

*Research Article*

## Culinary Innovation in Risa Coffee Journal as a Creative Strategy in Improving the Competitiveness of the Food Industry in the Modern Era

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**Abstract:** Culinary innovation is one of the key elements in the development of the food industry in Indonesia. One form of innovation that has emerged is the fusion of Western and Nusantara cuisine, which not only offers a new taste experience but also creates a unique culinary identity. This study focuses on Jurnal Risa Coffee, a café that innovates by combining Western and Nusantara dishes, to explore its impact on consumers' culinary experiences in Jakarta. This research employs a qualitative approach, utilizing interviews and observations as data collection techniques. The results indicate that the innovation implemented by Jurnal Risa Coffee has successfully attracted consumer attention through its menu that blends two culinary cultures, as well as leveraging social media technology to enhance its appeal. This study contributes to the understanding of how culinary innovation can affect customer satisfaction and the competitiveness of culinary businesses in large cities.

**Keywords:** Culinary Innovation, Fusion Cuisine, Jurnal Risa Coffee, Western, Nusantara

### 1. Introduction

The culinary industry in Indonesia has undergone a significant transformation in the last few decades. From merely fulfilling the need for food, culinary has now become an integral part of the lifestyle of the ever-growing urban society. This phenomenon is influenced by various factors, such as globalization, easier access to international food ingredients, and increasing awareness of the importance of a more innovative and interesting culinary experience. In this context, one form of culinary innovation that is increasingly popular is the fusion of Western and Nusantara cuisine, known as "fusion food". This innovation provides an opportunity to combine different flavors, cooking techniques and culinary traditions into one unique and attractive whole.

Indonesia, with its rich culinary culture, has great potential to develop the fusion concept. Food that combines local flavors with ingredients and cooking methods from abroad. One example of the application of this culinary innovation is Jurnal Risa Coffee, a café that combines Western and Indonesian food in their menu. By carrying the concept of fusion food, Jurnal Risa Coffee not only offers a different dining experience, but also creates a new culinary identity, which attracts the attention of Indonesian people who are increasingly smart in choosing where to eat.

Application of fusion food at Jurnal Risa Coffee is based on the understanding that consumers are now not only looking for good taste, but also looking for an interesting and unique experience when visiting a café or restaurant. This fusion culinary concept not only offers delicious food, but also combines different culinary cultures in one plate of food. This makes Jurnal Risa Coffee one of the successful examples in the application of culinary innovation that combines two very different culinary cultures, namely Western and Nusantara.

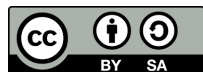
Received: April 24, 2025

Revised: May 08, 2025

Accepted: May 20, 2025

Online Available: May 31, 2025

Curr. Ver.: May 31, 2025



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According to previous research, fusion culinary innovation can play a major role in increasing the appeal of restaurants and cafes, as well as creating differentiation in an increasingly competitive market. For example, research by Ningsih & Wulandari (2020) on fusion culinary innovation found that this concept can increase customer satisfaction and build loyalty. In addition, the use of social media technology as a means of promotion is also an important factor in the success of culinary innovation. Consumers who are satisfied with their culinary experiences tend to share those experiences through social media platforms, which indirectly functions as a very effective free promotion.

However, even though many restaurants and cafes have implemented the fusion concept food, there are not many studies that specifically examine the impact of the combination of Western and Nusantara cuisine on consumer perceptions. Existing studies tend to focus more on one type of cuisine or only discuss the technical aspects of culinary product innovation. Therefore, this study aims to fill this gap by examining how the combination of these two different types of cuisine, which is applied in Jurnal Risa Coffee, can affect the culinary experience of consumers, as well as how it contributes to the competitiveness and success of culinary businesses in Indonesia.

In addition, it is important to note that culinary innovation is not only related to taste, but also the aesthetic aspects and experiences offered. According to Smith (2019), successful culinary innovation must pay attention to all elements in the dining experience, from presentation to social interactions that occur between consumers and restaurant staff. This is one of the reasons why this study will also highlight the role of presentation aesthetics and social experiences in Jurnal Risa Coffee in influencing customer satisfaction.

This study also attempts to dig deeper into the use of social media by Jurnal Risa Coffee as part of their marketing strategy. In today's digital era, social media has become a very effective tool in introducing culinary innovations and attracting consumer attention. Therefore, the influence of social media on the success of culinary innovation will be an important focus in this study.

With this background, this study is expected to contribute to the development of theories about culinary innovation, especially in the context of the integration of Western and Nusantara cuisine. In addition, this study also aims to provide a deeper understanding of how culinary innovation can affect customer satisfaction and the success of culinary businesses in big cities such as Jakarta, Bandung and others.

## 2. Proposed Method

This study uses a quantitative method with a case study approach, which aims to understand the impact of culinary innovation carried out by Jurnal Risa Coffee, which combines Western and Nusantara cuisine, on consumer experiences in Bandung. The main data collection methods used in this study are literature study, filling out questionnaires, and participant observation. Literature study was conducted to obtain theoretical references on culinary innovation, the fusion of Western and Nusantara cuisine, and theories relevant to the topic of this study. In-depth interviews were conducted with consumers who had visited Jurnal Risa Coffee to explore their perceptions of the culinary innovations presented. This technique aims to obtain direct information from consumers regarding their experiences in trying the fusion menu presented by the cafe. In addition, participant observation was conducted at the research location to observe consumer interactions with the menu served, the cafe atmosphere, and how this culinary innovation affects their experience when eating at Jurnal Risa Coffee.

The data used in this study consists of primary and secondary data. Primary data was obtained directly from the results of a questionnaire with consumers and the results of observations at the research location. Secondary data was obtained from relevant literature sources, both from journals, books, and online articles that support theories about culinary innovation and culinary marketing. After the data was collected, the data analysis steps were carried out in several stages. First, filling out the questionnaire was carried out to obtain accurate data. Furthermore, the data that has been obtained will be analyzed to identify the main themes related to consumer perceptions of the culinary innovations presented. Then, the data triangulation process will also be carried out by comparing the results of the questionnaire and observations with secondary data, such as social media documentation or promotional information related to the Risa Coffee Journal.

This research model focuses on the concept of fusion culinary innovation, consumer experience, and social media-based culinary marketing. By using this quantitative approach, it is hoped that this study can provide deeper insight into the influence of culinary innovation on consumer satisfaction and appeal as well as the sustainability of the culinary business in Indonesia.

### 3. Results and Discussion

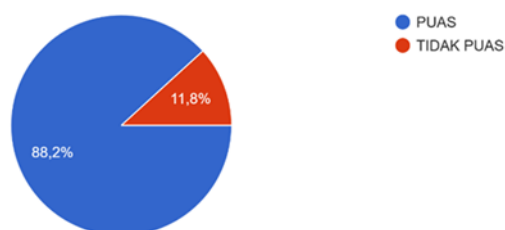
#### DATA COLLECTION PROCESS AND RESEARCH TIME FRAME

This research was conducted in April 2025 in Bandung, precisely at Jurnal Risa Coffee Braga, a cafe that combines Western and Indonesian cuisine. Data were collected through in-depth interviews with 30 consumers who had experience visiting the cafe, as well as observations of consumption patterns and consumer interactions with the menus served. This questionnaire was filled out directly on the spot and was carried out after consumers had finished eating to get a more accurate impression. In addition, observations were also made on the influence of social media, such as Instagram, which is used by Jurnal Risa Coffee to promote their new menu.

#### DATA ANALYSIS RESULTS

Based on the questionnaire data obtained from several respondents, the majority of consumers gave positive responses regarding the culinary innovation that combines Western and Nusantara cuisine at Jurnal Risa Coffee.

Apakah anda puas terhadap cita rasa fusion food yang disajikan di restoran ini?  
34 jawaban

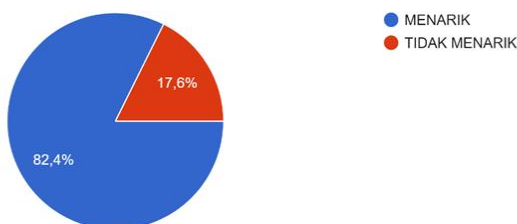


As many as 88% of respondents stated that they were satisfied after enjoying the experience of trying a menu that combines the two culinary elements. Consumers feel that this culinary fusion concept provides interesting and unusual flavor variations, and they appreciate the cafe's creativity in combining traditional Nusantara ingredients with Western cuisine.

However, around 11% of respondents said that they felt that some menus did not succeed in combining western and Indonesian flavors in a balanced way. For example, some consumers felt that the use of Indonesian spices in western foods such as pasta and other foods was sometimes too strong, thus reducing the enjoyment of the original taste of the dishes.

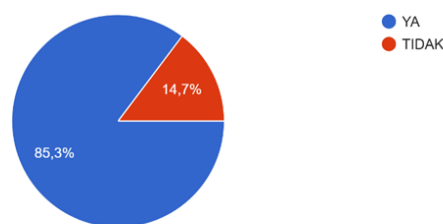
This time the respondents had a perception of the aesthetic value and presentation of fusion food

Bagaimana persepsi anda terhadap nilai estetika dan penyajian fusion food?  
34 jawaban



in this diagram it can be concluded that fusion food interesting to try because it has an aesthetic value that meets expectations, while 17% of respondents felt uninterested in the fusion food sold by Jurnal Risa Coffee.

Apakah rasa makanan fusion memenuhi ekspektasi anda setelah mencicipinya?  
34 jawaban



We can see from the diagram above that fusion food is able to meet the expectations of customers who taste this fusion -themed food, in contrast, around 14% of respondents felt that it did not suit their taste, so it did not meet expectations regarding the taste of fusion food .

In addition to the questionnaire, observation data also shows that Jurnal Risa Coffee has quite high interaction with consumers through social media. Based on the analysis of hashtags and comments on Instagram, it can be seen that this cafe gets a high level of engagement, with an average of 500 interactions per post about the new menu every week. This shows that the marketing strategy through social media is quite effective in attracting the attention of younger consumers, who use the platform more often.

### RELATIONSHIP BETWEEN RESULTS AND BASIC CONCEPTS

The results of this study support the basic concept of the importance of innovation in the culinary world, especially those that combine two different culinary cultures. The theory of fusion culinary innovation, put forward by several researchers such as O'Neill (2018), states that this kind of innovation can create a new culinary experience that is not only interesting, but also provides a new identity in the culinary world. The results of this study are in line with this concept, where the combination of Western and Nusantara cuisine has succeeded in creating a more interesting and new dining experience for consumers.

However, there are also some limitations found in this study, namely that not all consumers wholeheartedly accept the fusion concept. Research by Hartono and Sari (2020) also states that although culinary innovation can attract many consumers, some people prefer to continue enjoying traditional cuisine according to their habits. This finding shows that although culinary innovation has its own appeal, consumer preferences still vary greatly.

### IMPLICATIONS OF RESEARCH RESULTS

Theoretically, this study contributes to the development of culinary innovation theory, especially in relation to the fusion of different culinary cultures. This study shows that fusion culinary innovation not only offers a new taste experience but can also increase the attractiveness of culinary businesses in a competitive market.

Practically, the results of this study show the importance of understanding consumer preferences before launching an innovative menu. For Jurnal Risa Coffee, the results of this study provide an overview that they need to pay more attention to the balance of taste between Western and Nusantara elements in their fusion menu, and continue to utilize social media to promote their new menu. Thus, although culinary innovation is the main attraction, it is important for them to make adjustments to meet the diverse tastes of consumers.

In addition, this study also underlines the importance of further exploration on how social media can be utilized more optimally to support culinary marketing. Given that the majority of consumers who come to Jurnal Risa Coffee are young and active on social media, marketing strategies through these platforms must continue to be strengthened.

### 4. Conclusions

Based on the results of research conducted in the Risa Coffee Journal, it can be concluded that culinary innovation that combines Western and Indonesian cuisine has a positive impact on the consumer's culinary experience. The majority of consumers consider that the combination of these two culinary elements offers a new and interesting taste experience, which can increase their satisfaction. In addition, marketing strategies through

social media have proven effective in attracting the attention of young consumers, which is one of the important factors in the success of this concept.

However, not all consumers fully accept the fusion concept, because there are a few who feel that some menus do not succeed in combining Western and Nusantara flavors well. This shows that the balance of taste between the two culinary cultures needs to be considered more carefully to maintain quality and consumer satisfaction.

Overall, this study contributes to understanding how culinary innovation can affect customer satisfaction and the competitiveness of culinary businesses in big cities. For Jurnal Risa Coffee, the results of this study suggest continuing to develop their menu innovations, paying attention to the balance of taste, and optimizing the use of social media as an effective marketing tool. This study also shows the importance of further research on consumer preferences in the context of fusion cuisine, so that the innovations presented can continue to develop and meet the needs of a dynamic market.

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