

## Kampung Rendang

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**Abstract:** The purpose of this research is to reveal the form of community support capacity, explain the constraints faced, and the efforts undertaken by the community in maintaining the icon as a village rendang. This research uses etnometodology method by using interview technique, observation and documentation. The results of this study indicate that the form of carrying capacity undertaken by the entrepreneurs are: maintaining the material and quality, maintaining quality improvement of workers and institutional support (cooperative and marketing). Constraints faced are: low technology, lack of human resources (quality of workers), marketing. The efforts undertaken in the community in maintaining the icon as a village rendang namely: utilization of social media and product innovation.

**Keywords:** Carrying Capacity, Rendang, Community and Businessman

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## Introduction

The aim of this study is to describe the form of carrying capacity, it reveals some problems faced and efforts which are conducted to maintain the icon as “Kampung Rendang”.

One of the city in West Sumatera; Payakumbuh, precisely at Lampasi Tigo Nagari sub-district gets an award from Disperindak Payakumbuh on December 15, 2015, due to this sub-district has appropriate criteria and objectives with the defined provisions.

Lampasi Tigo Nagari sub-district gets the icon as "Kampung Rendang". The characteristic of regional product in this region is Rendang Telur. The icon as “Kampung Rendang” certainly raises the name of the Lampasi Tigo Nagari sub-district.

The important thing that can be concluded that the society based on the theory (functional) always change gradually by keeping maintain the balance. Every events and structures are functional for that social system (Ritzer, 2011: 25). Based on the structural-functional theory the researcher concludes that this

theory can be used to describe the form of society carrying capacity in maintaining the icon as “Kampung Rendang”. While viewed on the form of society carrying capacity in maintaining the icon as “Kampung Rendang” where a society should be unite with one another and work together in order to achieve desired objectives.

In maintaining the icon as “Kampung Rendang”, the participation of the community is necessary. Participation is the relationship between the community and government in planning, implementing, preserving, and developing the results of development (Loekman Soetrisno, 1995: 207).

Furthermore, Yessi Asiswati (2001) in her study entitled "Strategi Bersaing dalam Industri Kecil Pada Tiga Industri Pandai Besi di Sungai Paurdati II Agam Sumatera Barat", reveals some strategies in obtaining raw materials and production equipment, production strategies and marketing strategies.

Based on the strategies that are usually used by blacksmith industry entrepreneurs at Sungai Puar as alternative rationally act, this industry can maintain their business by gaining the trust of consumers.

Suarni Desak Made (2005). This study focused on the strategies of Small Industries in maintaining their business through doing some efforts and Gedeg craft businesses at the Penglumbaran village, Susut sub-district, Bangli. The purpose of this study is to gain a clear picture of Small Industries Owners' Strategy which affect the government policy. The field of Small Industry (Household Industry) builds community participation in context of Economic Development Democracy as an income alternative besides agriculture sector, thus the public owners of Small Industries can live better.

Based on the background of knowledge, this study aims to answer the following questions:

1. How is the form of carrying capacity in maintaining the icon as “*Kampung Rendang*”?
2. What are the constraints encountered in maintaining the icon as “*Kampung Rendang*”?
3. What is the entrepreneurs effort to maintain the icon as “*Kampung Rendang*”?

## Method

This study used a qualitative approach, with etmetodologi method. The qualitative approach study is the study that produces descriptive data in the form of words written or spoken of informants and behavior were observed.

The term of qualitative refers to an emphasis on processes and meanings that are not tested or measured strictly in terms of quality, quantity, intensive, and frequency. Researchers in qualitative study will emphasize in the nature form of social reality, and stresses on the relationships that operate in the research context (Denzim and Lincoln, 1998: 3).

This study was generally conducted at Lampasi Tigo Nagari on Payakumbuh. The location of this study deals with the background of the Rendang entrepreneurs at Lampasi Tigo Nagari sub-district.

The purposive sampling was used to select the informant in this study, where the informant sets intentionally based on certain considerations. In order to achieve the research objectives, the informant have been established as the community leaders.

The selected informant in this study was the people at Lampasi Tigo Nagari sub-district who have Rendang Telur business.

The technique of data collection is the most strategic step in a research. Without knowing the technique of data collection, the researcher can not obtain the appropriate data (Sugiyonno, 2009). Meanwhile, according to Arikunto (2010) "The technique of data collection is an effort to obtain the data by using the method selected by the researcher". In qualitative study, primary data are collected by conducting observation, interview and documentation.

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The qualitative data analysis technique model proposed by Miles and Huberman was used in this study. There are three stages in this model, they are: the first stage is data analysis, second is data presentation stage, and the last stage is conclusion.

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## Results and Discussion

### The form of carrying capacity conducted to maintain the icon as Kampung Rendang

The form of carrying capacity undertaken by the owners of Rendang business

Based on the result findings, there are some forms of carrying capacity undertaken by the owner of Rendang business; (a). Maintaining ingredient and quality, where the owners of Rendang business should choose high quality ingredients, such as eggs, chilli, coconut and other ingredients. These are the main ingredients in making Rendang (b). Improving the quality of workers, maintaining the icon as "Kampung Rendang" is not only focus on the terms of marketing or promoting product itself but the workers also should help to maintain the icon as "Kampung Rendang" (c). Institutional support, where the existence of a cooperation can help the effort to maintain the icon as "Kampung Rendang", cooperation is proposed to help the workers while they do not have enough financial capital. The workers can borrow some money in this cooperation. In short, it will help to sustain the business.

The form of carrying capacity undertaken by the community

Helping in promoting Rendang

In supporting the icon as "Kampung Rendang" at Lampasi, the community also gives participation in order to maintain the icon given by the government in this region. The community had important role to support their local business in their region, in order to make the business can run well. The role of community has big influence.

The society carrying capacity to maintain the icon as "Kampung Rendang", buying and consuming Rendang that exist in Kampung Rendang, as the result the production of Rendang in "Kampung Rendang" keep increasing, do promotion Work Of Mouth to the public outside of the area locally and nationally.

### The constraints faced by

Technology

Based on observations, the researcher found that one of the constraint faced is human resources placed in the marketing associated related to the technology since not all the store has HR personnel who understand IT. However, the results of the observations showed that there are some stores that have been used the IT expert as fontliner in their store. It helps them to sell their products online and offline.

The quality of workers

The effort in increasing workers' quality is needed since the quality of workers can also determine the progress of a business, quality of workers have relationship with productivity of workers. Not all the workers in "Kampung Rendang" has a good quality since most of entrepreneurs in Kampung Rendang used his own family as worker in their business. As the result their business get difficulties to get good progress.

Marketing

Based on the result of observations, lack of marketing who understand ICT make the seller can not only sell products in online. Although the sellers have received training from one agency, but they do not fully understand it yet. It makes them can not apply directly to their business.

### **Some efforts that are conducted in Maintaining the icon as “Kampung Rendang”**

The utilization of social media in marketing

The presence of online marketing system is more advantageous since by using the online system, the Rendang entrepreneurs will be easier to promote the products of Rendang to others regions. As the result, it help increase the income of Rendang entrepreneurs. Based on the result of observation and interview conducted by researcher, the entrepreneurs who sell their product in internet get great advantages rather than the others.

The Product Innovation

The role of product is very important. It means that it can fulfill the needs of consumers and it can increase the willingness to buy again the product while the product can satisfy for consumers. The product is the result of the development strategy.

The efforts made in the product to maintain the icon as “Kampung Rendang”, the result of observation conducted by researcher showed that to maintain the icon as “Kampung Rendang” seller or entrepreneur always combine such kinds of the existing products in Kampung Rendang. The people who visit this region not only focus on Rendang but also the others products that are offered by seller to consumers. It is one of the efforts that can be done to maintain the icon as “Kampung Rendang”.

### **The form of carrying capacity in maintaining the icon as “Kampung Rendang” at Lampasi Tigo Nagari sub-district**

To support the form of carrying capacity, the parties should give participation in maintaining an icon as “Kampung Rendang”, based on Indonesian dictionary, participation is the subject who participate in an activity (participation). On the other hand, based on the sociology dictionary, participation is the process of identification or being participant in a process of communication or joint activities in specific social situations (Soejono Soekanto. 1993). Another definition defined that participation is the existence of a cooperation relationship with all of the concerned party (Loekman Soetrisno. 1995).

In maintaining the icon as “Kampung Rendang”, structural-functional theory is also important, in which there are four important functions in a system that is known as AGIL, Talcot Parson in Ritzer (2005) said that four of these functions are: Adaptation (A), goal Attainment (G), integration (I), dan latensi (L).

### **The constraints faced in maintaining the icon as Kampung Rendang at Lampasi Tigo Nagari sub-district**

One of the main constraints faced by small and medium industry is lack of technology transfer and lack of qualified human resources. In a marketing, the entrepreneur should be more skilled and have extensive knowledge, and cooperative relations, so that businesses can thrive widely.

### **The efforts that are conducted by community to maintain the icon as “Kampung Rendang” at Lampasi Tigo Nagari sub-district.**

To realize it, the efforts of the owner of Rendang business are necessary, one of them in the field of products and marketing. Both of them should be considered especially in its products. The products are the result of the development strategy "business" that can be offered to the market to get attention, to be bought, used, or consumed to satisfy a desire or need, a physical object, services, people, places, organizations, and ideas also include as products (Isaac, 2010).

## **Conclusion**

"The form of society carrying capacity in maintaining the icon as “Kampung Rendang” at Lampasi Tigo Nagari sub-district". Based on observations and interviews with informants, one of carrying capacity to maintain the icon as “Kampung Rendang” is by setting up a cooperation, in this cooperation, the

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community can do a various of activities. For examples; a project of loan capital, marketing and others activities. The entrepreneurs who have financial problems can borrow some money in this cooperation. The community involved and take into cooperative members is the seller communities around Kampung Rendang.

"The constraint faced by the community at Lampasi Tigo Nagari sub-district". The result of this study showed that the constraints faced by the community of Kampung Rendang can be seen from the aspect of human resources. Especially in the aspect of technology, most of the sellers still sell their products manually.

"The efforts that are conducted by community to maintain the icon as "Kampung Rendang" at Lampasi Tigo Nagari sub-district". One of the efforts to increase the form of society carrying capacity at Kampung Rendang, Lampasi Tigo Nagari sub-district is the use of online and offline marketing.

Keep preserving and maintaining the characteristic of cuisine in one region although there have been some developments. Always keep comfort, cleanliness, beauty and the safety of tourists. Keep competing with the modern cuisine, by developing ideas for culinary development. Do some improvement in the field of promotion. For further researcher, it is recommended to look at another of from the form carrying capacity in maintaining the icon as "Kampung Rendang" at Lampasi Tigo Nagari sub-district.

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