

Product Innovation in Fruit Salads to Face Culinary Business Competition in Jember Regency : A Case Study of Alvi Salad

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Abstract

This study aims to describe the innovation of the product carried out by Alvi Salad. This research is a type of descriptive research with a qualitative approach. Data collection methods used are interviews, observations, and documents. Data analysis methods are data reduction, data presentation, and ng. The results showed that product innovation at Alvi Salad applied types of product development, including modulation-based product innovation, size-based product innovation, packaging-based product innovation, design-based product innovation, and effort reduction-based product innovation. Product innovation carried out by Alvi Salad includes innovative product characteristics so that it can improve product quality and ensure its products are still liked by consumers so that the market competition.

Keywords: Product, Innovation, Consumer

1. INTRODUCTION

The culinary business in Jember Regency is experiencing rapid development. The development of a large number of culinary makes business actors more competitive. Therefore, business actors must be able to see opportunities by paying attention to the ever-changing tastes and needs of consumers. Changing consumer tastes can trigger boredom or consumer saturation of products, so business actors need to innovate products. Business competition in the field of dessert food products, namely fruit salads which are contemporary desserts in ember, can be seen from the innovations made in its products. In addition, it can be seen from the crowds of consumers who buy and the number of products sold is one of the factors of consumer interest in the products sold. In general, every business also offers the same product, so the product phenomenon in citation dominates the market.

Innovation is also seen as crucial in the study conducted in 2020 in purposively selected enterprises that studied the key dimensions of entrepreneurial management and the domicriticalt behaviors related to the concept of entrepreneurshipbehaviorse owners of the surveyed companies (Igielski, 2022; Rangaswamy et al., 2024). Entrepreneurial innovation is seen as one of the competitive advantages the organs need to consider (Rangaswamy et al.,hiferaw et al., 2023). assume there exist challenges, it is important for the men, and policymakers managers, and policymakers to assist in the mediating effector of the various factors (Nguyen et al., 2021; Rangaswamy et al., 2024; Shiferaw et al., 2023). Singapore and its business community need to foster a culture of entrepreneurial innovation to succeed in the growing competition globally and also regionally (Shiferaw et al., 2023). Enterprises need to study the factors that hamper innovation activities or projects or influence a decision not to do new innovations in the organization (Shiferaw et al., 2023).

Product innovation can be done regarding packaging, product size, and product design. According to Sun & Shu (2020), constantly innovating and processing methods and ideas of many traditional

technological fields and modern industrialization are accelerated to seek innovation and breakthroughs suitable for the times. Customers want products characterized by refreshing taste, freshness, and modern decorating style. For a new product to be successful, it is appropriate to consider customer needs (Balvočiūtė & Keliuotytė, 2023).

These are crucial to succeed in the growing competition globally and also regionally (Rangaswamy et al., 2024). Companies create competitive advantages for companies, so producing innovation becomes crucial (Sutanto et al., 2024; Vijaya et al., 2021). The most critical business component is creating products that can be sold and provide profits. The product must have a selling point to attract and influence consumers to buy. Product attributes are expected to benefit buyers and customers so that consumers are considered essential and used as a basis for purchasing decisions.

One of the culinary businesses in Jember Regency that applies product innovation is the Alvi Salad. Alvi Salad is a business that sells a variety of contemporary food and beverage menus. Capturing the value created by product innovation can be challenging. Counterfeits, often almost indistinguishable from authentic products but sold at lower prices, cannibalize firms focusing on aesthetic innovation, such as producers of clothing, furniture, and toys (Ching et al., 2024; Fink et al., 2016; Qian, 2008).

Alvi Salad is the main product of the most recognized fruit salad. The difference between the Alvi Salad and fruit salad business competitors in Jember is consumer interest in product innovations, as obtained by researchers from interviews seen from the average number of consumers, 200 people every day, and products sold around 500 products every day. Based on the above problems, this study aims to describe the innovation of fruit salad products at Alvi Salad.

2. METHOD

This research is descriptive with a qualitative approach to describe innovations in fruit salad products. The location of the study will be determined using the purposive area method, namely at Alvi Salad, the SMEs in Jember, East Jawa, Indonesia. The types and sources of data used in this study are primary data in the form of interview results and secondary data in the form of documents. The data collection methods used are interviews, observations, and documents. The data analysis methods are data reduction, data presentation, and conclusions.

3. RESULTS AND DISCUSSION

The results of this study discuss the innovation of fruit salad products at Alvi Salad. Alvi salad is one of the businesses that produces contemporary food, namely fruit salad, which is included in the type of dessert or dessert. The advantages of fruit salad products at Alvi Salad are that they use quality raw materials and are still fresh. This excellence is also supported by new ideas that make its products continue to innovate and grow every year and can be gradual until now. Therefore, research on product innovations that can be researched includes modulation-based innovation, size-based innovation, packaging-based innovation, design-based innovation, and effort reduction-based innovation, namely:

Modulation-Based Product Innovation

Process innovation and product innovation have effects on the economic performance of the organization (Rangaswamy et al., 2024). Modulation-based product innovation is an activity that changes product characteristics by reducing or increasing them. The Alvi Salad makes modulation-based innovations by improving the characteristics of its fruit salad products, namely, using quality fruits. Fruits at the Alvi Salad have specific criteria, namely peeled fruit is not quickly brown, the flesh is crisp and thick, the fruit is not too ripe or too raw, not the fruit is the result of specific, and the price of fruit is high to get good fruit quality. Initially, the fruits were used with the type of commonly used fruit, but have developed using premium quality fruit types. One of the avocado salad menus is the hallmark of Alvi Salad products.

Size-Based Product Innovation

Size-based product innovation is launching new products to the market by increasing the size and volume of products offered. The Alvi Salad makes size-based innovations by adding several product sizes so that it is more diverse, which aims to provide product choices based on consumer needs. Initially, the Alvi Salad products were in several sizes: mini bowls, medium bowls, and regular bowls. Still, now they are developing with the smallest packaging, namely cute sizes for ordinary salads that are the most significant size XL, birthday salads ranging from ordinary jumbo sizes to super jumbo, and salad cups filled with 1 to 16. Innovation-based innovation is launching a new product to the market without changing anything except the volume of products offered (Ayuningtias et al., 2020).

Packaging-Based Product Innovation

Packaging-based product innovation is the activity of packaging a product to change consumer thinking about the benefits and functions of the product. The Alvi Salad innovates packaging-based products, including packaging and product packaging, such as changes in writing design, sticker logos, images, and packaging colors. Initially, the packaging used for hampers was made of mica boxes, but it was developed by adding greeting cards and cloth bags with the Alvi Salad brand. Packaging innovations are carried out to adjust the wrong fruit product's menu, contents, and size. Consumer perceptions of craft beer secondary packaging on consumers' willingness to buy via the underlying mechanisms of perceived packaging innovation and sustainability (Norris et al., 2024)

Design-Based Product Innovation

Design-based product innovation is an activity to produce new products by changing or modifying the product's appearance. The Alvi Salad makes design-based innovations by creating various appearances of fruit salad products in the form of flowers that aim to attract consumers to buy products. Initially, the design of the fruit product used a simple flower shape, then added chocolate with writing, but now it has developed with various designs. Innovation refers to the strategies employed at the design stage (Terzioğlu et al., 2024). The product design starts from bloom-shaped flowers, flat-shaped flowers, roses, and other shapes. In addition, flower designs vary from small to medium to large. The Alvi Salad also accepts consumer requests ranging from type to model.

Product Innovation Based on Reduced Effort

Effort-reduction-based product innovation is an activity that changes the efforts and risks made in the purchasing process but does not change the product. Initially, Salad Alvi only used WhatsApp and Instagram applications for promotions and product sales, but now it also uses several supporting applications to increase sales. The Alvi Salad makes innovations based on reducing efforts to introduce its products more widely.

1) Opening a branch outlet

The Alvi Salad opened several branch outlets around Jember, with the central location being a restaurant on Karimata Street No. 50 B (Front of Church) Summersari. Branch outlets created by The Alvi Salad aim to increase sales volume, make it easier for consumers to buy products, and expand product distribution. The Alvi Salad also accepts reseller services and product orders in large quantities. Here is a branch table of Alvi Salad:

Table 1. List of Alvi Salad Business Branches

No.	Business Branch Address
1.	Karimata No. 50 B Summersari, Jember, East Java
2.	Kalimantan No. 70 Summersari, Jember, East Java
3.	Sancefila Residence Block H6 Tegal Besar

2) Provide delivery order services

The Alvi Salad uses delivery order services based on current technological developments. Alvi Salad uses several applications, such as WhatsApp and Instagram, as well as food delivery applications, such as GrabFood, GoFood, and ShopeeFood. This is done by Salad Alvi, which aims to make it easier for consumers to reach and buy their products.

The Alvi Salad does not carry out any product innovations based on developing complementary ingredients. The product innovation was not carried out because, according to the owner of The Alvi Salad that, the composition of the fruit salad product is currently suitable and cannot be replaced or added other ingredients. Its fruit salad products do not want to degrade the quality of its products just because it replaces and adds new ingredients. Fruit salads that are owned only have one flavor and aim to maintain the taste of the original fruit salad.

Based on the description of the research results on product innovation conducted by The Alvi Salad, the results obtained from the product innovation are: (1) Providing consumer attraction to the results of product innovation so that consumers can be interested in buying Alvi Salad products. (2) Avoid consumer boredom with products where The Alvi Salad tries product innovations in size, packaging, and product design. (3) Make it easier for consumers to consume Alvi Salad products according to their wants and needs.

Successful product innovation must meet several characteristics of innovative products, namely relative advantages, suitability, complexity, shareability, and ability to communicate. The purpose of innovative product criteria is to see the extent to which product innovation carried out by a business can achieve success. Innovative products owned by The Alvi Salad can offer their products following today's technological developments to attract consumer interest through product innovations. The results of the study showed that fruit salad products at Alvi Salad show innovative product characteristics, namely:

- a) **Relative Advantage.** The innovation of Alvi Salad products shows relative advantages, namely that they provide characteristics, including having many kinds of fruit and mayonnaise sauces that are thicker and sweeter so that consumers like them.
- b) **Compatibility.** The innovation of Alvi Salad products shows suitability, namely providing fruit salad products tailored to all groups ranging from the lower middle class to the upper middle class. The Alvi Salad menu also provides a wide selection of product sizes and packaging.
- c) **Complexity.** The innovation of The Alvi Salad shows the complexity of its products because every day, the production department always has new designs and models so that consumers do not get bored quickly.
- d) **Divisibility.** Product innovation of The Alvi Salad shows the ability to divide; namely, product innovation can continue to be developed, ranging from mini to jumbo product sizes and varied product models.
- e) **Communicability.** Product innovation from The Alvi Salad can show the ability to communicate, which others recommend, to make new consumers buy and try the product. Alvi salad also has its market and is a well-known brand in Jember.

Companies must know the importance of today's global market growth, technological advancements, changing consumer tastes, and competitor activities. Product innovation plays an essential role in maintaining the existence of a company (Ariadne SS, 2017). The company's efforts in maximizing its product innovation must focus on the goal of product innovation. A unique product with a different point of view from the existing product and continued by changing or updating the appearance of the product (Musfar, 2021). Companies need to innovate continuously because the importance of product innovation is explained for the following reasons: (1) Product innovation can awaken the spirit of creativity, (2) Product innovation can attract more consumers, Product innovation makes companies aware of new things

Based on initial observations made by researchers, it is known that business competition for fruit salad product innovation is obtained from the Instagram source of fruit salad businesses. This competition is shown by Seli Salad's business, which innovates products based on design, namely fruit salads made into birthday puddings and other greetings. Packaging-based product innovation is also carried out by the Yamun Yamin Salad business, which provides a variety of hampers packaging ranging from cups, jars, and boxes in one package. Size-based product innovations carried out by the Premium Salad business start from S-XL size packaging and product innovations based on developing complementary ingredients, namely adding menus such as extra cheese and sauces.

4. CONCLUSION

Product innovation that The Alvi Salad has carried out applies five product innovations and includes five innovative product characteristics. Similar business competition makes the Alvi & Resto Jember Salad business continue to innovate its products from year to year so that its products remain the choice of consumers and can continue to increase product sales turnover. The author advises Alvi Salad to continue innovating products by adding complementary ingredients, namely additional menus such as extra cheese and extra mayonnaise, so consumers have many choices.

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