suspects there are issues in the processing or preparation of rendang that cause this inconsistency in texture. Therefore, they aim to better understand the factors that influence the texture of rendang to improve product quality and satisfy customers, applying the 9P elements in marketing, specifically product, process, and people (Maheswari, 2019).

According to Keegan and Green (in Wijayanto, 2016), "Targeting is the evaluation stage of the segmentation process and the focus of a marketing strategy in a country, province, or group of people with the potential to respond." Caroline, D. (in Tjiptono, F., 2017) explains targeting as the process of evaluating and selecting one or several market segments deemed most attractive to serve with a specific marketing program. In *Marketing Strategy* (pp. 120-123), Yogyakarta: Andi.

Arman & Rizky (2023) state that targeting has a positive effect on purchase decisions. Research indicates that when companies effectively carry out targeting, it can increase consumer purchase decisions (Octaviana et al., 2020). According to Tjiptono (2017), targeting is a process of evaluating and selecting one or more market segments to target with the appropriate marketing strategy.

According to Sinurat (2018), targeting is the process of evaluating the attractiveness of market segments and selecting one or more to enter. Philip Kotler and Kevin Lane Keller (2023) describe targeting as part of the STP (Segmentation, Targeting, and Positioning) process, used by companies to choose the market to serve in greater depth and build long-term relationships with the segment through product and service differentiation (Waladouw et al., 2014).

Michael R. Solomon (2023) defines targeting as the selection of a specific target market based on previous segmentation, where companies optimize their product or service marketing to a customer group with specific characteristics and needs. Ries and Laura Ries (2023) explain that targeting is an effort to identify and focus marketing resources on specific consumer groups considered most likely to purchase the product or service offered. This involves a deep understanding of consumer behavior and preferences.

Alexander Chernev (2024) describes targeting as the process of identifying and selecting the most profitable market segment for the company to focus on, based on analysis of market size, growth potential, and compatibility with the company's resources and strategic objectives. Targeting helps companies achieve their business goals more effectively. Lynn Upshaw (2024) states that targeting involves selecting relevant market segments based on an in-depth understanding of market needs and the compatibility between the value offered by the company and consumer expectations. The focus is on creating sustainable brand loyalty by engaging the most strategic segments (Nasution et al., 2022).

The theory used to analyze the case study is Sinurat's (2018) theory, which states that targeting is the process of evaluating the attractiveness of a market segment and selecting one or more to enter. The 9P marketing elements are essential concepts in marketing strategy. They include nine elements: Product, Price, Place, Promotion, People, Process, Physical Evidence, People Opinion, and Political Power (Fadly & Sutarna, 2020). Each element plays a crucial role in shaping customer experiences and enhancing satisfaction. Optimizing these aspects helps businesses adapt to evolving market needs. By understanding the 9P marketing mix, a more effective and targeted strategy can be developed.

B. RESEARCH METHOD

In conducting a study on beef rendang at Simpang Raya restaurant, several research methods are employed, including observation, in-depth interviews, and literature review. This involves an in-depth analysis of beef rendang at Simpang Raya restaurant, covering the process of preparation, presentation, and customer reception. This method aids in understanding the context and complexity of the phenomenon being studied.

According to Dillman (2014), Survey Method uses questionnaires to gather data from customers about their preferences for beef rendang, their experiences, and customer satisfaction. The survey method provides quantitative insights into customer perceptions. According to Helms (2020), In-Depth Interviews are used in the research by interviewing chefs, restaurant owners, and customers to gain a deeper perspective on beef rendang and restaurant practices. In-depth interviews can provide rich perspectives and nuances regarding individual experiences and knowledge.

According to Kvale (2017), Participant Observation means directly observing the cooking, serving, and customer interactions in the restaurant to understand the practices involved. Participant observation allows researchers to understand the social and cultural context behind restaurant practices.

C. FINDINGS AND DISCUSSION

This analysis aims to explore the processing of beef rendang at Simpang Raya restaurant from various aspects, including ingredient selection, cooking techniques, operational management, marketing strategies, and efforts to maintain product quality and consistency. This study will also evaluate how Simpang Raya adapts to market challenges and changing culinary trends while preserving authentic Minangkabau culinary heritage. The challenges include inconsistent meat texture, inadequate quality control, lack of understanding of factors affecting texture.

The challenges due to inconsistent meat texture, caused by inconsistent cooking processes result in rendang that is sometimes too dry or with tough meat. The challenges due to inadequate quality control, caused by there are no strict Standard Operating Procedures (SOPs) for the cooking process, leading to unstable product quality. The challenges due to lack of understanding of factors affecting texture, caused by the production team lacks knowledge of how factors such as cooking time, temperature, and ingredient selection influence the final texture of rendang.

The marketing analysis employs a 9P approach for the rendang preparation process that affects the product's texture at Simpang Raya restaurant. The product includes product variants, product quality, and product packaging. The process includes SOP for production, regular quality monitoring, and logistic optimization. In terms of product variants, the restaurant management developing various rendang varieties, such as "Tender Beef Rendang," "Dry Rendang," and "Vegan Rendang." This offers options for consumers looking for different textures and flavors. In terms of Product Quality: Focusing on high-quality ingredients and precise cooking techniques, such as cutting meat along the grain, using fresh spices, and cooking on low heat for a long time (slow cooking) to achieve tender meat texture and perfect spice absorption. In terms of Product Packaging: Offering rendang in various package sizes, from individual servings to family portions, with eco-friendly packaging to maintain freshness and meat texture.

In terms of process: SOP for production, the restaurant management establishing strict SOPs for each stage of rendang preparation, from ingredient selection to cooking and packaging techniques, to ensure consistent texture quality. In terms of process: regular quality monitoring, the restaurant management conducting regular quality control by measuring temperature, cooking time, and humidity, and evaluating the final product. In terms of logistics optimization, the management using inventory management technology to keep ingredients fresh and ensure efficient product distribution.

In terms of people: due to employee training, training employees and the production team to understand and apply the proper rendang processing techniques, such as ingredient selection, meat slicing, and temperature control. In terms of people: due to customer service staff, having responsive and friendly customer service staff to handle complaints and provide product recommendations to consumers. In terms of people: due to brand ambassador, restaurant management engaging well-known chefs or culinary experts as brand ambassadors

to boost product promotion, quickly gain trust, and attract the market's attention to buy the offered products.

The solution of targeting using rendang processing analysis, includes: product, process, and people (Arlinda et al., 2021). Targeting Solution for product, includes selection of high-quality raw ingredients and product innovation focused on texture (Julinar et al., 2005). This result support the theory of Kotler & Keller (2016), explained that a comprehensive marketing approach, such as the 9P framework, is effective for aligning a product with consumer demands by refining aspects like product quality, process optimization, and customer-focused strategies.

Selection of High-Quality Raw Ingredients means selecting the right beef cuts, such as shank or brisket, which balance meat fibers and fat to produce a tender and juicy texture. Prioritizing the use of fresh, high-quality ingredients and authentic spices (e.g., red chili, lemongrass, kaffir lime leaves) to enhance rendang's flavor. Product Innovation Focused on Texture means management of restaurant developing new rendang variants such as "Special Tender Rendang" with a longer cooking process or using the sous-vide method for a softer and juicier texture. Producing "Dry Rendang" and "Wet Rendang" with different moisture levels and flavor or packaging innovations to meet diverse market preferences (Sudarta, 2022).

Targeting solution for Process, includes testing and setting standard operational procedure for rending processing, use of proper cooking techniques, and monitoring temperature and humidity during cooking. This results support Kotler & Keller theory (2016), said that a comprehensive marketing approach, such as the 9P framework, is effective for aligning a product with consumer demands by refining aspects like product quality, process optimization, and customer-focused strategies. And theories of texture improvement through slow cooking, as outlined by McGee (2004), reinforce the importance of cooking techniques and temperature control in producing a tender product for consistent rendang quality at Simpang Raya.

Testing and Setting SOP for Rendang Processing, in order to conducting a series of tests to determine the ideal time and temperature for cooking rendang to achieve tender meat texture and perfect spice absorption. For example, testing various cooking durations (4, 6, and 8 hours) at different temperatures. Developing an SOP that governs each processing stage, including ingredient proportions, meat slicing methods, marinating, and cooking techniques for the production team. Use of Proper Cooking Techniques: Applying a slow-cooking technique with low heat to ensure the meat is cooked slowly, making it tender and the spices fully absorbed into the meat fibers. This technique can be done traditionally or with modern cooking equipment like a slow cooker or sous-vide. Optimizing periodic stirring techniques to prevent the meat from sticking to the pan and ensuring even heat distribution during the cooking process. Monitoring Temperature and Humidity during Cooking means using a digital thermometer to measure rendang temperature periodically during cooking to ensure it's not too high or low. This helps prevent the meat texture from becoming too dry or tough. Controlling humidity in the cooking pot by adjusting the amount of coconut milk or adding water if needed, to maintain a tender and juicy meat texture.

Targeting solution for People include production team training and education, regular feedback and product testing, and identifying target consumers. This result support the theory of Deming. He explained the importance of cooking techniques and temperature control in producing a tender product. Quality control, as described by Deming's Total Quality Management (TQM) model (1986), emphasizes the role of SOPs and employee training in maintaining product consistency, which aligns with the need for consistent rendang quality at Simpang Raya.

Production Team Training and Education means training the production team on the importance of proper meat cutting techniques (with or against the grain) and optimal spice preparation to achieve consistent rendang texture and flavor. Holding educational sessions to increase understanding of technical factors affecting rendang texture, such as the Maillard reaction (browning reaction) that occurs during cooking. Regular Feedback and Product Testing means inviting regular customers or focus groups to taste various rendang variants and

provide feedback on texture and flavor, using this data to make adjustments in the processing stages. Conducting weekly internal quality control tests to ensure consistent texture, taste, and appearance in the finished products. Identifying Target Consumers means researching demographic and psychographic profiles of rendang's target consumers, including identifying age groups, income, culinary interests, and lifestyle. Focusing on those who enjoy traditional Padang dishes or spicy foods. Developing consumer profiles, such as families looking for convenient meals or individuals interested in exotic cuisine, using this data to tailor products and marketing strategies.

By implementing analysis and solutions related to rendang processing, Simpang Raya can improve the consistency of rendang texture quality, enhance customer experience, and boost sales. The focus on better quality control, innovations in processing techniques, and marketing based on product quality and uniqueness is expected to attract more new customers and retain loyal ones.

D. CONCLUSION

In conclusion, the analysis of Simpang Raya's beef rendang processing reveals key areas for improvement that can enhance product quality, consistency, and customer satisfaction. Challenges such as inconsistent meat texture, inadequate quality control, and a lack of understanding of factors affecting rendang texture highlight the need for structured SOPs, quality ingredient selection, and advanced cooking techniques. By implementing a 9P marketing approach, Simpang Raya can address these issues holistically. Product innovations such as various rendang textures (tender, dry, and vegan options), strict SOP adherence, and regular quality monitoring improve rendang's consistency and texture.

Employee training on meat slicing, spice preparation, and temperature control, as well as utilizing advanced cooking techniques like sous-vide, can optimize texture outcomes. Theoretical support from Kotler & Keller's comprehensive marketing and McGee's slow-cooking insights affirm that these changes will likely enhance product quality, align with consumer demands, and reinforce the Minangkabau culinary heritage Simpang Raya aims to preserve. By focusing on product quality, operational processes, and targeted training, Simpang Raya can strengthen its market position, attract new customers, and build loyalty among existing patrons.

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