



## **Seblak Mama Saleh: Cheap Price with Guaranteed Taste in Bandung City**

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**Abstract** . Seblak as one of the food typical of Bandung City which is very easy For found in every place , one of which is in the area Succeed This has become food favorite Lots circles , starting from child small to adults . Seblak Mama Saleh offers guaranteed taste However still cheap so that interesting interest Lots buyers . Analysis is done with observation direct located at Seblak Mama Saleh. The purpose of article This is For know Why Lots interested buyers For come buy seblak at Seblak Mama Saleh as well How Mama Saleh created Seblak seblak with guaranteed taste with price cheap .

**Keywords** : Bandung City, Bandung Culinary , Spicy Food , Seblak .

### **1. BACKGROUND**

Soup is food Bandung specialty known with spicy taste and distinctive aroma kencur. Food This consists of from shrimp crisp cooked wet together spice like onion white , chili cayenne pepper , and kencur . Over time , variations seblak develop with addition material like eggs , sausages , meatballs , chicken feet chicken , to seafood. (Anindita Budhi , 2025). The name " seblak " itself originate from the word ' nyebak ' which means surprising , referring to the surprising spicy taste from food This . Can also be associated with the term “ segak ” or “ nyegak ” which means stinging , depicting strong aroma from kencur used as spice main . (Puspasari Setyaningrum , 2023. One of the crowded place with serving food Seblak in Bandung city is Seblak Mama Saleh which is on Jl. Orange Chapter 1 No. 47, Sukagalih , District Sukajadi which has opening hours from at 09.00 WIB in the morning until at 21.00 WIB in the evening . Place This is very much in demand by buyers because of the place is nuanced Buffet make the buyers free determine the topping for seblak without must just look at the menu and the cheap prices with guaranteed taste is also one of them Power pull Mama Saleh's Seblak .

Study This own similarity with study from Holy Qodarul Hikmah with title article “ Evaluation "The Mixture of Mama Saleh's Seblak in Bandung City" which was published through Proceedings of Frima ( Scientific Research Festival) Management & Accounting ) in 2024 yesterday . In the article " Evaluation Mixture of Mama Saleh's Seblak in Bandung

City" discusses How Mama Saleh's Seblak combines marketing offline and online that is capable make the fans culinary typical Bandung interested with products sold by Seblak Mama Saleh . Also deep article the discuss How effort from Mama Saleh's Seblak which maintains taste and quality from the product so that buyers still get quality good product although with an affordable price .

Based on A little background behind above , the main thing discussion that will be discussed is about How Mama Saleh's Seblak can create Seblak is in demand many people and how to make seblak taste still guaranteed although with price affordable and cheap . Seblak Mama Saleh adopts draft buffet , allows customer For choose Alone various type of topping as needed each one's taste . There are 80 types of toppings on offer , incl meatballs , meatballs , batagor dry , siomay dried , noodles , dumplings , claws , odeng , mushrooms , eggs , suikiaw , enoki mushrooms , frozen seafood , bones chicken , otak-otak , siomay , and sausage red . The price of each topping ranges from between Rp. 500 to Rp. 10,000, giving flexibility for customer in adapt choice with budget them . In marketing its product , Seblak Mama Saleh, utilizes social media platforms such as Tiktok and Instagram. Through live streaming, they showing the cooking process , serving food , and atmosphere crowded in place business them . This strategy interesting attention candidate previous customers Not yet know Mama Saleh's Seblak , so that push candidate buyer For come and try direct .

Success Mama Saleh's Seblak doesn't only lies in the marketing strategy , 2 itself by the owner , resulting in a rich taste with combination savory and strong aroma of kencur . Customers can also adapt level spiciness in accordance appetite each . In addition , friendly and professional service makes customer feel comfortable and appreciated .

Bandung is known as one of the leading culinary tourism centers in Indonesia. This city not only serves innovative modern food, but also preserves a variety of traditional foods that continue to adapt and innovate. One of the typical culinary delights that has survived and is even increasingly popular is seblak - a food based on wet crackers cooked with a mixture of typical Sundanese spices, such as kencur, garlic, chili, and other spices.

Amidst the booming seblak business in Bandung, Seblak Mama Saleh has emerged as one of the culinary entrepreneurs who has been able to survive and develop with a strong identity. Known for its distinctive taste, warm service, and very affordable prices, Seblak

Mama Saleh has become a favorite choice for local people and tourists from various regions.

The uniqueness of Seblak Mama Saleh lies not only in the taste of the food, but also in the ability to maintain the quality and authenticity of the recipe amidst the highly competitive food business competition. In addition, the attractiveness of the pocket-friendly price makes it very relevant for students, college students, and the general public—segments that are often the main drivers of local culinary trends.

The development of this business is also interesting to review from a social and economic perspective. On the one hand, Seblak Mama Saleh is part of the dynamics of the growth of culinary MSMEs in Bandung City; on the other hand, this business also shows how the power of taste, consistent service, and organic promotion from customers can form market loyalty naturally, even without an aggressive digital marketing strategy.

Through this article, we will discuss in depth how Seblak Mama Saleh maintains its existence as a local culinary business that carries the spirit of cheap, popular, but quality, while also being a reflection of the success of traditional food stalls in facing challenges and opportunities in the era of the digital culinary industry.

## **2. RESEARCH METHODS**

**Types of research** This use method observation descriptive with approach qualitative For understand various aspect seblak , good from aspect materials , manufacturing process , to acceptance by the buyer .

**Study** This using data analysis techniques descriptive, qualitative. data obtained through observation direct and documentation at the location business Mom pious . observation done For observe process presentation, variation menu, interaction sellers and buyers, as well as situation environment around place effort . While that, documentation in the form of photos and notes field used as supporting observation data . All data collected analyzed with method grouping information into the a number of categories, such as material main, teknik presentation , cleanliness place, and frequency visible consumers from most menu choices . Analysis results served in form narrative descriptive for describe characteristics business seblak mentioned, as well as Power pull it in the middle competition culinary in the city of Bandung.

### **3. RESULTS AND DISCUSSION**

Amidst the hustle and bustle of modern culinary and viral food trends , Seblak Mama Saleh is here as a consistent choice offering authentic flavors at affordable prices. Located in Bandung City—known as a street food paradise— Seblak Mama Saleh has succeeded in attracting the attention of spicy food lovers from various circles, from students, college students, to tourists.

#### **A. The Authentic Taste of Seblak Bandung**

Seblak is one of Bandung's specialties made from wet crackers, cooked with kencur seasoning, chili, onion, and various Sundanese spices. At Seblak Mama Saleh, the spice mix has a balance between spicy, savory, and a strong but not excessive kencur aroma. The secret to its deliciousness lies in the home-made seasoning that is cooked consistently without preservatives, as well as the use of fresh ingredients every day.

#### **B. Affordable Prices for All Circles**

One of the main attractions of Seblak Mama Saleh is its friendly price. With a price range starting from IDR 10,000 to IDR 20,000, customers can enjoy a portion of seblak complete with selected fillings such as chicken feet, meatballs, sausages, macaroni, and vegetables. This pricing strategy makes Seblak Mama Saleh popular among students, without sacrificing the quality of taste.

#### **C. Choice of Spicy Levels and Various Fillings**

Seblak Mama Saleh also understands that everyone's taste for spiciness is different. Therefore, there are levels of spiciness from level 0 to level 10, which can be adjusted to consumer tolerance. In addition, customers can choose their own favorite toppings , making the dining experience more personal and enjoyable.

#### **D. Simple Place, Champion Taste**

Despite its simple location, the atmosphere at Seblak Mama Saleh's stall feels warm and friendly. Fast service, a clean place, and consistent taste are the advantages that make customers come back. In fact, many visitors recommend it through social media and positive reviews on platforms such as Google Maps and TikTok culinary.

## **E. Attraction for Tourists**

Bandung is known as a culinary tourism destination. Seblak Mama Saleh is a must-visit for tourists who want to taste Bandung's signature seblak with guaranteed quality. Some food Local vloggers have also reviewed this place, making it even more well-known outside Bandung.

Study from Holy Qodarul Hikmah (2024) which is entitled *Mixture Marketing of Seblak Mama Saleh in Bandung City* give results that Mama Saleh's Seblak was a success interesting interest from buyers through product seblak that tastes distinctive , tasty and varied as well its marketing is targeted audience No only from *offline* but also audience *on line* through the *Tiktok* platform .

### **A. Product**

Based on observations studied, owner and staff from Mama Saleh's Seblak chooses the best ingredients to maintain quality from product seblak its mainstay , in order to make buyers feel believe will the quality offered ( sold ) by Seblak Mama Saleh.

### **B. Price**

Based on observations studied, prices offered Seblak Mama Saleh is very affordable for raising buyers, different prices per topping make buyer Can interested buy seblak with a cheap budget.

### **C. Place**

Based on observations studied , location place Seblak Mama Saleh is in a lacking place strategic because of is at in area housing that passes through the alley, but access going to location Mama Saleh's Seblak is ready affordable Because there is address that can be accessed through *Google Maps* . Although so , place Seblak Mama Saleh has a parking area vehicle Enough wide For accommodate vehicle such as motorbikes and cars .

### **D. Service**

Based on observations studied, services provided by employees from Seblak Mama Saleh provides friendly and positive response. For example, when seblak cooked We will called and ordered For taste the taste of broth seblak order us and them will ask If if there is anything missing , the buyer can also direct say If buyer not enough

feel satisfied with the taste of the broth . Employees Seblak Mama Saleh is also very open with criticism and suggestions from buyers.

#### 4. CONCLUSION

Result of discussion Seblak Mama Saleh which presents price cheap with guaranteed taste has interesting Lots interest from various circles, especially children young. With existence various challenges and rivals , Seblak Mama Saleh has make an effort give the best products , prices and services, so that capable maintain steady sales through *offline* and *online*. The openness for suggestions and criticism also become one of factor Supporter in walk smoothly business seblak This .

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