

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Innovation**

The definition of innovation according to Kotler dan Keller (2016;476) An innovation is any good, service, or idea that someone perceives as new, no matter how long its history, the spread of a new idea from its source of invention or creation to its ultimate users or adopters. Meanwhile, according to McFarthing (2015), innovation is the introduction of new products and service that add value to the organization.

Innovation in food industry is defined as the process of transforming a discovery idea or invention into goods or services that consumers/customers are willing to purchase. Innovation undoubtedly involves multiple aspects such as science, technology, marketing and organization, partnership, risk and social responsibility (Pinhuo, 2016).

In the process of applying the ability to innovate According to Machfoedz (Suryana; 2010: 224), seen from its types, innovation consists of four types, namely discovery, development, duplication and synthesis.

- 1) Invention, if it is a creation of a service product, or a new process that has never been done before. This concept is popularly called revolutionary.
- 2) Development, is a continuation of changes, improvements to a product, service, or a pre-existing process, and a concept like this makes the application of existing and different ideas.
- 3) Duplication, is the imitation of an existing service, or process, however duplication efforts are not merely imitating but adding a creative touch to improve the concept so that it is better able to win the competition.
- 4) Synthesis, which is a combination of existing concepts and factors into a new formula. This process involves taking a number of ideas or products that have been discovered and shaped so that they can be applied in new ways.

From the definitions above, it can be concluded that innovations is a new idea that comes from a source of inventions or is made by creation that are developed on goods and services that will be purchased by consumers/customers.

## **2.2 Innovation Process**

In carrying out an innovation there are several stages of the process that need to be done. According to Luecke (2003) there are five innovation processes, namely Ideas Generation, Opportunity Recognition, Development, Commercialization, and Ideas Evaluation. The following is a discussion of each process:

### **2.2.1 Idea Generation**

This stage is the initial stage in the innovation process, namely the creation of ideas for a new thing. Ideas can be obtained through:

1. New knowledge Most, but not all, radical innovations are products of new knowledge.
2. Knocking on ideas from customers Consumers are the source of innovative ideas, if the marketing workers, and R&D workers listen to what they have to say and so on. Consumers can also be the best source of ideas for identifying unresolved problems.
3. Learn from key users Key users are another invaluable source of innovative ideas. The main users can be companies and individuals, consumers, or non-consumers, who need products and follow market trends. They may be the most skilled at searching for better methods of producing an item or product.
4. Empathic design One of the problems encountered in the innovation process is determining the needs of the market or target market that does not always recognize or suppress their needs in the future. To innovate further, companies must be able to identify needs and solve problems that consumers do not recognize.

5. Invention of the factory Innovative ideas can also be obtained from the results of R&D within the company itself over a certain period of time.

6. Open market innovation The existence of open trade through licensing, joint ventures, and strategic alliances, can provide opportunities for other parties to innovate so that new innovative ideas are obtained.

### **2.2.2 Opportunity Recognition**

Seeing the opportunities that exist. Must start incubating ideas (conditioned, prepared) to make it easier in the later selection process. Questions related to the idea selection process:

- a. Is the idea appropriate?
- b. Does the company have the technical know-how to make the idea work?
- c. Does the idea represent value as a customer?
- d. Does the idea fit into the company's strategy or not?
- e. Does the idea have value from a cost perspective?

### **2.2.3 Idea Evaluation**

An evaluation of the ideas that have been selected is carried out to determine which ideas are worthy of being used as a single idea that will be used as the final product of innovation that can be commercialized.

### **2.2.4 Development**

The process of product development from a single idea of innovation to be developed into a final innovation product that is ready to be marketed. (starting from the initial physical design development, process design, making prototypes, product testing, analyzing market reactions, re-designing.

### **2.2.5 Commercialization**

This is the last stage in the innovation process, where products that have been well developed by the company are then commercialized or sold to the market.

### 2.3 *Gethuk*

*Gethuk* is a traditional snack originating from Central Java and East Java. *Gethuk* is made from boiled cassava, then pounded, added with sugar, then shaped into a square or as needed, and served with a sprinkling of grated coconut. Types of *gethuk* can be distinguished based on the manufacturing process such as *gethuk lindri*, *gethuk goreng* and *gethuk panggang*. *Gethuk* is a semi-wet food which is usually made from sweet potatoes with the initial stage of preparing the necessary ingredients then steaming them until they are cooked, the next stage is grinded, after that they are mixed with additional ingredients and molded or formed. *Getuk* as a semi-wet food still has a high water content, so it is easy to damage both microbiologically and chemically (Cwitasari et al., 2015).

### 2.4 Taro

Taro has several common names that are used such as Taro, Old cocoyam and Eddo (Koswara, 2014). Taro plants originated from Southeast Asia and spread to China in the first century, to Japan and to several islands in the Pacific Ocean which were carried away by population migration (Azizah, 2009).

Types of taro plants in Indonesia are divided into three, namely Bogor taro (*Colocasia esculenta*), Belitung taro / Kimpul (*Xanthosoma sagitifolium*), and Padang taro (*Colocasia gigantean*). The kinds of taro include (Anonim, 2011):

#### 1. Bogor Taro

Bogor taro has heart-shaped leaves with the tip of the leaf midrib stuck slightly into the middle of the lower leaf blade. Flowers consist of sprigs and cob. The male flower is next to it, while among them there is a narrow section, at the end of the cob lies the flower, the tuber is cylindrical to a little round.



### **Figure 2.1 Bogor Taro**

#### **2. Padang Taro**

Taro Padang has a large tree that can reach 2 meters and its leaf stalks are covered with a layer of white wax, and the veins of the leaves are coarse. This taro is with the tuber part and the midrib part because what is used from this type of taro is only the leaves.



**Figure 2.2 Padang Taro**

#### **3. Belitung Taro**

Belitung taro, which is included in the famili Aracea, is a perennial plant that has a fake stem or stem which is actually a leaf stalk.



**Figure 2.3 Belitung Taro**

### **2.5 Traditional Food**

According to Marwanti (2000: 112), traditional food has the meaning of everyday people's food, whether in the form of staple food, snack food, or special

dishes that have been passed down from generation to generation from ancestral times. The method of processing in traditional food recipes and their taste is generally hereditary so that traditional food in each place or region is different. Meanwhile, according to the Ministry of Culture and Tourism (2004), it is explained that traditional food can be referred to as regional specialties or special foods in an area, which is one of the elements of culture.

From the definitions above, it can be concluded that traditional food is food that is usually eaten daily in every region and has been hereditary from the time of our ancestors and has become one of the characteristics of the area.

According to Murdijati (2017), these traditional foods can be categorized into three groups, including:

- 1) Traditional food that is almost extinct, this endangered traditional food is rare and can hardly be found, maybe because the availability of basic ingredients is getting difficult or the community that makes it starts to stop working or is pressed by other food products, for examples *karangan, cethot, entog-entog, getas, es semlo, dan hawuk-hawuk*.
- 2) Unpopular traditional foods, the less popular traditional food groups are traditional foods that are still easy to find, but are increasingly unknown and tend to have fewer fans, are considered to have lower social status in society, for examples *kethak, adrem, wedang tahu, lemet, bothok sembukan, dan bajigur*.
- 3) Popular traditional food (still exist). Popular traditional food groups are traditional foods that are still favored by the public with evidence of being widely sold, salable, and purchased by consumers, some of which have even become icons of certain areas such as *gudeg, emping melinjo, gatot, thiwul, tempe benguk, kipo, dan sate klathak*.