



GLOBAL TREND OF LOCAL TASTE: A CASE STUDY OF ALTERNATIVE FOOD CONSUMPTION IN BENGKULU

Syabrina Azahara¹, Andi Azhar²

¹Department of Management, University of Muhammadiyah Bengkulu, Indonesia

Article info	ABSTRACT
<p><i>Corresponding Author:</i></p> <p>Syabrina Azahara, syabrinaazahara@gmail.com Department of Management, University of Muhammadiyah Bengkulu</p>	<p>This research aims to analyze the phenomenon of alternative food consumption in Bengkulu with a comprehensive approach, covering social, cultural, economic and environmental aspects. During globalization that brings new food trends, Bengkulu has great potential in developing alternative foods based on local raw materials that are rich in nutritional benefits and sustainability. This research uses a literature study method that relies on relevant written sources to dig up information and build a strong theoretical basis. Through this approach, it is hoped that an overview of consumer preferences for alternative foods can be found, as well as the factors that influence these choices. In addition, this research also seeks to identify opportunities and challenges in developing alternative foods that can compete in the global market without abandoning local cultural roots. The results of this study are expected to contribute to culinary industry players, government, and academics in formulating appropriate strategies to promote locally based alternative foods, as well as increasing awareness of the importance of healthy and sustainable food consumption. Therefore, the development of alternative food in Bengkulu needs to be encouraged with more intensive education so that people are more aware of its benefits in supporting a healthy and environmentally friendly lifestyle.</p> <p>Keywords: <i>Alternative Food, Bengkulu, Local Culture</i></p>
<p>This article distributed under the terms of the Creative Commons Attribution-Share Alike 4.0 International License (https://creativecommons.org/licenses/by-sa/4.0/)</p>	

INTRODUCTION

The development of globalization has had a significant impact on various aspects of human life, including food consumption patterns. The rapid flow of information, supported by advances in technology and social media, has created global trends that quickly spread to various regions (Nasution, 2017). However, despite the growing popularity of global food trends, there is an interesting dynamic where local preferences still play an important role in shaping people's consumption patterns. This can be seen in the emergence of alternative foods that combine global concepts with local flavors, creating a unique blend that is able to attract consumer attention (Ramadhani et al., 2024).

Alternative foods, in this context, refer to products that offer variations from conventional foods in terms of ingredients, presentation and nutritional value. In Indonesia, especially in Bengkulu, the consumption of alternative foods is growing in line with the increasing public awareness of the importance of a healthy lifestyle. In addition, innovations

in the local culinary sector have also further strengthened the appeal of alternative foods, especially those that prioritize the use of local raw materials such as sago, cassava and sea fish. This phenomenon shows a strong interaction between global trends and local tastes, creating new opportunities in the culinary industry (Yuliani et al., 2024).

Bengkulu, as one of the provinces in Indonesia with rich cultural and natural resources, has great potential in the development of alternative foods. On the one hand, the people of Bengkulu have a rich and diverse culinary tradition, which has been passed down from generation to generation. On the other hand, access to global information allows people to be exposed to various modern food trends, such as veganism, plant-based diets and superfoods. This combination of rich local traditions with global influences has led to culinary innovations that are not only aesthetically appealing, but also relevant to the nutritional needs of today's society.

However, there are several challenges that need to be considered. One of them is how alternative foods can be widely accepted by the public without losing their local identity. In addition, there are issues regarding the accessibility of quality local raw materials and the sustainability of alternative food production amid competition with global trend-based products. This research aims to analyze the phenomenon of alternative food consumption in Bengkulu with a comprehensive approach, including social, cultural, economic, and environmental aspects.

Through this case study, it is hoped that an overview of consumer preferences for alternative foods in Bengkulu can be found, as well as the factors that influence these choices. In addition, this research also seeks to identify opportunities and challenges in developing alternative foods that can compete in the global market without abandoning local cultural roots. The results of this study are expected to serve as a reference for culinary industry players, government, and academics in formulating the right strategy to promote local-based alternative foods in the era of globalization.

As such, this background illustrates the importance of understanding the dynamics between global trends and local tastes in the context of alternative food consumption in Bengkulu, as well as opening a wider discussion on how local cuisine can adapt to changing times without losing its identity.

METHOD

This writing is done using a literature study research method or literature review. Literature study is a research approach that involves analyzing various written sources that are relevant to the topic or problem being studied (Adlini et al., 2022). This method aims to explore information, understand key concepts, and build a strong theoretical basis based on previous research. In this research, the data used comes from secondary literature, such as books, scientific articles, research reports, official documents, or other reliable sources. This research does not involve primary data collection, such as surveys, interviews, or experiments (Rasyid, 2022). The literature study method plays an important role in providing a solid theoretical foundation, supporting research arguments, and identifying gaps in previous research that still require further study. Through this approach, relevant information is systematically organized and analyzed to broaden understanding of a topic. This process begins with the formulation of a clear and specific research problem or question, which forms the basis of the research direction. Once the research problem is formulated, the next step is

to identify and collect a wide range of relevant literature. These sources can be books, articles from scientific journals, research reports, or other quality and credible publications. The selection of sources is done by considering the relevance and quality of the information contained therein. Furthermore, the collected literature was analyzed in depth to explore relevant theories, concepts and findings. This analysis process involved grouping information based on specific themes or topics to make it easier to synthesize and draw conclusions. The results of this analysis are then used to build a theoretical framework that forms the basis for the research. This framework provides a systematic explanation of the relationship between the variables under study and supports the research argument. The final stage of this method is the preparation of a research report. In the report, the researcher presents the background, methodology, analysis results, and conclusions systematically. Any information presented in the report must be supported by references from the literature used during the research process. With this structured approach, literature studies can make a significant contribution to the development of science and answer the problems that are the focus of the research.

RESULT AND DISCUSSION

Alternative Foods

Alternative food is a type of food that does not come from conventional foodstuffs that we often encounter in traditional diets, such as meat, grain-based products, or dairy products. In general, these alternative foods are designed to replace the main staples of the diet with more environmentally friendly, nutritious and sustainable options. Many of these foods use ingredients derived from plants or other natural sources, which are sometimes richer in nutrients that the body needs and are produced with more environmentally friendly processes (Sirait et al., 2019). This is also the case with pumpkin or tempeh-based products, which are widely used in various healthy and plant-based cuisines.

Not only that, but alternative foods are also often made using easily accessible local ingredients, such as fibers from local plants that can be processed into various types of nutrient-rich processed foods. One important aspect of alternative foods is their more efficient production process. Many alternative food products are made with little or no use of harmful chemicals or preservatives that are often found in conventional processed foods (Indraswari et al., 2022). This certainly provides added value in terms of health, as it reduces the body's exposure to harmful substances that can affect long-term health.

Not only related to health and environmental concerns, changes in global consumption patterns are also influenced by certain lifestyle trends, such as veganism, vegetarianism and plant-based diets. These lifestyles are gaining increasing attention, both among individual consumers and within the food industry. Many people are turning to plant-based diets to improve their health, reduce their carbon footprint, and support more sustainable food production. With more alternative food options available in the market, consumers now have a variety of options to choose healthier and more environmentally friendly foods, which in turn is driving a major shift in the way we view and consume food daily.

Uniqueness and Local Potential of Alternative Foods in Bengkulu

Bengkulu, a province located on the west coast of Sumatra, has an abundance of natural resources and diverse culinary potential that often inspires alternative food development. Along with the growing interest in healthy lifestyles and sustainability,

alternative foods based on local ingredients are gaining more attention. Bengkulu, with its rich natural resources that include various types of food crops, has a variety of raw materials that can be processed into unique and useful alternative food products.

Several types of plants that thrive in Bengkulu, such as taro, cassava, pumpkin, and various other tubers, are often used as basic ingredients in making traditional food. These plants not only have distinctive flavors but also have significant health benefits. Bengkulu is also known for its coconut-based products, which have long been part of the local culinary tradition. Grated coconut, coconut oil and coconut milk are the main raw materials that are often used in various dishes, from main meals to snacks.

These coconut-based processed products, if further developed, have the potential to be part of an alternative food trend that emphasizes health and sustainability, as coconut is an abundant and environmentally friendly natural resource. The Bengkulu diet, which tends to be influenced by local wisdom and tradition, also plays a major role in the development of alternative foods based on local ingredients. Existing traditional foods, such as cassava chips or crackers made from local tubers, have the potential to be developed into healthier and more nutritious alternatives.

The people of Bengkulu, who are already accustomed to culinary diversity based on local ingredients, have a great opportunity to accept and develop healthier alternative foods. By utilizing the potential of local crops such as taro, cassava, pumpkin, as well as coconut-based products, Bengkulu can position itself as an alternative food producer that not only maintains traditional values but also offers healthier and environmentally friendly options to consumers. Bengkulu's culinary uniqueness based on its natural wealth will not only have a positive impact on health but also open wider economic opportunities for the local community through the development of processed products with high added value.

The Effect of Globalization on Alternative Foods in Bengkulu

The influence of globalization on alternative foods in Bengkulu reflects the dynamics of change in people's consumption patterns, which are increasingly connected to global trends while still maintaining local characteristics. Globalization has a major impact in introducing various innovations, including in the field of food, which directly affects people's eating preferences and habits (Nasution, 2017). Through advances in information and communication technology, Bengkulu residents can now easily access information about food trends from around the world, including alternative food products that are increasingly popular in the global market.

In Bengkulu, the influence of globalization is beginning to show in the public's acceptance of alternative foods, such as soy milk, almond milk and other plant-based products that are commonly used as alternatives to cow's milk or other food ingredients. These products are gaining acceptance, especially among the younger generation who are more open to healthy and environmentally friendly diets. Bengkulu residents who may have previously been more accustomed to local foods such as rice, fish and regional vegetables, are now starting to adopt these alternative foods in their daily lives. Plant-based foods are gaining acceptance, both as a solution to allergies to animal products and as part of a more global healthy lifestyle.

However, despite the growing acceptance of alternative foods, challenges in the development and acceptance of these foods remain. One of the biggest challenges is the low awareness of the public, especially the older ones, regarding the health benefits of these

alternative foods. Many do not fully understand the advantages of healthier alternative foods, such as being low in cholesterol, lactose-free, or friendly to those following a plant-based diet. This lack of understanding of the health benefits means that some people tend to prefer conventional foods that have become part of their tradition.

In addition, habit also plays an important role in the acceptance of alternative foods in Bengkulu. People who are accustomed to traditional or animal-based foods may find alternative foods unfamiliar or inadequate in meeting their nutritional needs (Roza et al., 2023). Eating habits that have been formed over the years are difficult to change despite the wealth of information available on the health benefits of alternative foods. On the other hand, alternative foods are often still perceived as more expensive or unaffordable, given the lack of equitable distribution and limited availability of these products in local markets. This is also an inhibiting factor for people who want to try alternative foods but are hindered by price and availability constraints.

Overall, globalization has had a significant impact on alternative food in Bengkulu by opening opportunities for people to explore new options in their diets. However, challenges remain, particularly in terms of increasing public understanding of the health benefits of alternative foods and overcoming long-established eating habits. In response to this, greater efforts in education and better distribution are needed, so that alternative foods can be widely accepted and become part of healthier and more sustainable eating habits in Bengkulu.

CONCLUSION

In conclusion, alternative foods are gaining attention as a more environmentally friendly, nutritious and sustainable option, with a focus on local and natural ingredients. In Bengkulu, the potential of local raw materials such as keladi, cassava, pumpkin and coconut, which are well known in traditional cuisine, offer opportunities to develop alternative foods that are not only healthy but can also boost the local economy. While globalization has had a major influence in introducing alternative food trends, challenges in their acceptance still exist, mainly related to public health awareness and established eating habits. Therefore, to ensure the success of alternative food development in Bengkulu, more intensive education and more equitable distribution is required, so that people can access these products more easily and understand their benefits in supporting a healthy and sustainable lifestyle.

BIBLIOGRAPHY

- Adlini, M. N., Dinda, A. H., Yulinda, S., Chotimah, O., & Merliyana, S. J. (2022). Qualitative Research Methods of Literature Study. *Edumaspul: Journal of Education*, 6 (1), 974-980. <https://doi.org/10.33487/edumaspul.v6i1.3394>
- Indraswari, R., Putri, H., Suroso, E., Yuliandari, P., & Utomo, T. P. (2022). Development Strategy of Processed Food Products From Pumpkin Flour in Bandar Lampung (a Study Case in Home Industry B.Co Bandar Lampung). *Journal of Sustainable Agroindustry*, 1(1), 12–28.
- Nasution, R. D. (2017). The Influence of Modernization and Globalization on Socio-Cultural Change in Indonesia. *Journal of Communication Research and Public Opinion*, 21(1), 30–42.

- Ramadhani, D. A., Mahala, F. A., Putri, I. S., & Dhiyaul, R. (2024). The Effect of Fusion Food on Nusantara Culinary as a Global Gastrodiplomacy Media. *Tambusai Education Journal*, 8(3), 45052–45058.
- Rasyid, F. (2022). *Qualitative and Quantitative Research Methodology Theory, Method, and Practice*. IAIN Kediri Press.
- Roza, M. Y., Razali, G., Fatmawati, E., Syamsuddin, & Wibowo, A. G. (2023). Cultural and Social Identity in Regional Specialties: A Review of the Consumption Behavior of Muslim Communities during Ramadan in Indonesia. *Scientific Journal of Management*, 8 (1), 1-19.
- Sirait, S. D., Listianti, E., & Ningsih, D. P. (2019). Effect of Food Additives (BTP) Addition on the Quality of Mocaf (Modified Cassava Flour) Processed Products during Storage. *Warta Akab*, 43(2), 60–68.
- Yuliani, N., Yunianto, A., & Amalia, D. (2024). Entrepreneurial Innovation in the Food Industry Through Creativity and Technology (Case Study of AvoEats Restaurant). *Journal of Entrepreneurship Innovation*, 1 (1), 6-18. <https://doi.org/10.37817/jurnalinovasikewirasahaan.v1i1.3615>