



Kampar Galesong's Donuts Historical Development: Top 5 South-Sulawesi Culinary Destination from Takalar Regency

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ABSTRACT

This study aims to analyse the historical development of Kampar Galesong Donut as one of five top culinary destination in South Sulawesi Province. A qualitative description with a historical approach was used in this research method. The respondents to this research is Kampar Galesong Donut's owners. In depth interview is required in this research in order to get valid data. Result of this research are Kampar Galesong Donuts business began in 2017 and went viral on social media by the end of 2019. Kampar Galesong Donuts are among the top five culinary tourism destinations in South Sulawesi Province and can become a popular Takalar snack. There are several obstacles to be conquered, which peaked during the COVID-19 pandemic, when the Kampar Galesong Donuts business saw an 80% decrease in turnover as a result of the government's social distancing regulations. Donut Kampar Galesong currently has four branches and one shop dedicated to sponge cakes under the brand "Boluna DKG".

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INTRODUCTION

COVID-19 pandemic situation has an impact on the Indonesian economy, as does the situation of Indonesian entrepreneurs. Many SMEs are experiencing a recession as a result of current conditions. Prior to the pandemic, the MSME sector contributed 60.3% of Indonesia's GDP, positively impacting the Indonesian economy. In addition, MSME workers account for 97 percent of the total workforce in Indonesia. However, the COVID pandemic's impact on small and medium-sized businesses operating in the culinary sector and producing daily necessities has diminished. This has an impact on the workplace as well. At least 2.8 million workers were laid off and sent home as a result of the companies' layoffs (Rahmana et al., 2021). Meanwhile, Corona has affected several industries, forcing them to lay off workers. These industries include hotels, restaurants, footwear, retail, pharmaceuticals, textiles, and land transportation.

The Micro, Small, and Medium Enterprises (MSME) economic sector is a critical component of the national economy and has a significant impact with many people, making it a key pillar in the country's economic structure. MSMEs are also a major component of the Indonesian economy, and they have demonstrated their importance in maintaining national economic stability during a crisis, as well as in stimulating economic growth (Agustin, 2022).

According to the Indonesian Ministry of Cooperatives and SMEs (2019), there were 65,471,134 micro, small, and medium-sized businesses in the country in 2019, representing a 1.98% increase from 2018 (Kementrian Koperasi dan UMKM, 2019).

To manage the impact of the COVID-19 pandemic on the MSME sector, collaboration between the central, provincial, and regional governments at city or district levels must be carried out in an integrated manner. Matching funds during emergencies, matching programmes during recovery, and matching

promotions with joint events are used to expedite crisis management in the MSME sector. The government's recovery strategy, which includes rebuilding brand awareness, is a strategic and synergistic step towards normalisation (Saraswati & Afifi, 2022).

One of the MSMEs affected by COVID-19 is the *Kampar Donut MSME* in Takalar District. *Kampar Donuts* was able to grab consumer attention as the COVID-19 pandemic transitioned to endemic status. And expanding quickly during the transition period. Currently, *Kampar Galesong's Donuts* became one of five top culinary destination at South-Sulawesi Province. Based on above assumption, researches interest to analyze historical development of *Kampar Galesong's Donuts*

METHODOLOGY

This research used qualitative description method with historical approach. Qualitative studies are designed to investigate, discover, explain, and explain qualities or features of social impacts that cannot be described, measured, or explained by quantitative approaches. Data sources included primary and secondary data. The respondents to this research is *Kampar Galesong Donut's* owners. In depth interview is required in this research in order to get valid data. The research was conducted at the *Donat Kampar Galesong* shop located in *Galesong Utara, Bontolebang, Galesong Utara District, Takalar Regency, South Sulawesi*, for approximately one week.

RESULTS AND DISCUSSION

Characteristic of Informant

Donut Kampar Galesong is a business unit located at *Bontolebang District, North Galesong, Takalar Regency, South Sulawesi*. Mr. Arifuddin Alwi, a male, owns and operates *Kampar Galesong Donuts*. Mr. Arifuddin Alwi graduated from *Makassar Tourism Polytechnic* with a culinary arts degree. He is 38 years old and Muslim

Historical Development of *Kampar Galesong's Donuts*

An interview with the business owner, Mr. Arifuddin Alwi, provided information on the history of the "*Kampar Galesong Donuts*" business. *Kampar* is derived from the name of an area in *Takalar Regency, "Kampung Parang,"* which later became the brand name for donut products. Arifuddin Alwi established the *Kampar Galesong Donut Brand* with the help of his wife, who previously worked at an outlet in *Makassar's Panakkukang Mall*. Mr. Arifuddin Alwi previously worked as a technical or pastry chef, or as a consultant, for *Zeeland International*, a Dutch company based in *Tangerang, Banten*. With his skills and experience, he has encouraged Mr. Arifuddin Alwi to sell donuts right now.

"So I would start as a technical person, pastry chef, or consultant. Product consultant for Seledia Indonesia, a Dutch company based in Tangerang. And, indeed, I frequently come across this donut bread. Given the high market share and our survey results, it is clear that this product has a never-ending trend".

Kampar Galesong donuts were launched for the first time in 2017 and went viral on social media by the end of 2019. *Kampar Galesong donuts* are a local product able to compete with larger brands that sell similar products, such as *J.Co., Dunkin Donuts,* and a number of other donut brands. *Kampar Galesong Donuts* have several advantages over similar products on the market, including a softer texture, long-lasting (2-3 days), many flavour variants, and a lower/affordable price for all groups (less than Rp. 10,000 per fruit, or Rp. 3,000 per piece). According to Arifuddin, the total production costs and profit margins are used to determine the price of the *Kampar donut product*. Arifuddin Alwi stated that *Kampar Galesong donuts* were the pioneers of mini donuts, particularly in *South Sulawesi Province*. At first, *Kampar Galesong donuts* were only advertised in their own stores and via social media platforms such as *Facebook and Instagram*.

"In the beginning, instead of donuts, I baked cookies and sponge cake. Then I switched to donuts because sponge cake and pastries weren't popular. Next, we'll start by marketing on Facebook. It first became known through Facebook, followed by door-to-door, direct delivery, or my wife, who delivered it in the morning. And I deliver it before work. Then the process started to receive a lot of requests, and we began recruiting one employee. At first, there was only one prisoner. After a few months, I began recruiting another employee, making a total of two. Perhaps in a year, we will assemble another top team. There is a lot of demand, and we're starting to get it as well. We're also developing more close by. After a few years, demand grew, it went viral, and we opened another branch in Makassar".

Seeing that the product's quality could compete in the market, *Nurlinda Taco*, an activist and facilitator from *Galesong*, assisted with marketing and establishing relationships with the *Takalar Regency Government*. *Kampar Galesong Donuts* are currently ranked as one of the top five culinary tourism destinations in *South Sulawesi Province*, and they have the potential to become an iconic *Takalar snack*.

Kampar Galesong Donuts are currently popular among the general public. This is supported by the results of data collection from consumer respondents, which are shown in *Table 2*.

Tabel 2. Consumers Domicile

District	Total	Percentage
Balikpapan	1	2.13
Barru	1	2.13
Bulukumba	1	2.13
Gowa	4	8.51
Jeneponto	2	4.26
Makassar	21	44.68
Pare-pare	2	4.26
Pinrang	3	6.38

Table 2 shows that the majority of Kampar Galesong donut consumers are from Makassar and Takalar, with percentages of 44.68% and 25.53%, respectively. Aside from that, Kampar Galesong donuts are in high demand among the people of Gowa, Pinrang, Jeneponto, and Pare-pare, with percentages of 8.51%, 6.38%, 4.26%, and 4.26%, respectively. Kampar donuts are currently popular not only in South Sulawesi, but also in areas outside of Sulawesi Island, accounting for 2.13% of the market.

In an interview, Mr. Arifuddin stated that starting a Kampar donut business was not easy. There are several challenges that must be conquered particularly during the COVID-19 pandemic. He stated that his business sales decreased by up to 80% as a result of the COVID-19 pandemic. This is due to the government's social distancing regulations, which require space for promotion within the culinary industry. Mr. Arifuddin believes that everything has a lesson. These social distancing regulations require Mr. Arifuddin to make the best use of social media (Instagram) to market his Kampar Galesong donuts.

“There will undoubtedly be ups and downs throughout the process. There are ups and downs in the beginning, just like in marketing. The most difficult time was during the COVID pandemic. We had a significant impact in 2019 through a decrease in purchases. We reduced this by up to 80%”.

Carrying with online marketing training provided by the "META" group, although it has yet to be fully utilised, the use of online media in product marketing is due to current societal trends or changes in consumer behaviour from offline to online. One of the many benefits of using online media to market Kampar Galesong donuts is that it strengthens branding.

During the process, the business owner, Arifuddin Alwi, uses the "Buy 1 Get More" promotion, which is displayed in the form of a short video, to grab buyers' interest. Mr. Arifuddin's efforts and dedication to marketing his donut products online were not in wasted. This is because Kampar Galesong Donuts is becoming more well-known and recognisable on social media.

Donut Kampar Galesong currently has four branches and one shop dedicated to sponge cakes under the brand "Boluna DKG." Mr. Arifuddin, the company's owner, has goals for the future, including expanding into new markets. He currently sees Maros as a good strategic location to open a Kampar Galesong Donuts branch. Mr. Arifuddin avoids using bank money for his business activities due to "usury." This could also explain why Kampar Galesong Donuts has survived and continues to grow. In the future, Mr. Arifuddin hopes that Kampar Galesong donuts will become increasingly well known to the larger community and all Indonesian society in accordance with the tagline “from Galesong to Indonesia”

CONCLUSION

According to the research findings, the Kampar Galesong Donuts business began in 2017 and went viral on social media by the end of 2019. Kampar Galesong Donuts are among the top five culinary tourism destinations in South Sulawesi Province and can become a popular Takalar snack. There are several obstacles to be conquered, which peaked during the COVID-19 pandemic, when the Kampar Galesong Donuts business saw an 80% decrease in turnover as a result of the government's social distancing regulations. Donut Kampar Galesong currently has four branches and one shop dedicated to sponge cakes under the brand "Boluna DKG."

RECOMMENDATION

Researchers recommend conducting in-depth research in the future, particularly on consumers. What is the process to let consumers know about the Kampar Galesong Donut product.

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