

&Community Services &Social Work Bulletin

Community Services and
Social Work Bulletin

Volume 3

Nomor 1

Page 1-74

Tahun 2023

e-ISSN 2828-027X



Community Services & Social Work Bulletin

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THE EXISTENCE OF SURABI BANDUNG WITH A NEW TASTE

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Received: 12 April 2023; Accepted: 2 June 2023; Published: 10 June 2023
doi: 10.31000/cswb.v3i1.10373

Abstract: Serabi is a traditional snack originating from Indonesia. There are two types of Serabi, namely Serabi Solo and Surabi Bandung. Both types of Pancakes have different flavors and ingredients. Pancakes or soerabi are similar to pancakes. These typical Indonesian pancakes are usually associated with the city of Bandung or Solo. The main difference may lie in the main ingredients and various toppings. The author introduces Surabi in Tangerang which has various types of toppings. There is a Surabi Bandung restaurant which is no longer served with gravy, but served with various kinds of western-flavored toppings. Several restaurants in Tangerang serve Surabi with western topping variants. Therefore, we found 3 different restaurants in Tangerang, including Waroeng Bangpeh, Surabi Teras, and Rumah Surabi 74 Larangan. They serve delicious Surabi Bandung and various western toppings. This study aims to determine the background of the mixing of local and western cultures which can be seen from the food. Then, the writer wants to provide information related to Surabi's multiculturalism. In addition, readers get to know the cultural background of the seller or surabi maker. Researchers uses qualitative research methods. This research used an observation approach and interviews with informants. Researchers collected data by interviewing surabi sellers in three different shops in the Tangerang area, then we recorded data findings from informants. This research was conducted at the Surabi restaurant. The data collection process starts from giving questions to informants. Then data is collected by listening and recording all information related to the research problem.

Keyword: Serabi Solo, Surabi Bandung, Tangerang, Pancake, Surabi

INTRODUCTION

Serabi is a traditional snack originating from Indonesia which is thought to have been known since the days of the Mataram Kingdom. Furthermore, there are two types of pancakes, namely Serabi Solo and Surabi Bandung. Serabi Solo is a typical snack from the city of Solo, Central Java. Serabi Solo is made from rice flour mixed with coconut milk and grilled over charcoal and a frying pan. In addition, Serabi solo has its own characteristics, namely soft texture, sweet, wide shape, fine porous, and crispy edges. Serabi solo is not given gravy when served. However, Serabi Solo is served with various choices of chocolate toppings, mases and others. Then, Surabi Bandung is a typical food of Bandung, West Java. Surabi Bandung is called by the name "Surabi", which comes from Sundanese, "sura" which means "big". Bandung Surabi is cooked with a clay stove and firewood. Surabi Bandung has a sweet taste because it is added to syrup or liquid brown sugar. Serabi or soerabi are similar as



pancakes. This Indonesian pancake usually associated with the cities of Bandung or solo. Pancakes like this called different though every country may use their own name, it's all the same thing. You can find Crepe in France, Filloas in Spain, Kasik in Turkey, Crespelle in Italy, and many more. The major differences might be the main Ingredients and various toppings. English pancakes. British pancakes are closer to French crepes, but they tend to be a bit smaller and slightly thicker. In modern times, pancakes have changed in taste. Therefore, in Tangerang there are several pancake shops that have various types of toppings. There is one surabi Bandung restaurant which is no longer served with gravy but is served with a variant of western topping flavors. Several restaurants in Tangerang serve Surabi with western topping variants. Therefore, we found 3 different restaurants in Tangerang, among others Waroeng Bangpeh, Surabi Teras, and Rumah Surabi 74 Larangan. They serve delicious Surabi Bandung and various kinds of western toppings. There is a blend of Bandung and western culinary flavors.

Literature Review

Acculturation is one of interaction forms of social in a group or individual becomes part of a new culture. These changes involved culture, psychological, religion and others. In acculturation, the combination between two different cultures or more will develop a new culture. According to John W. Berry (2005), acculturation is a process of change between psychological and culture that result from the contact of two or more cultures.

There are two understandings of acculturation concept. First, the concept that is trying to understand various event that is produced by a group or individual who has different culture where this group becomes part of a new culture and caused some changes in their original cultural patterns. Secondly, the acculturation concept on individual levels that involved the changes in person's behavior (Berry, 2005:699). On individual levels, someone must consider the psychological changes in an individual and the effect of his adaptation to new situations.

Berry describes acculturation strategy becomes 4 categories namely assimilation strategy, separation strategy, integration strategy, and marginalization strategy. Assimilation strategy refers to the process whereby individuals or groups with different ethnic are interested in other culture of that society. Separation strategy when an individual preserving their cultural identity and reject other cultural groups. Integration strategy is someone who preserves in both of their own cultures and new cultures. Meanwhile, marginalization strategy is happened when individual not showing interest in building up both of the new and their own cultures.

Acculturation can be happened on food as on our research towards surabi menus that is blend of Bandung and western culinary flavors. This research is conducted to find the element of acculturation that is happen to surabi Bandung menus which can allow the development of new culture without destroy characteristics of culture identity itself.

Research Questions

1. How can multiculturalism be seen from pancakes?

2. Does the cultural background of the seller or surabi maker determine the surabi topping?

METHODS

The researcher uses qualitative research methods. The data will be collected through words in a sentence or picture instead of statistical analysis. The researcher's steps in this approach are observation and interviews with informants. This study carried out participatory observation which collected data through an observation, accompanied by recordings of the state or behavior of the target object. The author conducted interviews with informants to obtain information. Researcher conducted structured and informal interviews. The researcher chooses food called surabi as the source of data. The data of this research are surabi Bandung that has variant flavors. The researcher collected the data by interviewing surabi seller in three different shops in Tangerang area then we take notes the findings of the data from the informant. This research was conducted in surabi shop. The process of collecting data is ranging from giving questions to the informant. Then, the data were collected by listening and taking notes all information that related to the research problem.

The interviewer visited a pancake restaurant and asked for time to interview the restaurant owner. The interviewer give questions to the informant 1, the owner of Rumah Surabi 74 by calling the restaurant owner using Whatsapp. Then, the interviewer give questions to the informant 2, the owner of Waroeng Bangpe was carried out face to face using a cellphone recording device. Furthermore, the interviewer visited the restaurant and asked the 3rd informant from Surabi Teras.

Address to Rumah Surabi 74: Jl. Ciledug Raya No.7, RT.002/RW.001, Larangan Utara, Kec. Larangan, Kota Tangerang, Banten 15154

Address to Waroeng Bangpeh: Jl. Taman Asri Lama, RT.005/RW.001, Cipadu Jaya, Kec. Larangan, Kota Tangerang, Banten 15155

Address to Surabi Teras: Jl. Wr. Supratman No.6-76, Cemp. Putih, Kec. Ciputat Tim., Kota Tangerang Selatan, Banten 15412

Interview Candidates

1. Ms. Shusi (Owner of Rumah Surabi 74) with Rizky Asyahri Setiabudiarto
2. Mr. Rian (Owner of Waroeng Bangpeh) with Nurmala
3. Ms. Devi (Waiter from Surabi Teras) with Almira Amalia

Interview Question

1. Why do surabi vary with different types of toppings?
2. Which surabi toppings do consumers prefer?
3. Can pancake traders from other cities affect the taste and texture of surabi?
4. Which people often visit here?
5. Does the surabi cooking process use traditional or modern tools?

RESULTS AND DISCUSSION

After interviewing several Surabi restaurant owners with 5 questions about mixing local and western cultures, we have received some information from restaurant owners. We conducted face-to-face interviews with Surabi restaurant owners. The table contains who are the restaurant owners and what their answers are.

Q1. Why do surabi vary with different types of toppings?

- | | |
|-----------|---|
| Ms. Shusi | We keep up with the times |
| Mr. Rian | We follow the market or trend |
| Ms. Devi | As time goes by, people nowadays are more interested in plenty of new variant foods rather than just one kind. Furthermore, we want to promote traditional food to this modern era. |

Q2. Which surabi toppings do consumers prefer?

- | | |
|-----------|---|
| Ms. Shusi | Many consumers prefer Durian and cheese |
| Me. Rian | Many consumers like Durian and Brown sugar toppings |
| Ms. Devi | Durian and Nutella are favorite menus in this restaurant. |

Q3. Can pancake traders from other cities affect the taste and texture of surabi?

- | | |
|-----------|--|
| Ms. Shusi | Our chefs come from various regions in West Java. We have a Surabi Bandung recipe that the chef can learn. |
| Mr. Rian | Our chefs come from various Garut in West Java. We are from the Surabi franchise restaurant, which has been established for three years and has recipes from the Surabi Bandung franchise restaurant. |
| Ms. Devi | Our chefs come from various regions in West Java however the surabi will taste the same like the original one because the training from restaurant management makes all chefs are able to apply the recipe of Bandung surabi that we have. |

Q4. Which people often visit here?

Ms. Shusi	Young people and old people
Mr. Rian	Our customers range from children, youth, adults and the elderly
Ms. Devi	The customer is young to old people.

Q5. Does the surabi cooking process use traditional or modern tools?

Ms. Shusi	Surabi is cooked using a stove because it cooks faster.
Mr. Rian	Serabi is cooked using a stove because it tastes fresher and faster.
Ms. Devi	The process of cooking surabi is not as traditional as before. Surabi is cook with pan made from clay but we use gas stove than charcoal as fuel.

1. Multicultural Can Be Seen from Surabi

Researchers carried out research about the development of Indonesian culinary namely surabi food that is originated from Bandung which can be seen that the taste and appearance of this surabi has been changed to the combination of Nusantara and Western style. In this modern era, surabi has some kinds of topping like chocolate, cheese, durian, ice cream to the savory ones such as corned beef with mayonnaise. We have found 3 surabi shops in Tangerang area as a medium to find our research problems. From the data that we have collected, the reason why surabi is modified with many topping flavors is because they want to stay updated. Ms. Shusi as an owner of Rumah Surabi 74 said that they modify the surabi menus to keep up with the times. Same thing with other 2 surabi shops in Tangerang namely Waroeng Bangpeh and Surabi Teras, they have to follow the market or trend in order to be able to compete with other shops. As time goes by, people nowadays are more interested in plenty of new variant foods rather than just one kind therefore they adjusted the menus with modern tastes. Additionally, Surabi Teras shop wants to promote traditional food to this modern era. Even though the process of cooking surabi is not as traditional as before, these 3 shops still use a pan made from clay in order not to lose the characteristics of surabi itself. However, they use gas stove rather than charcoal as a fuel. In a specific way, the reason why they cooked surabi using a stove because it cooks faster and fresher as the owner of Rumah Surabi 74 and Waroeng Bangpeh said. Acculturation of traditional food

surabi Bandung which not only have 1 topping of brown sugar flavor but they have many topping flavors that makes the taste blends with western style is a process of cultural identity. The acculturation happened when the combination between two different cultures or more will develop a new culture. (John W Berry, 2005)

2. Surabi Chef Cultural Background

From the data that we have collected from 3 surabi shop, most of them using workers from various regions in West Java. Mr. Rian owner of the Bangpeh restaurant using worker from Garut, and his shop is basically a franchise restaurant, so the recipes is already patented from the main branch. For the Rumah Surabi 73 dan Surabi Teras, the management have to obligate the worker to learn the recipe, and we don't know specific about the region of they come from. But most of them have 2 similarities, three of them using workers from West Java and they have a recipe that the workers can learn to make the taste same to the authentic surabi Bandung. So, we think that surabi shop mostly use their workers from west java to ensure that the recipe is easier to learn by the workers from the origin of surabi take places, and from the answers that we have, even the shop said that all of the surabi Bandung have a different taste, we think that each shop have an authentic taste that make it different from the other.

3. Consumer Surabi

Researchers provide information and data related to Surabi consumers in Tangerang. Ms. Shusi is the owner of the Surabi restaurant in Tangerang. She owns a Surabi restaurant called Rumah Surabi 74. She says "Both young and old like Surabi". She also said "many consumers prefer Surabi topped with durian and cheese." In addition, the owner of the Surabi Waroeng Bangpeh restaurant, Mr. Rian, said "our customers range from children, teenagers, adults and the elderly." Furthermore, Mr. Rian said "Many consumers like toppings of durian and brown sugar syrup." In addition, Ms. Devi who is a waitress at the Surabi Teras restaurant said "The customers range from young and old." Then, Ms. Devi said, "Durian and Nutela are the favorite menus at the restaurant." Researchers have obtained information related to consumers from three restaurants in Tangerang. The results of this study are that everyone likes to consume surabi. Then, durian topping is a favorite of surabi consumers in Tangerang. Apart from that, consumers also like nutella and cheese as toppings for surabi. However, many of them also like the original topping from surabi, namely brown sugar topping. This happens because of the interaction of changing toppings which are produced through interactions between two or more people with different cultures. According to John W. Berry (2005), acculturation is a process of change between psychology and culture that results from the contact of two or more cultures. Acculturation occurs in the demand for toppings according to consumer tastes because the choices of toppings are many and attractive according to these changes.

CONCLUSIONS

Multiculturalism develops along with changes in a society. It is because one culture is contacted with other cultures. The evolution of culinary is also part of the journey of multiculturalism. In this research, a traditional snack from Bandung named surabi not only topped with brown sugar syrup like it used to but they also offer many variant flavors. From three surabi shops that we have examined, we found the acculturation where the blend of traditional and western taste can create a new taste without losing the identity of surabi itself. The process of acculturation cannot be separated from involvement between the past and the future. One of factors that affect the change in surabi taste is the interest of people who prefer many kinds of food rather than just one kind therefore this surabi must follow the market to keep up to date. The flavors like cheese, nutella, banana or ice cream is usually used for pancake toppings. But those flavors are now used for surabi toppings. All generation ranging from young to old people are like this surabi dish with a different and unique taste. The basic ingredients for making surabi are rice flour, coconut milk, and salt. Even though surabi is from Bandung, not all of the surabi makers from these 3 shops come from Bandung. They come from various regions in West Java. In spite of that, it will not change the taste and texture of surabi dough because each restaurant already has a recipe that chefs can learn. This research provides an overview on how Indonesia and Western culinary that can be blend through surabi Bandung. By creating a new menu for local food, it can support Indonesian culinary. It can also encourage us to show cultural diversity to the wider society.

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