

The Impact of the Core Competencies in Business Management to the Existence and Progress of Traditional Foods Business with the Case of Study: Gudeg Sagan Yogyakarta

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Abstract : The traditional food is a typical food of a certain region that has a taste of its own unique and typically consumed by a society in certain areas, one of which is Gudeg, a regional specialties traditional food of Yogyakarta and Central Java which is made of young jackfruit cooked in coconut milk, edible with rice and served with thick coconut milk (areh), chicken, eggs, tofu and sambal goreng krecek. However, lately, the image of traditional food has declined among people, so with gudeg, which today's society, especially among young people, tend to prefer modern types of food such as fast food and some other foods that are popular. Moreover, traditional food usually only preferred by consumers of local communities and lack of demand by consumers from different areas for different tastes. Thus, the traditional food producers increasingly marginalized and their consumers are on the wane. This study aimed to evaluate the management used by producers of traditional food with a case study of Gudeg Sagan which located in the city of Yogyakarta, with the ability of their management in creating core competencies, which includes the competence of cost, competence of flexibility, competence of quality, competence of time, and value-based competence. And then, in addition to surviving and continuing to exist with the existing external environment, Gudeg Sagan can increase the number of consumers and also reach a broader segment of teenagers and adults as well as consumers from different areas. And finally, in this paper will be found positive impact on the creation of the core competencies of the existence and progress of the traditional food business based on case study of Gudeg Sagan.

Keywords : Gudeg Sagan, traditional food, core competencies, existence

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