

DIAN (DIMENSIONAL ANALYSIS); TO ANALYZING PATTERNS POLARIZATION OF PERCEPTION, MOTIVATION AND PREFERENCES TO DEVELOP THE ECOTOURISM BETAWI TRADITIONAL CULINARY

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Abstract

DIAN is a modification of MDS (Multidimensional Analysis), CA (Correspondence Analysis) and IPA (Important Performance Analysis). The DIAN model is formed to provide information (mapping) of GAP that occurs between stakeholders in the concept of regional development. In this paper, the implementation of DIAN will be explained in describing the GAP that occurs between Culturist, Government, Entrepreneurs and Communities to develop the Ecotourism of Betawi Traditional Culinary. The DIAN model has been patented in the Ministry of Law and Human Rights of the Republic of Indonesia and the purpose of this paper is to publish the DIAN Model more broadly. This study can be a new model in enriching knowledge and regional development.

Key words: DIAN (Dimensional Analysis), Betawi Culinary, Jakarta, Polarization, Ecotourism

JEL Classification: A11

I. INTRODUCTION

Preserving and developing the Culture of Betawi; especially related to Betawi Traditional Culinary, which has high historical values and social values for the development of Jakarta as a Capital City of Indonesian. This is the responsibility of all stakeholders. Culture is a legacy from ancestors who still exist today. A nation will not have its own characteristics without the cultures possessed. Cultures and even then develop in accordance with the progress of an increasingly modern era. Culture that develops in a nation itself is called the local culture, because the local culture itself is a product of creativity, intention and sense that grows and develops in the ethnic groups in the area (Bauto, 2014).

At present, aspects of technology and industry are more attention than social and cultural aspects; even if it is related to cultural aspects, it is only as a complement and even then to support technology and industrialization. Cultural development is also directed towards the development of technology and cultural industrialization. Therefore, development is felt to be empty because of the lack of humanitarian value. The root of the problem is the lack of participation in cultural science that is positioned in a less strategic place to determine the direction in the nation's development process, including the development and development of national culture. In fact, cultural science should have a central role and a greater place in determining the national development strategy so that development can side with the crowded community (Herwandi, 2007; Soedjatmoko, 1986), and this

becomes a challenge for the Jakarta government.

The existence of local cultural values will be sustainable if these values are practiced and socialized for the formation of national identity and character. Cultural empowerment efforts require a variety of strategies and policies so that local values and culture that have long been developed in people's lives can compete with various modern cultures.

II. DISCUSSION AND IMPLEMENTATION MODEL

Betawi Culinary Development Stakeholders

There are at least five stakeholders in the development of Betawi Traditional Culinary in DKI Jakarta, namely Entrepreneurs, Betawi Communities, Non Betawi Societies, Culturalists and the Provincial Government of DKI Jakarta. Entrepreneurs have an important role in marketing Betawi Traditional Culinary so that the market can get to know the culinary variations that are currently beginning to be distorted. The Betawi community as the Key Person has an important responsibility in disseminating the value of culinary culture from generation to generation, and the people of Jakarta in general both as consumers have the responsibility to preserve the Betawi Traditional Culinary Culture, not just the responsibility of tribalism, but more broadly the responsibility to preserve Indonesian culture. Then, the culture has the task to study and communicate the values of Betawi culture, especially culinary to the wider community, cultural observers with their function should be able to position themselves as one of the milestones in sustaining the sustainability of national culture. Then the Government as a regulator and with its authority, is

expected by the Government to be able to formulate policies that favor local cultural values. So that Betawi Culinary Culture can be re-known by the community, especially the people in DKI Jakarta.

Mapping the perceptions, motivations and preferences of the five stakeholders is an inseparable part of the development of the Betawi Traditional Culinary Ecotourism development strategy in DKI Jakarta. By mapping the perceptions, motivations and preferences of each stakeholder, it is hoped that the researcher can stretch every existing problem and then build a comprehensive strategy. By using the Madian K Sample Compatibility Test and comparing the Asymp Sig value. data processing output with alpha value (5%), the results show that there are differences in perceptions between the five stakeholders (Asymp Sig. 0.00), while the five stakeholders' motivations and preferences have no differences in each Asymp Sig. 0.703 and 0.903).

Perception, Motivation and Stakeholder Preferences

Perception is a process where someone will determine, organize and interpret the stimuli received into a meaningful and complete picture of the world (Schiffman and Kanuk, 2000). While Kotler and Armstrong (1996) suggested that in the same circumstances, a person's perception of something can vary, this is due to the selection process of various existing stimuli. In essence perception will relate to someone's behavior in making decisions about what is desired (Wahyuni, 2009). Perception comes from the interaction between two types of factors namely; stimulus factors and individual factors. Stimulus factors are physical characteristics of objects such as size, color, shape, and weight. The appearance of a product, both packaging and characteristics, is able to create stimuli in one's senses, so as to create a perception of the product they see. While individual factors, namely the characteristics included in it are not only processes in the five senses but also similar experiences and the main impulse of an expectation of the individual itself

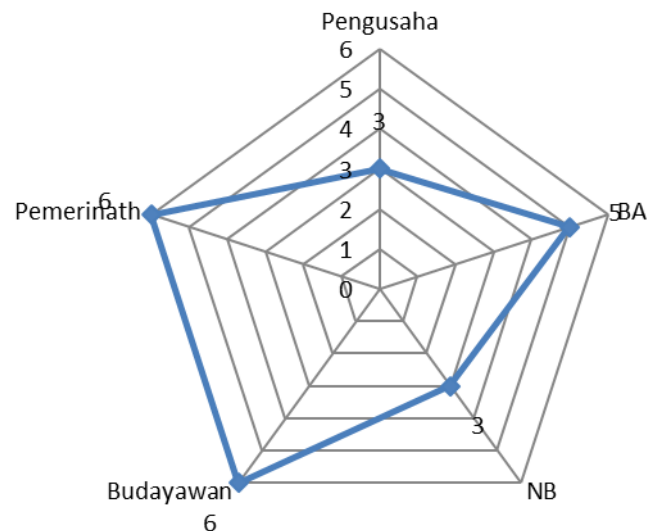


Figure 1. Polarisation pattern of stakeholders perception

The results (Figure 1) show that there are very significant differences in perceptions between several stakeholders. The Government and Culture in general have a high perception of the development of Betawi Traditional Culinary, even higher than the Original Betawi Community. However, the tendency of the perception of Entrepreneurs and Non-Betawi Society is relatively the same. This is because there is indeed a correlation between entrepreneurs as supply and the general public (Non Betawi) as demand. There is a link in it where demand will bring up its own offer and each bid will respond to every demand that appears on the market globally.

Stakeholder motivation in the context of regional development has an important role. Motivation is the result of a process that is internal and external to the individual that causes an attitude of enthusiasm and consistency in terms of carrying out certain activities (Hasibuan, 2010; Susanto and Patty, 2014). Motivation basically comes from two sources, namely: first is intrinsic motivation, is motivation that comes from within an individual that influences people to behave or to move in a certain direction, and the second is extrinsic motivation, which is a functioning motivation because of the stimulation of outside (Komaruddin, 1994)

Development of a region that involves many people in it with its thoughts, it is necessary to have a synergy that can unite all motivations towards the same choice. According to Maslow, community motivation includes; 1) Physiological needs which are the motivational forces that are primitive and fundamental. For example the need for eating, drinking, sleeping and others. 2) The need for sociology, which is a motive that arises mainly from the kinship between humans. For example the need to have, love, affection and acceptance needs. 3) The need for self-actualization, is

the need for self-fulfillment, self-development as much as possible, creativity, and doing what is most suitable and completing one's own work (Mayasari et al, 2015). By knowing this, it can be used as a recommendation in order to encourage the enthusiasm of all stakeholders in DKI Jakarta to continue to exist in developing Betawi Traditional Culinery.

Every human being as a stakeholder in the development of Betawi Traditional Culinary Ecotourism has a different motivation, only in the classification there are similar characteristics in it. Ghiselli and Qonita (2012) stated that motivational characteristics are: 1). Motivation is complex. In an action not only has one goal, but several goals that take place together that are influenced by the individual itself. 2). Some motivation is not based on the individual itself. Many human behaviors are not based on the perpetrators. 3). The motivation changes. Motives for someone often experience change, this is caused by human desires that often change according to needs. 4). Each individual's motivation varies. Two people who take part in certain activities sometimes have different motivations. 5). Motivation can vary. This depends on the individual's goals, if the objectives vary, the motivation also varies.

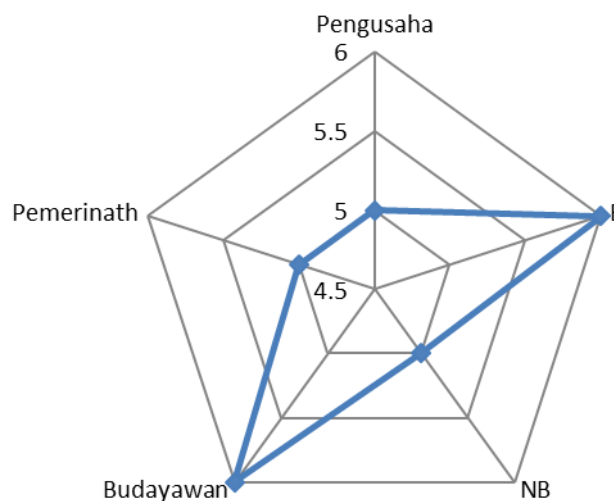


Figure 2. Polarisation pattern of stakeholders motivation

Regarding the development of Betawi Traditional Culinary in DKI Jakarta, the results of the study illustrated on the radar diagram (Figure 2) show that there are differences in motivation between the five stakeholders although not too significant (range 4.5-6). The only thing that is quite a concern is the significant change between Government perceptions and Government motivation, this shows that the Government of DKI Jakarta Government knows that Betawi Traditional Cuisine has a high value for the people of Jakarta, but on its journey there is a degradation of motivation values (encouragement) There are at least two factors that cause the degradation,

namely; 1). Lack of political will so that the development of cultural development is not a center point and priority of the development of DKI region, 2). Primordial and ethnocentric attitudes of decision makers. We know that the cultural interaction in DKI Jakarta is very high with a fairly complex cultural mix. So that decision makers will prioritize their original cultural dispora programs rather than having to explore the Betawi culture which is not the original culture.

Community preference appears in the alternative evaluation stage in the decision-making process, wherein at this stage consumers are faced with a variety of different choices. Preference has an important role for each individual in looking at and deciding on a matter and preference is a process of whining all things that can be consumed with the aim of obtaining preference for a product or service. According to Kotler and Keller (2007), there are three patterns of preference that can be formed, namely; 1) Homogeneous preference indicates a market where all customers roughly have the same preference, 2). Scattered Preferences mean that customers are very different in their preferences and 3). Group preferences, where markets show different groups of preferences.

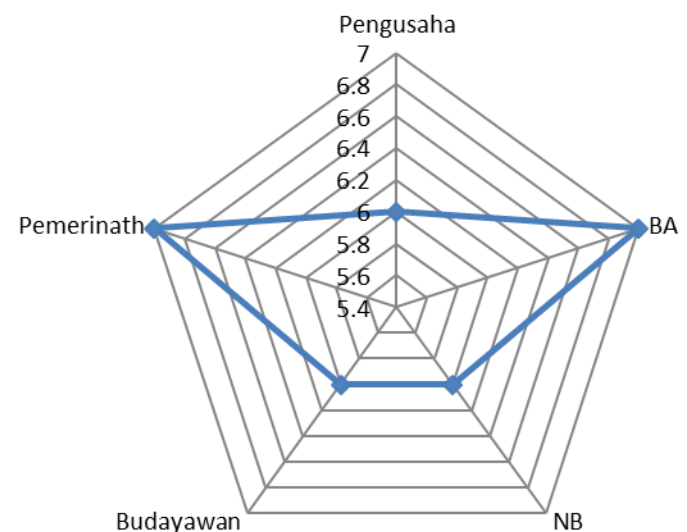


Figure 3. Polarisation pattern of stakeholders preference

The Stakeholder Preference Radar Diagram (Figure 3) shows that Non Betawi Society and Entrepreneurs have the same preference value (score 6). This consistency indicates that there is a very close and consistent relationship between the general public as a culinary market consumer and culinary entrepreneurs as providers of culinary services. While the Original Betawi Community and the Government have a high preference in the development of Betawi Traditional Culinary.

The results of the study on the perception, motivation and stakeholder preferences of the Betawi Traditional Culinary illustrate that there is a

polarization of the stakeholder's psychological orientation (Figure 35). In each community group there are always seeds of conflict between individuals and individuals, groups and groups, individuals or groups with the government that come from different views and orientations. Sociologically, conflict is defined as a social process between two or more people (can also be a group) where one party tries to get rid of another by destroying or making it powerless. Researchers (Gigone & Hestie, 1993; Larson, Foster-Fishman & Keys, 1994) find that group discussion raises the same ideas. In the discussion there is a mutual supply of information that supports a dominant view so as to cause polarization. Furthermore, the arguments that occurred in the discussion led to the recognition of the position of each person on a particular issue. That position will approach each other if there is no prejudice between group members so polarization occurs. However, if there is no prejudice, group norms will be divided so as to allow the group to dissolve (Thomas & Mc Fadyen, 1995). Group polarization can also occur because of social comparisons, that is, assessing one's opinions and abilities by comparing them with the opinions and abilities of others (Festinger and Black, 1950).

The diversity of patterns of each individual in a group in each stakeholder category has a major impact on the direction of the development of Betawi Traditional Cuisine. This can be seen from the stakeholder orientation patterns recorded in the study. Stakeholder perception patterns on the development of Traditional Culinary are very diverse, even if seen mathematically the given range is very large (3-6). While the motivation pattern and preference range given is not too large (motivation; 4-6 and preference 6-7).

In general it is seen that all stakeholders with their perceptions and motivations each have a preference to jointly develop Culinary Ecotourism. The entrepreneurs view that the culinary business in general is quite a prospect even more broadly the culinary business contributes greatly to national economic growth (Ongkoroharjo, 2015; Untari and Satria, 2014), where the contribution of food and beverage products to foreign exchange earnings up to the third quarter of 2014 reached USD 1.64 billion (Ministry of Industry, 2015). While the Betawi people and culture consider it necessary to preserve the culinary culture of their ancestors. On the other hand, Non Betawi people feel that they are benefited by the many culinary variations, as stated in previous studies that people as consumers will feel benefited by the variety of products offered (Faradisa, Leonardo and Maria, 2016; Pattarakitham, 2015; Njaya, 2014). The Role of Local Government is an absolute thing that becomes a benchmark for the ongoing development in a region, so the Government should optimize its role in the development of Tourism (Untari, 2016; Ekanayake and Aubrey, 2012) especially

Tourism which prioritizes local values. If all elements support and are ready to be developed, it is very easy for the government to formulate policies related to the development of Betawi Traditional Culinary Ecotourism.

DIAN (Dimentional Analiysis); Analyze the Polarization of Stakehoder Orientation.

DIAN is a modification of several analysis models that were previously widely known; such as MDS (Multi Dimensional Analysis), CA (Correspondent Analysis) and IPA (Important Performance Analysis). The difference in the DIAN model with other medel analyzes is the following:

1. DIAN versus MDS.

MDS is a multivariate analysis that shows the relationship between a number of objects in a multidimensional room based on the respondents' assessment of the similarity / similarity of these objects. The purpose of multidimensional scaling (MDS) is to provide a visual representation of the proximity pattern in the form of similarity or distance between a set of objects. The application of MDS can be found in scientific visualization and data mining in cognitive science, information, marketing and ecology. MDS relates to making graphs that describe the position of an object with other objects based on similarity, the data used is nonmetric data (nominal and ordinal) and data netrik (interval and ratio) (Santoso and Tjiptono, 2002) while the data nature, data collected and can be processed with MDS must be compiled by comparison data. This is what distinguishes MDS from DIAN, because the data collected and can be processed with the DIAN model is non compereing or single question as used in the questionnaire in general.

2. DIAN versus CA. Similar to MDS, CA is also a multivariate analysis that shows the relationship between several objects in and visualized in the form of multidimensional space, only the data that can be analyzed using this method is only nonmetric data (nominal and ordinal) (Santoso and Tjiptono, 2002) . As with MDS, data that can be processed with CA must be in the form of comparative data while data collected and can be processed with the DIAN model are non compereing or single question as used in questionnaires in general.

3. DIAN versus IPA. (IPA) Importance Performance Analysis is an analytical technique used to identify what important performance factors an organization must demonstrate in meeting the satisfaction of their service users (consumers). This test is conducted to test whether there is a gap between Hope and Perception in the analyzed variables. The test is done by distinguishing the Mean value between Hope and Perception and the difference takes place in the same sample group (the same customer, completing the same questionnaire). What distinguishes IPA from the DIAN model is, IPA can only describe 2 variables

(Figure 4), while DIAN uses 3 variables (Perception, Motivation and Preference. As for the processing, DIAN adopts data processing patterns in IPA.

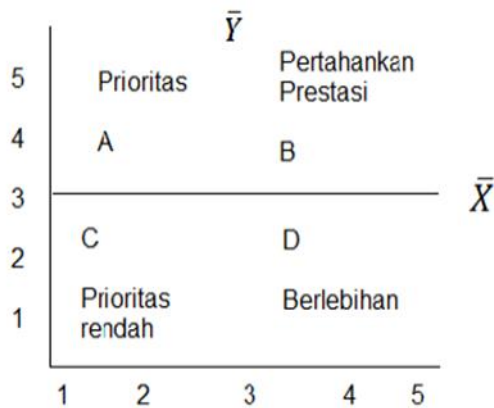


Figure 4. IPA (Important Performance Indicator)

$$Tki = Xi/Yi.100\%$$

Tki= level of Cconformity

Xi = Perception Score

Yi = Preference Score

Next is calculated the mean of all attribute level of perception (X) and preference (Y) which become boundary in Cartesian diagram, by formula:

$$C\text{-line } X = (\sum X)/k$$

C-Line X or C-Line Y = Average perceptual rate score (X) or preference (Y)

$\sum X$ atau $\sum Y$ = Average perception rate (X) or preference (Y)

k = Number of attributes

DIAN Implementation in Analyzing Perception Polarization Patterns, Motivation and Stakehodic Preferences in Developing Betawi Traditional Cuisine.

Exploring and developing Betawi Culture, especially related to Betawi Culinary, is the responsibility of all stakeholders. There are at least five stakeholders in the development of Betawi Culinary ecotourism in DKI Jakarta, namely Entrepreneurs, Betawi Communities, Non Betawi Communities, Culturalists and the Provincial Government of DKI

Jakarta. Entrepreneurs have an important role in marketing Betawi Cuisine so that the market can re-recognize culinary variations that are beginning to be distorted. The Betawi community as the Key Person has responsibilities that are quite important in disseminating the value of culinary culture from generation to generation, and the people of Jakarta in general both as consumers, have the responsibility to preserve Betawi Culinary Culture, not just sukuism responsibilities, but more broadly the responsibility for preserving Indonesian culture. Then, the culture has the task to study and communicate the values of Betawi culture, especially culinary to the wider community, cultural observers with their function should be able to put themselves as one of the milestones in sustaining the sustainability of national culture. Then the Government, with its authority, is expected by the Government to be able to form policies that favor local cultural values.

The mapping of perceptions, motivations and preferences of the five stakeholders is an inseparable part of the development strategy for Betawi Culinary Ecotourism in DKI Jakarta. By mapping the perceptions, motivations and preferences of each stakeholder, it is expected that researchers can extend each of the existing problems and then develop a cooperative strategy. By using the Madian K Sample Compatibility Test and comparing the Asymp Sig value. output of data transmission with alpha value (5%) then the results obtained are that there are differences in perceptions between the five stakeholders (Asymp Sig. 0.00), while the five stakeholders' motivation and preferences have no differences in each Asymp Sig. 0.703 and 0.903). In mapping the perceptions, motivations and preferences of the five stakeholders, researchers modified the Important Performance Analysis (IPA) model, wherein the initial model only used two dimensions and in processing data the researchers used 3 dimensions. Table 1 shows the results of data recapitulation from each dimension for each stakeholder.

Table 1. Recapitulation of Perceptions of Motivation and Preference

	Preference	Motivation	GAP (Pf-Mo)	Preference	Perseption	GAP (Pe-Pf)	Motivation	Perseption	GAP (Mo-Pf)
Entrepreneur (P)	6	5	1	6	3	3	5	3	2
Native Betawi (BA)	7	6	1	7	5	2	6	5	1
Non Betawi (NB)	6	5	1	6	3	3	5	3	2
Culturist (B)	6	6	0	6	6	0	6	6	0
Government (P)	7	5	2	7	6	1	5	6	-1
Sum	25	20	5	32	23	9	27	23	4
C-Line	5	4	1	3,6	2,6	1	6,75	5,75	1

Sources : processed data, 2017

From the results of the recapitulation and processing of data in table 1, the researchers put in a 3-dimensional figure which is a modification of the IPA

model. With this visualization, it will be easier to classify problems in collaboration between stakeholders (Figure 5).

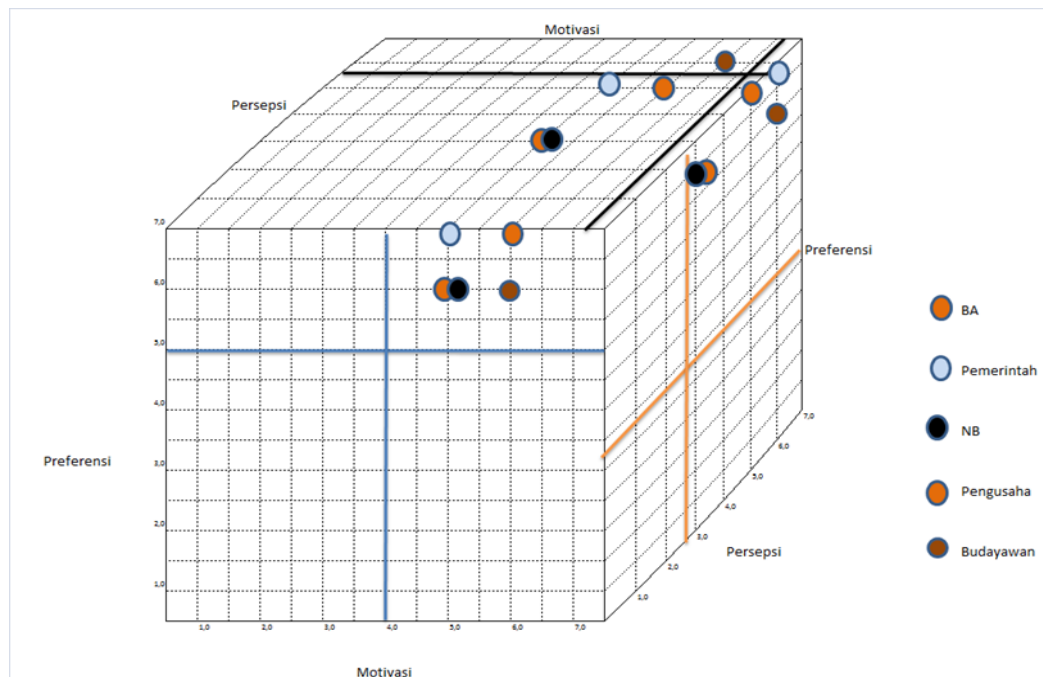


Figure 5. DIAN (Dimensional Analysis)

Sources : processed data, 2017

Figure 5 shows that the cultural observer has high expectations for the development of Betawi cuisine (see the dimensions of motivation and perception), but it is less in line with the other five stakeholders. Where the community both Betawi and Non Betawi and Entrepreneurs do not have the same perception and motivation and still consider the development of Betawi Culinary as a priority in the development of DKI Jakarta Ecotourism, while the Government tends to wait to issue policies related to the development of Betawi Culinary Ecotourism in DKI Jakarta. In another dimension, the five stakeholders tend to have similarities (both Perception - Preference and Motivation-Preference dimensions), this means that all stakeholders with their perceptions and motivations have a preference to jointly develop Culinary Ecotourism. The entrepreneurs see that the culinary business in general is quite a prospect, the Betawi people and the culture consider it necessary to preserve the culinary culture of their ancestors, the non-Betawi people feel benefited by the many culinary variations, and if all elements below (bottom up) support and are ready to be developed, it is very easy for the government to formulate policies related to the

development of Betawi Culinary Ecotourism.

III. CONCLUSION

The DIAN model is a modification of several mapping models that have been used so far. In implementing the model; stakeholder polarization patterns in the development of Betawi Traditional Culinary Ecotourism using three dimensions (perception, motivation and preference), the researchers succeeded in mapping that all stakeholders have the same perception and motivation in the development of Betawi Culinary but they tend to have different preferences; entrepreneurs with business preferences, cultural observers with academic preferences, non-Betawi people with market preferences, Betawi people with socio-cultural preferences and government with regulatory preferences and regional development. As a reference for further research, it is necessary to have a policy tool to unite the different preferences of each stakeholder, so that in the journey it still has the same direction (advancing Betawi culture).

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