

From Home-Based Kitchens to Competitive Markets: Strengthening Culinary Msme Capacity Through Practical Training

From Home-Based Kitchens to Competitive Markets: Strengthening the Capacity of Culinary MSMEs through Practical Training

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Abstract

This study is grounded in the persistent challenges faced by culinary heritage-based small and medium-sized enterprises (SMEs), in which strong product authenticity is often undermined by inconsistent cooking quality and unprofessional packaging, thereby limiting market competitiveness in contemporary contexts. The objective of this research is to examine the effectiveness of an integrated development strategy that combines cooking skill enhancement and packaging design innovation in revitalizing culinary heritage enterprises, employing a mixed-method approach with a dominant qualitative-descriptive design involving participatory observation, in-depth interviews, visual documentation, expert taste evaluation, and pre- and post-comparative assessment of selected enterprises participating in an intensive capacity-building program. The findings demonstrate significant improvements in cooking-skill mastery, product consistency, food-safety compliance, packaging aesthetics, storytelling effectiveness, and overall market readiness, collectively contributing to increased perceived value, expanded market access, and short-term sales growth. Furthermore, the results confirm that modernization practices such as recipe standardization, quality control, and professional packaging do not diminish culinary authenticity but instead reinforce its sustainability and reproducibility. The implications of this study suggest that culinary heritage revitalization initiatives should adopt a holistic intervention model that integrates product quality enhancement with visual storytelling, supported by policy frameworks that facilitate continuous training, innovation support, and market linkage to ensure long-term economic viability and cultural preservation.

Keywords: legendary culinary, MSME development, packaging design, cooking skills, revitalization of local products

Abstrak

Penelitian ini dilatarbelakangi oleh tantangan yang terus dihadapi oleh usaha kecil dan menengah (UKM) berbasis warisan kuliner, di mana autentisitas produk yang kuat sering kali tereduksi oleh ketidakkonsistenan kualitas masakan serta penyajian kemasan yang kurang profesional, sehingga membatasi daya saing di konteks pasar modern. Tujuan penelitian ini adalah untuk mengkaji efektivitas strategi pengembangan terpadu yang menggabungkan peningkatan keterampilan memasak dan inovasi desain kemasan dalam merevitalisasi usaha kuliner berbasis warisan, dengan menggunakan pendekatan metode campuran yang didominasi oleh desain deskriptif kualitatif melalui observasi partisipatif, wawancara mendalam, dokumentasi visual, evaluasi cita rasa oleh ahli, serta penilaian komparatif sebelum dan sesudah pada pelaku usaha yang mengikuti program peningkatan kapasitas secara intensif. Hasil penelitian menunjukkan adanya peningkatan signifikan dalam penguasaan keterampilan memasak, konsistensi produk, kepatuhan terhadap standar keamanan pangan, estetika kemasan, efektivitas storytelling, serta kesiapan pasar secara keseluruhan, yang secara kolektif berkontribusi pada peningkatan nilai persepsi, perluasan akses pasar, dan pertumbuhan penjualan jangka pendek. Selain itu, temuan ini menegaskan bahwa praktik modernisasi seperti standarisasi resep, pengendalian kualitas, dan kemasan profesional tidak mengurangi autentisitas kuliner, melainkan justru memperkuat keberlanjutan dan reproduktibilitasnya. Implikasi dari penelitian ini menunjukkan bahwa inisiatif revitalisasi warisan kuliner perlu mengadopsi model intervensi holistik yang mengintegrasikan peningkatan kualitas produk dengan storytelling visual, serta didukung oleh kerangka kebijakan yang memfasilitasi pelatihan berkelanjutan, dukungan inovasi, dan keterhubungan pasar guna menjamin keberlanjutan ekonomi jangka panjang serta pelestarian budaya.

Kata Kunci: kuliner legendaris, pengembangan UMKM, desain kemasan, keterampilan memasak, revitalisasi produk lokal.

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INTRODUCTION

Indonesia has an incredible wealth of traditional cuisine, with each region having its own unique food that represents the identity of local culture. In Indonesia, this legendary cuisine holds not only historical and cultural value but also significant economic potential when developed professionally (Thamrin et al., 2025). In Surabaya, various MSMEs produce legendary culinary products that have been preserved across generations using authentic recipes. However, the economic potential of this culinary heritage has not been fully optimized due to persistent constraints in production techniques, product consistency, and presentation quality (Solihat et al., 2016).

A preliminary survey conducted by the community service team revealed two fundamental challenges faced by legendary culinary MSMEs. First, there were inconsistencies in product quality and taste due to limited mastery of traditional cooking techniques and the absence of standardized procedures. Second, product presentation, particularly packaging, remained highly basic and did not reflect the historical significance or uniqueness of the culinary heritage (Tjahjawan, 2022). As a result, these traditional products often struggle to compete with modern culinary products that offer more attractive and professional packaging, despite possessing stronger authenticity and cultural value (Nasem et al., 2023). Legendary culinary products possess distinctive characteristics rooted in authentic recipes, traditional ingredients, and inherited cooking techniques. These elements represent not only cultural heritage but also unique selling points in contemporary markets. However, to remain competitive, legendary culinary MSMEs must adapt to modern market expectations without compromising authenticity. Such adaptation includes improving technical mastery to ensure product consistency and adopting professional packaging that communicates both quality and cultural identity (Burhanudin et al., 2024).

In practice, many MSME actors rely primarily on inherited experiential knowledge without fully understanding the scientific principles underlying cooking processes. Variations in temperature control, ingredient proportions, and cooking duration often result in inconsistent product quality. This inconsistency can reduce consumer trust, limit repeat purchases, and ultimately hinder business sustainability (Azzahra & Alviani, 2025). Therefore, strengthening technical competencies through structured and practice-based training is essential to ensure consistent product quality while preserving authenticity. Packaging remains a critical limitation among legendary culinary MSMEs. Most products are packaged using simple plastic or paper without adequate visual design, branding elements, or storytelling components. This minimalist packaging fails to communicate the heritage value and uniqueness of the products to consumers (Maharani et al., 2024). In modern markets, packaging functions not only as protection but also as a communication medium that conveys product identity, professionalism, and value. Effective packaging can significantly enhance product attractiveness, perceived quality, and competitiveness (Asdilhira, 2024).

The revitalization of traditional culinary MSMEs has gained increasing attention in recent years, driven by growing consumer interest in authentic local products and cultural preservation. Modern consumers, particularly millennials and Gen Z, appreciate products that combine authenticity with professional presentation and high-quality standards (Niqotaini et al., 2024). This trend presents a strategic opportunity for legendary culinary MSMEs to expand their market reach and improve their economic performance (Arifin & Arseto, 2025).

Various community service and empowerment programs have been implemented to support MSME development, particularly in areas such as packaging design improvement or entrepreneurship training (Adithia et al., 2023). However, most of these programs tend to focus on isolated aspects, such as packaging design workshops without addressing production consistency, or technical cooking training without integrating branding and packaging strategies. As a result, MSME actors often experience fragmented capacity development that does not fully address the interconnected nature of production, presentation, and market competitiveness (Clinton & Vanomy, 2023; Martanti et al., 2022). Many existing programs emphasize theoretical training with limited opportunities for hands-on practice and continuous mentoring. This approach often results in limited knowledge retention and difficulty in practical implementation. Without direct practice and sustained mentoring, MSME actors may struggle to apply newly acquired skills effectively in their daily business operations. Consequently, the long-term impact of such programs remains limited in improving MSME professionalism and competitiveness (Fajrul & Saptiyana, 2025; Kurniawan et al., 2023).

Another limitation of previous community engagement initiatives is the lack of emphasis on preserving and communicating heritage value as part of product development. Legendary culinary products possess strong cultural narratives that can serve as powerful branding elements (Dewi & Setiawan, 2024). However, many empowerment programs do not integrate heritage storytelling into packaging and product presentation strategies, thereby missing opportunities to enhance product differentiation and cultural value communication. In contrast to previous initiatives, this community service program adopts a holistic and integrated empowerment model that simultaneously addresses technical production skills and packaging development (Ayustia et al., 2023). The program combines practice-based cooking skills training, packaging design development, and continuous mentoring to ensure both technical competency and strategic awareness among MSME actors. This integrated approach recognizes that product quality, consistency, and packaging presentation are interconnected components of overall product competitiveness (Aysa et al., 2025).

The novelty of this community service program lies in its comprehensive and practice-oriented model that integrates three key dimensions: technical standardization of traditional cooking techniques, heritage-based packaging development, and sustained participatory mentoring (Yashinta, 2025). Unlike conventional training programs that focus on a single aspect, this model emphasizes the alignment between production processes, product identity, and market positioning while preserving cultural authenticity (Julyaningsih et al., 2024).

In addition, this program introduces a heritage-based packaging approach that positions packaging not merely as a protective function but as a storytelling medium that communicates the historical and cultural value of legendary culinary products (Anekawati et al., 2021). This approach enhances product differentiation and strengthens emotional connections between consumers and traditional culinary heritage, thereby increasing perceived product value and competitiveness (Sari & Hariyanto, 2021). The participatory and practice-based learning approach represents another innovative aspect of this program. MSME actors are directly involved in hands-on practice, enabling them to apply scientific principles to traditional cooking techniques and develop packaging solutions tailored to their

specific product characteristics. Continuous mentoring further ensures that participants can implement improvements sustainably within their business operations (Chyntia et al., 2025).

This integrated empowerment model contributes not only to improving technical skills but also to strengthening MSME actors' strategic understanding of product development, branding, and market competitiveness. By combining production improvement and packaging innovation within a heritage preservation framework, this program provides a sustainable pathway for revitalizing legendary culinary MSMEs (Suardi et al., 2024). This community service program aims to revitalize legendary culinary MSMEs through an integrated intervention that enhances cooking skills, improves packaging design, and strengthens heritage-based product identity (Maesaroh et al., 2023). This approach is expected to improve product quality and consistency, enhance market competitiveness, and support the long-term sustainability of legendary culinary MSMEs while preserving their cultural authenticity and economic value (Sutoni & Randany, 2021).

IMPLEMENTATION METHOD

This community engagement program was conducted in Lontar Village, Sambikerep District, Surabaya, involving micro, small, and medium enterprise (MSME) actors producing legendary traditional culinary products with historical and cultural value. The partner profile consisted of 10 MSME actors operating home-based culinary businesses that utilize authentic recipes inherited across generations. Despite their strong cultural value, these businesses faced challenges related to product quality consistency and the use of simple packaging that did not reflect the heritage identity of their products. All partners were domiciled in Lontar Village and demonstrated strong commitment to participating in the entire program.

The activities were carried out collaboratively by lecturers and students. The lecturers played a central role in delivering counseling, training, workshops, practicum sessions, and intensive mentoring. The counseling sessions focused on increasing participants' awareness of the importance of standardized cooking techniques and professional packaging in improving product competitiveness. Training and practicum sessions emphasized hands-on learning, enabling participants to directly apply proper cooking techniques, recipe standardization, and packaging development. Workshops were conducted to strengthen participants' understanding of packaging design, branding, and storytelling as tools for communicating heritage product value. In addition, continuous mentoring and monitoring were provided to ensure the proper implementation of acquired skills.

Students were involved through community-based academic programs, including Thematic Community Service (KKN-Tematik) and Field Practice Programs (PKL). Their roles included assisting lecturers during training and workshop sessions, supporting MSME actors during practicum activities, documenting the implementation process, conducting field observations, assisting in data collection, and supporting post-training mentoring. Student involvement also provided experiential learning opportunities while strengthening program effectiveness.

The implementation was conducted in three main phases: pre-implementation, implementation, and monitoring and evaluation. The pre-implementation phase included coordination with local stakeholders, identification of MSME needs through observation and interviews, participant selection using purposive sampling criteria, preparation of training

materials and modules, and baseline documentation of product quality and packaging conditions.

The implementation phase was conducted over seven days, from November 24 to November 30, 2025, through integrated counseling, training, workshops, and practicum activities designed to improve both cooking skills and packaging capacity simultaneously. The activities are summarized in Table 1.

Table 1. Implementation Schedule and Activity Materials

Day	Activity Name	Materials	Facilitators
Day 1	Counseling and Program Socialization	Program introduction, identification of MSME problems and potential	Lecturers
Day 2	Baseline Assessment and Observation	Evaluation of product quality and existing packaging	Lecturers and Students
Day 3	Cooking Skills Training Workshop	Traditional cooking techniques, recipe standardization, quality control	Lecturers and Culinary Instructor
Day 4	Cooking Practicum	Hands-on cooking practice and product consistency improvement	Lecturers and Students
Day 5	Packaging Design Workshop	Packaging design principles, branding, and heritage storytelling	Lecturers
Day 6	Packaging Development Practicum	Prototype packaging development and design improvement	Lecturers and Students
Day 7	Product Presentation and Evaluation	Final product presentation, feedback, and follow-up planning	Lecturers
Day	Activity Name	Materials	Facilitators

The monitoring and evaluation phase was conducted in two stages: during the activity and after the activity. Evaluation during the activity (process evaluation) was carried out using direct observation, questionnaires (pre-test and post-test), and interviews to assess participants' knowledge improvement, skills development, and engagement. Observations were also conducted during practicum sessions to evaluate participants' ability to apply cooking techniques and packaging concepts.

Post-activity evaluation (outcome evaluation) was conducted for one month after the training through field visits, interviews, and observation of participants' business operations. This phase aimed to assess the sustainability of skill implementation, improvements in product quality, and the adoption of improved packaging practices. Follow-up mentoring was also provided through direct consultation and online communication to ensure long-term implementation.

Data were collected using triangulation methods, including participatory observation, semi-structured interviews, questionnaires, and visual documentation. Qualitative data were analyzed using thematic analysis to identify patterns of change in participants' skills, knowledge, and business practices. Quantitative data from questionnaires were analyzed descriptively to measure the level of improvement before and after the intervention. This approach ensured comprehensive evaluation and strengthened the validity of the program outcomes.

RESULT AND DISCUSSION

1. Legendary Culinary Profile and Characteristics of MSMEs

This program involves 10 MSMEs that produce a variety of legendary culinary specialties of Surabaya and East Java, including: traditional klepon, Surabaya layer cake, Suroboyo clover, lontong balap, tofu tek, and various other traditional market snacks. These products have a long history and are part of Surabaya's culinary identity. The age of the business varies from 3-15 years, with some perpetrators being the third or fourth generation who inherited the recipe from their ancestors.



Figure 1. Identifying the Potential of MSMEs

Source: Processed by the Author

The results of the initial identification show that although the product has a distinctive authenticity and taste, there are some significant challenges. First, the inconsistency of quality caused by the reliance on estimation and feeling in cooking without a clear standard of measurement. Second, very simple packaging—mostly using only clear plastic or rice paper—without design elements that communicate the uniqueness and heritage of the product. Third, there is a lack of written documentation about recipes and production processes, so that knowledge transfer between generations is prone to distortion.

2. Implementation of Dual-Track Training Program

Track One: Cooking Skills Improvement and Standardization

Cooking skills training is carried out with an approach that respects tradition but applies the principles of modern culinary science. Instructor teams work alongside participants to analyze each stage in their traditional recipes, identify critical control points, and translate hereditary practices into measurable parameters. This process produces standardized recipe cards that include ingredient measurements, temperature controls, timing sequences, and quality checkpoints.



Figure 2. Cooking skills training

The practicum was carried out repeatedly with each participant cooking the same product at least 3 times to test the consistency of the results using a standardized recipe. Instructors provide real-time coaching on more efficient techniques, troubleshooting for common problems, and tips for maintaining quality on a larger scale. Taste testing is carried out systematically using an assessment rubric that includes the following aspects: authenticity of flavor, flavor balance, texture, aroma, and visual appeal.

Second Track: Development of Heritage-Modern Packaging Design

The packaging design workshop began with a storytelling session where each participant delved into and told the history behind their product: when it was first made, who started it, what makes this product special, and how the recipe is passed down from generation to generation. This story then became the foundation for the development of packaging design concepts. A team of professional graphic designers facilitated a brainstorming session to translate this story into visual elements.



Figure 3. Packaging workshop

Participants were taught design principles that combine heritage aesthetics with modern sensibilities. Elements such as batik patterns, traditional typography, vintage color palettes are combined with clean layout and minimalist approach to produce timeless yet contemporary packaging. Each participant develops 2-3 alternative design concepts, which are then presented in focus group discussions to get feedback. The selected design is then refined and made a prototype using materials and printing techniques that are in accordance with the MSME budget.

Dual-Track Integration: Premium Products in Premium Packaging

On the 7th day, an integration was carried out between products that have been improved in quality with the packaging design that has been developed. Each MSME produces batches of products using standardized recipes, then packaged using new packaging. Final product evaluation is carried out by comparing before-after from two dimensions: product

quality (taste, consistency, presentation) and packaging quality (visual appeal, storytelling effectiveness, functionality). The results show a significant transformation where the product not only increases in terms of intrinsic quality, but also the perceived value that increases drastically through communicative and professional packaging.

3. Program Achievement Evaluation: Multi-Dimensional Analysis

The assessment of program results uses a comprehensive evaluation framework that measures changes in seven dimensions: (1) consistency of product quality, (2) mastery of cooking techniques, (3) food safety compliance, (4) visual appeal packaging, (5) storytelling effectiveness, (6) brand identity clarity, and (7) market readiness. Evaluation was carried out through a comparison of pre-post conditions using qualitative and quantitative data.

Product Quality Dimension: The results of taste testing showed an average increase of 40% in the consistency score and 35% in the overall quality score. The previous product showed significant variation between batches (coefficient of variation 25-30%), after the program showed a much lower variation (CV 8-12%). This shows that the standardization of recipes has succeeded in improving production reliability. From the aspect of flavor profile, there is an improvement in complexity and balance, where participants better understand how to build rich but harmonious layers of flavors.

Packaging Design Dimension: The transformation of packaging is very significant where all participants succeed in developing packaging that is not only visually more attractive, but also successfully communicates product heritage and uniqueness. Evaluations by the designer panel showed an average increase of 65% in visual appeal score and 70% in storytelling effectiveness score. The new packaging successfully combines traditional elements (such as batik motifs, traditional colors, classic typography) with modern design principles (clean layout, strategic use of whitespace, clear information hierarchy). Consumer testing with 50 respondents showed that new packaging increased purchase intention by 55% and perceived value by 48%.

Food Safety and Hygiene Dimension: The checklist audit showed that the implementation of food safety practices increased from an average compliance rate of 45% to 82%. Participants showed a better understanding of the importance of personal hygiene, equipment sanitation, temperature control, and prevention of cross-contamination. Some participants even began documenting cleaning schedules and temperature logs as part of their quality assurance systems.

4. Economic Impact and Market Response

One of the interesting outcomes of this program is the very positive market response to the transformed products. In the 2-week period after the program, 7 out of 10 MSMEs reported an increase in sales with an average growth of 35-60%. This increase is not only in volume, but also in workable price points. Some MSMEs have managed to increase selling prices by 30-50% without experiencing a decrease in demand, indicating that increasing perceived value through improved product quality and packaging has succeeded in changing product positioning from the economy segment to the mid-premium segment.

Some MSMEs also get the opportunity to enter new distribution channels. Three MSMEs have successfully placed their products in specialty stores that focus on traditional heritage products, two MSMEs have received orders from hotels for welcome amenities with

a local touch, and one MSME has even received inquiries from international buyers who are interested in traditional but professionally packaged products. This shows that the combination of authentic product quality and modern packaging can open up market opportunities that were previously inaccessible.

Monitoring and Evaluation

Monitoring and evaluation were conducted through continuous observation, performance assessment, interviews, and documentation throughout the program implementation in Surabaya. During the training and practicum sessions, the service team monitored participants' engagement, technical skill development, and their ability to apply standardized recipes and packaging principles. Formative evaluation tools included taste-testing rubrics, packaging assessment sheets, and skill performance checklists. These instruments assessed key indicators such as flavor authenticity, consistency, texture, visual presentation, packaging attractiveness, storytelling clarity, and functional protection. Immediate feedback was provided to ensure participants could correct errors and improve their competencies progressively.

Summative evaluation was conducted by comparing pre-program and post-program conditions using qualitative and quantitative indicators. The results showed significant improvements in product quality and consistency, with variation levels decreasing substantially and overall quality scores increasing by approximately 35–40%. Packaging evaluation also demonstrated major improvements, with expert assessments indicating increases of 65% in visual attractiveness and 70% in storytelling effectiveness. Food safety compliance improved from 45% to 82%, reflecting increased participant awareness of hygiene, sanitation, and proper production procedures. Consumer perception testing further confirmed program effectiveness, showing increased purchase intention and perceived product value.

Post-program monitoring was conducted for one month through field visits, interviews, and observation of participants' business practices. The findings indicated that most participants consistently implemented standardized recipes and improved packaging in their daily operations. In addition, seven out of ten MSMEs reported sales increases ranging from 35% to 60%, along with improved market access and product positioning. These results confirm that the program successfully strengthened participants' technical capacity, product competitiveness, and business sustainability.

Challenges and Recorded Problems

Several challenges were identified during program implementation, particularly related to participants' initial dependence on intuitive cooking practices rather than standardized methods. Most MSME actors were accustomed to using estimation instead of precise measurements, which contributed to inconsistent product quality. The transition to standardized recipes required intensive mentoring, repeated practice, and gradual behavioral adaptation. In addition, the absence of written documentation of traditional recipes made the standardization process more complex, as participants had to formalize knowledge that had previously been transmitted orally across generations.

Another major challenge was the participants' limited familiarity with professional packaging design and branding concepts. Most participants previously used simple packaging

without visual identity elements or storytelling components. Introducing new concepts such as heritage-based branding, visual communication, and functional packaging required additional explanation and practical guidance. Differences in educational background and learning pace among participants also required adaptive mentoring approaches to ensure that all participants could achieve the expected competency level.

Resource and time constraints also presented practical limitations. Some participants expressed concerns regarding the cost of improved packaging materials and production adjustments. Furthermore, participants had to balance program participation with their daily business responsibilities, which sometimes limited their availability. Despite these challenges, continuous mentoring, practical training, and follow-up support helped participants gradually adopt improved production and packaging practices, demonstrating the importance of sustained assistance in achieving long-term MSME capacity development.

DISCUSSION

The development of legendary culinary MSMEs demands a comprehensive and integrated approach. Each element in the business value chain is interrelated and cannot be separated from each other without reducing the effectiveness of the intervention carried out (Maulani & Rachmawati, 2024; Pambreni et al., 2023). The holistic approach has become particularly relevant as legendary culinary MSMEs operate amid changing consumer behavior, market dynamics, and increasingly complex competition pressures. Focusing on one aspect of development alone is not enough to address these challenges comprehensively (Fajrul & Saptiana, 2025; Kurniawan et al., 2023).

Improving product quality, for example, is indeed the main foundation in the culinary business. However, superior taste quality and raw materials do not always automatically translate into market success if they are not supported by other supporting elements (Fajrul & Saptiana, 2025). In the increasingly crowded market reality, products with excellent quality still have the potential to be overlooked if they are not able to attract the attention of consumers at the first point of contact. Packaging plays a crucial role as a visual medium that bridges products with consumers (Dewi & Setiawan, 2024).

Products with excellent quality but packaged in a less attractive way often lose out to other products that are more visually prominent. This suggests that consumers' initial perception is heavily influenced by the outward appearance before they actually evaluate the quality of the product's content (Ayustia et al., 2023). On the other hand, packaging that is attractively designed but not balanced with adequate product quality will only create momentary interest. Consumers may be encouraged to try, but an unsatisfactory experience will end a long-term relationship with the product (Aysa et al., 2025).

This condition results in an unsustainable consumption pattern, where transactions occur without being followed by loyalty. In the long run, this situation is actually detrimental to MSMEs because it hinders the formation of a permanent customer base (Yashinta, 2025). The synergy between product quality and packaging quality is the key to creating a strong value proposition. When these two aspects go hand in hand, consumers gain a whole experience, both functionally and emotionally (Julyaningsih et al., 2024). This program shows that legendary culinary MSMEs have a great opportunity to strengthen their competitiveness through this integration. Historical advantages and uniqueness of taste can be strengthened through the presentation of products that are more professional and relevant to the tastes of

the current market (Simpony et al., 2025a). One of the important findings is that the preservation of culinary heritage should not be interpreted as a rejection of change. Modernization is not always at odds with tradition, but can be a tool to maintain the sustainability of tradition itself.

Modernization that is applied selectively, such as the standardization of recipes and the implementation of quality control, actually helps to maintain the consistency of the originality of taste (Sari & Hariyanto, 2021). This process ensures that the distinctive flavors that are inherited are maintained even as the scale of production evolves. Recipe standardization is often perceived as a threat to authenticity. But in practice, standardization functions as a protection mechanism against uncontrolled changes in taste (Chyntia et al., 2025).

With clear standards, the authenticity of taste can be reproduced consistently by different generations and production personnel. This is very important for legendary culinary MSMEs who want to ensure business sustainability across time. Maintained taste consistency will build consumer trust. This trust is an important foundation in forming a long-term relationship between consumers and the culinary brand (Suardi et al., 2024).

Quality control also plays a significant role in maintaining product quality as a whole. In addition to the taste aspect, quality control includes cleanliness, food safety, and compliance with standards that are increasingly being paid attention to by modern consumers (Renate et al., 2025). In this context, modernization is not only an effort to increase efficiency, but also a form of responsibility to consumers. MSMEs that are able to show a commitment to quality will find it easier to gain legitimacy in the wider market (Sutoni & Randany, 2021).

The professional presentation aspect through packaging is a strategic element that connects tradition with the demands of the contemporary market. Packaging functions as a medium of communication that conveys the value and identity of the product directly. This program shows that storytelling through packaging has a huge power in building emotional attachment. The stories displayed are able to revive the history, family values, and cultural context behind the culinary products (Maesaroh et al., 2023).

Authentic storytelling makes consumers feel personally connected to the product. They don't just consume food, but also feel an engagement with the stories and traditions that come with it (Firnando, 2025). Through these stories, legendary culinary products gain strong differentiation. This differentiation is not easy to imitate because it is rooted in real experience and the long journey of a business (Anekawati et al., 2021).

In a market filled with similar products, stories become a significant differentiating element. When the functional aspects of the product are relatively homogeneous, symbolic and emotional meanings become the determining factors of consumer choice. This program also reveals that consumers are willing to give a higher appreciation to products that have strong cultural and narrative values (Mu'ah et al., 2024). This opens up opportunities for MSMEs to build a more premium positioning. The premium positioning is not solely based on price, but on the perception of value perceived by consumers. Consumers feel that they are buying more than just a product, but also an experience and identity (Yazid et al., 2025).

This condition has a positive impact on business sustainability. Better margins allow MSMEs to continue to improve quality, invest in innovation, and strengthen production capacity. Emotional connections built through storytelling and consistency of quality also encourage the formation of consumer loyalty. This loyalty is a strategic asset that is difficult

to replace with short-term promotions. Loyal consumers not only make repeat purchases, but also become natural spreaders of the brand's story. Word-of-mouth recommendations and social media expand the range of products without large promotional costs.

CONCLUSION AND SUGESTION

The legendary culinary revitalization program through an integrative approach that combines product quality improvement and packaging design development has proven to be effective in transforming Lontar Village MSMEs, both in terms of business actor capacity and economic performance, while emphasizing that the preservation of culinary heritage does not conflict with modernization, but rather requires it through standardization practices, quality control, and professional presentations to ensure sustainability and future protection of authenticity; However, given the limitations of the duration of the program and the number of participants, further research is recommended to conduct longitudinal studies with a broader scope of subjects to measure the long-term impact on business sustainability, the rate of adoption of new practices, and their impact on market penetration and consumer loyalty; The implications of this study show that MSME development policies at the regional level need to seriously mainstream the revitalization of legendary culinary as a culture-based economic development strategy through structured ecosystem support, including the facilitation of continuous training, the development of culinary innovation centers, heritage product certification systems, and professional packaging support schemes, so that MSMEs are not only able to increase economic competitiveness, but also plays an active role in preserving cultural identity and strengthening the pride of local communities.

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