



Perception of young people toward their traditional food

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Abstract—To explore the potential of traditional food and foster the nutrition awareness, the perception of young people toward their traditional food is becoming important. Young generation is a potential market for fast food vendors. Young people has characteristic to changes and has specific preference in appetite and style. The objective of this study is to look the awareness of young people for their food preference including their traditional food. This is self-assessment of local youth to their traditional food. Observation and in-depth interview were used to collect data. Fifty-four respondents consist of twenty-nine male and twenty-four female from two demographic backgrounds were interviewed on their experiences and opinions toward their traditional food. Fourteen questions were asked. The respondent age are ranged between 17-24 years old. The substantial findings of the survey include the fact that young people more concern about the nutrition of food compare to perception of the favourite food. There are also no evident there is a different of food-related health concern between two different demographic background.

Keywords— Perception of young people, Food Culture, Psychology

INTRODUCTION

Food culture arises out of the place of a people's origin, whether they still live there or not, but is shaped by resources (climate, land, soil, water, and fuel), by belief and information (religion, education and literacy, communication), by ethnicity (indigenous or immigrant), technology (hunting, gathering, agricultural, horticultural, aqua cultural, fishing; food processing and storage, transport, cooking); colonisation; and by health status and health care (Wahlqvist et al., 2007).

The Western food franchises and culture have not yet overwhelmed the local food culture in this region. The dietary pattern in societies depends on their household income, geographical and culture (Lipoeto, 2001; Davis, 2007; Niehof, 2010; David, 2011). The rapid nutrition transition in this region may be due, instead, to the increasing availability of food and the increase in the food purchasing power of the people, rather than to a shift in food preference for modern western food (Lipoeto, 2013).

Traditional cuisine is very popular among local people including young people. *Minang*' cuisine especially *Rendang* is popular not only in West Sumatera where they come from but also famous in the world (CNN, 2011). Young generation is a potential market for fast food vendors. What is really important to food consumer's especially young people regarding nutrition or perception, what might a solution for the rapid nutrition transition? Wheatear the young people just follows the trend or the have their own opinion regarding their traditional food and nutrition where the change of nutrition transition has not been steady. Young people has characteristic to changes

and has specific preference in appetite and style. The objective of this study is to look the awareness of young people for their food preference including their traditional food.

MATERIALS AND METHODS

This research is located in *Padang* and *Bukittinggi*, West Sumatera, Indonesia. The reason of choosing Padang and Bukittinggi because of both cities represent biggest city in West Sumatera and also represent city in the coastal area and city in hilly area. The biggest ethnic in West Sumatera is Minangkabau, in this research the word "traditional food" means Minangkabau traditional food (more often as called Padang food). This research used qualitative design to collect data from respondent. This design is aiming to exploring the perception of youth about their traditional food. Small numbers of respondent was engaged and share their opinion about their traditional food. Therefore, in-depth interview technique and observation were used for data collection in this research. Fifty-four respondents are participated in this research consist of twenty-nine male and twenty-four female.

The respondent aged between 17-24 years old. Respondent are selected from Minangkabau origin. The survey was taken place in two cities simultaneously. The education of respondent ranged from student and undergraduate student. The respondent has monthly expenses ranged between IDR 300.000 - IDR. 2.000.000. This survey was took places from February 2014 – April 2014.

The question included gender and knowledge about food, cooking and culture. The questions also emphasizes favourite traditional meal and why did respondent choose or nominate the meal as favourite?

RESULTS AND DISCUSSIONS

Characteristic of respondent

The ratio male and female is 29:25 and the ranged of monthly expenses between IDR. 300.000- IDR. 2.000.000 (equal to 30 USD- 200USD) the respondent aged between 17-24 years old. The respondent has been chosen randomly from University Student in Padang and Bukittinggi.

A survey revealed that from 54 respondents only 21 argues that Padang Food is as healthy food. Meanwhile, 27 respondents consider it unhealthy food, and 6 respondent expressed have no idea (can be seen at figure.1).

A survey revealed that 26 respondent state that cooking is a women job (activities) and 27 respondent states that cooking is also men’s job.

The answer-healthy-grouped respondent state that:

“Padang cuisine do not use any preservative”

and some other state

” because contain a lot of vegetables”.

The other opinion arise that

“Because it (Padang Food) is made by natural ingredient (flavouring)”.

Meanwhile, the groups who are state that Padang food is unhealthy have several reasons which are:

“Padang food contains a lot of fat and oils”

and some other say:

“it make our cholesterol high”.

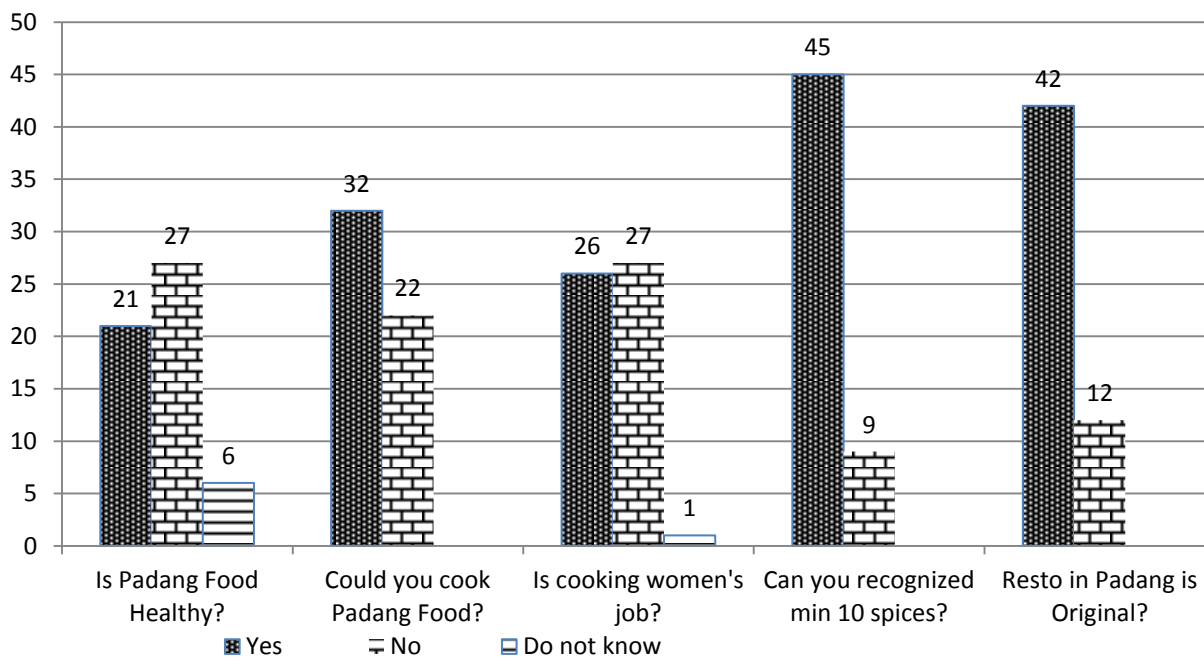


Figure 1 Overall opinion toward *Traditional food*

Both in Padang and Bukittinggi youth have similar result regarding food related health concern where in Padang (n=13) and Bukittinggi (n=14) give their opinion that Padang food is healthy.

Coconut milk is a part of Padang Cuisine main ingredient. Coconut milk is always blamed by the respondent as the dominant factor of unhealthy. The literacy of nutrition is makes young people in the both area were aware to what they eat.

Other question has also been asked to the respondent regarding their perception about men and women activities in kitchen. The fact that in the recent situation, in Minangkabau there is no discrimination between men and women in activities, but it is culturally recognized that, cooking is women’s activities (David, 2011).

This survey revealed as well the knowledge of respondent about spices is being used in Padang food. Most of them n=45 can describe at least 10 varieties of spices being used in Padang food. The most of spices are listed in table below:

Table 1. The most 10 spices are recognizable of young people in Padang and Bukittinggi

| Name of Spices | Frequency respondent |
|---|----------------------|
| Shallot (<i>Allium cepa</i> var. <i>aggregatum</i>) | 45 |
| Garlic (<i>Allium sativum</i>) | 45 |
| Lemongrass | 45 |
| Chilli Pepper | 45 |
| Candle nut (<i>Aleurites moluccana</i>) | 43 |
| Tumeric (<i>Curcuma longa</i>) | 43 |
| Galangal | 42 |
| Pepper | 42 |
| Clover | 41 |
| Tamarind | 40 |

(n=54)

The opinion about like and dislike is related to psychological view point (Rozin, 2007). Except for the case of rather few though important innate likes and dislikes, the problem is that we don't know much about how some things come to be liked and others disliked. Just as preference is a major but not total cause of intake, liking is a major but not exclusive cause of preference.

It is fundamental to understand the origin (in evolutionary history or development) of the various forces that shape the person, the food, and the Understanding consumers of food products environment. These origins can be roughly categorized as biological (innate), cultural, or individual/psychological.

Culture-specific cuisines dictate what is to be eaten and in what forms and combinations. Elisabeth Rozin (1982) analyses the food-specific part of cuisines into three basic components: the basic foods (e.g., rice for China), the characteristic flavours placed on the foods (which she calls flavour principles, e.g. soy sauce, rice wine and ginger for

Journal online <http://journal.bakrie.ac.id/index.php/APJSAFE> China), and typical modes of preparation of the foods (e.g., stir-frying for China). In a broader sense, we can include a variety of food-related practices as part of cuisine. These form the context of the meal.

Cultures suggest or may require what is to be eaten when and also how much. These can be called consumption norms. They are a major influence on portion size (Wansink, 2004).

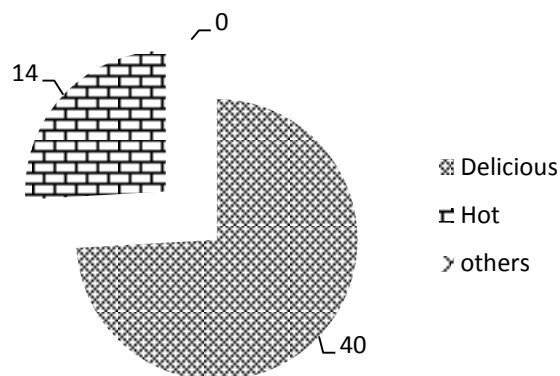


Figure 2. Distribution of opinion about traditional food (n=54)

From figure 2 can be seen that overall opinion about traditional food (Padang food) n=40 said its delicious n=14 said that too spices (hot).

CONCLUSIONS

The perception of young people is important to promoting nutritional education in youth. Traditional food recipe is one of the feature can be tested and to look how far young people aware to what they eat and what they drink. Traditional food is often used as row model for local responsibility. From this study, we learn that future dietary pattern may be change by the opinion young people to their own daily meal and traditional meal.

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