

Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia

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Abstract

Purpose: The purpose of this community service activity is to connect Indonesian local culture, primarily through Ayam Geprek dishes, with international tourists visiting Rainbow Village Perlis, Malaysia.

Method: This community service was conducted in Rainbow Village, Perlis, Malaysia. Its activities include a series of carefully planned stages. Preparation begins with an internal coordination meeting to draw up a detailed plan and divide tasks. Next, the team had a meeting with the local community and presented the concept of the project. Ayam Geprek's cooking demonstration was conducted on the hall premises.

Practical Applications: The results of the Ayam Geprek cooking demonstration activity showed a very positive response from international tourists in Malaysia. They rated this dish as spicy but delicious and impressive. This indicates the great potential of Ayam Geprek as a culinary attraction for tourists. The active involvement of the community in this activity also plays an essential role in facilitating the introduction of Javanese cultural elements through Ayam Geprek dishes.

Conclusion: Ayam Geprek's cooking demonstration activities have successfully achieved its goals. The positive response from international tourists shows the great potential of Ayam Geprek as a culinary attraction. This project will strengthen the relationship between Indonesia and Malaysia, particularly in the cultural and culinary context, and enrich the experience of international tourists in Malaysia.



539) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afiyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.

Introduction

Culinary has always been among the most exciting aspects of exploring a country's culture. Its taste, fragrance, and presentation are windows that open doors to a deeper understanding of a community's daily life, history, and cultural heritage (Wijaya et al., 2016) (Malakar et al., 2023). In this era of globalization, food is no longer just a basic need but an essential medium for promoting cultural identity and strengthening relations between nations (Firani, 2017). One cuisine that illustrates the richness of Indonesian culture is Ayam Geprek, a spicy dish that is appetizing. Ayam Geprek Jawa, with all its alluring flavors, is a culinary art that has become a great attraction at home and abroad.

We present this community service with a focus on Javanese Ayam Geprek. This study aims to connect Javanese culture with international tourists visiting Rainbow Village Perlis, Malaysia. Ayam Geprek is a dish that is not only fun but also brings stories about the richness of Indonesian culture, especially from the Java region, to the international stage in Malaysia. In this community service, we will explore how Javanese Ayam Geprek can be an essential medium in introducing Javanese specialties, cultural values, and culinary heritage of the archipelago to Malaysian and international tourists. In addition, Malaysia is an ideal place to carry out this devotion because the country has a diverse and multicultural population and is a popular destination for international tourists. Malaysia also has a strong cultural influence from Indonesia, especially from Javanese culture, due to the long history of relations between these two countries (Ghazali et al., 2021). Thus, Malaysia is the right place to celebrate and appreciate Ayam Geprek as a medium of introduction to Indonesian culture, especially Javanese, to international tourists (Indra & Arkananta, 2022).

We all know that food is a universal language that can connect people from different backgrounds. With increased global mobility, culinary experiences are becoming increasingly important in the tourist journey (Chang et al., 2021) (Yanthi, 2018). Therefore, this community service will help build a deeper understanding of how culinary can be used as a tool to bridge cultural gaps, create valuable experiences for tourists, and support economic growth through the culinary industry. As part of this effort, we will collaborate with various parties, including cultural communities and residents, to develop effective strategies for promoting Javanese Ayam Geprek and the cultural values attached to it. In addition, we will conduct various cooking demonstration activities aimed at raising international tourists' awareness of Javanese cuisine as well as creating an unforgettable experience for them (Yuniarti et al., 2023).

Through this community service activity, we aim to produce guidelines and recommendations that stakeholders can use to promote Indonesian cuisine more effectively, especially Ayam Geprek, to international tourists in Malaysia. In doing so, we will build a solid cultural bridge between Indonesia and Malaysia and create a culinary experience that enriches knowledge and cultural appreciation between these two countries.

The purpose of this dedication is to build a better understanding of Ayam Geprek culture and connect international tourists with the culture in Malaysia. In addition, this study also aims to produce guidelines or recommendations for culinary and tourism industry players in promoting and developing Ayam Geprek in Malaysia.

Method

This community service will be held in Rainbow Village, Perlis, Malaysia. Rainbow Village, or "Kampung Warna-Warni," is in Perlis, Malaysia. This place is famous for its buildings decorated with striking bright colors. Rainbow Village got its name because of its houses decorated with various bright colors. Every building, from residential houses to small shops, is painted in vivid colors like red, yellow, blue, and green. This aesthetic creates a fantastic view and captivates visitors. The village is also known for its street art and mural paintings that adorn the walls of houses and buildings. These paintings depict natural landscapes, cute creatures, and traditional Malaysian motifs. They add a unique art feel and give a positive impression to this place.

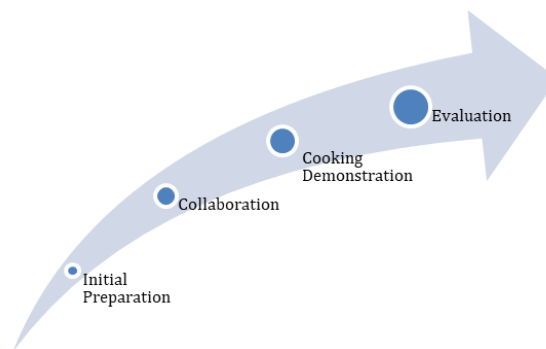
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Figure 1. Place of Community Service Rainbow Village, Perlis, Malaysia



The implementation of community service activities includes a series of carefully planned stages. Here are the details of how this activity will be run:

Figure 2. Activity Graph



The initial preparations will be made before we start the activity. The research team will conduct an internal coordination meeting to draw up a detailed plan, divide the tasks, and confirm all the necessary preparations. The team will contact and collaborate with the people of Rainbow Village who will participate in this project. An initial meeting will be held to present the project concept and get their approval. The team will hold a meeting with the Rainbow Village team.

Figure 3. Collaboration Institut Teknologi dan Bisnis Asia Malang Indonesia with Rainbow Village Perlis Malaysia



The purpose of this meeting was to introduce project ideas and discuss the best way to integrate cultural elements in the archipelago's culinary Ayam Geprek. Based on the

541) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.

discussion results, the team will demonstrate cooking in the space provided. The team prepared cooking techniques, typical chicken geprek spices such as garlic, onion, chili, salt, and sugar, and how to prepare the dish. In the cooking demonstration event, the team will cook Ayam Geprek directly, explain ingredients and cooking techniques, and share stories about this culinary background. After the demonstration, the team will conduct an internal evaluation session to evaluate the activity's success. In addition, feedback from the cultural community and tourists will also be gathered to refine and develop this initiative in the future.

Result

The results of this community service cover various aspects that contribute positively to the promotion of Javanese Ayam Geprek cuisine and the introduction of Javanese culture in Malaysia. First, through cooking demonstrations and promotions conducted during community service, the popularity of Ayam Geprek is expected to inspire Malaysians. The impact will give a positive boost to the culinary business and the local economy. Secondly, this dedication is also expected to increase the cultural awareness of international tourists in Malaysia. They will have a deeper understanding of the cultural values contained in Ayam Geprek dishes. In addition, the cultural community in Malaysia is expected to become more involved in promoting and introducing cultural elements to international tourists, which will enrich the tourist experience.

Figure 4. Ayam Geprek's Cooking Demonstration



Cooperation between restaurant owners, cultural communities, and local governments is also strengthened through this project, bringing long-term benefits in promoting Indonesian cuisine and introducing culinary culture internationally. In addition to the direct impact, the project also has the potential to open up opportunities for the development of cultural tourism in Malaysia, supporting the growth of the local tourism industry. Finally, by introducing and promoting Ayam Geprek in Malaysia, the project can strengthen the relationship between Indonesia and Malaysia, particularly in the cultural and culinary context. These results are the first step in building a deeper understanding of how cuisine can act as an essential medium in introducing and connecting different cultures at the international level. It is hoped that the project will provide long-term benefits for both countries and enrich the experience of international tourists in Malaysia.

Figure 5. Community Service Participants from Malaysia by Pounding Spices Ayam Geprek

542) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afiyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.



Discussion

A country's culinary traditions, which capture centuries of history, migration, trade, and agricultural practices, are an essential component of its cultural identity. Every component, method of preparation, and mealtime customs bear traces of a community's collective memories (Toti et al., 2020). These culinary traditions are more than just recipes; they are living artifacts passed down through the ages that represent the values, beliefs, and social mores of a community (Everett, 2019). With its complex preparation and spicy appeal, Ayam Geprek perfectly captures the spirit of Indonesian culture. Its origins are deeply ingrained in Javanese culture, reflecting the adaptability and inventiveness of a people whose tastes have been shaped over centuries by various cultures.

Ayam Geprek and other delectable dishes are cultural ambassadors in today's globalized world, where borders are blurred and cultures blend. Traveling across continents, they entice inquisitive diners to explore the tales encapsulated in every spice blend and culinary technique. People go on a journey that tantalizes their taste senses and promotes understanding across cultures as they savor these various flavors. With its spicy undertones and fragrant spices, Ayam Geprek reflects the friendliness and warmth of Indonesian culture, bridging cultural gaps and fostering relationships between people from all over the world. The rich tapestry of Indonesia's cultural legacy is revealed through this culinary masterpiece, which invites everyone to indulge in a sensory experience that transcends the plate and enhances the world's mosaic of customs and flavors (Yudawisastra et al., 2022) (Hardiyanto et al., 2022).

The results of the Ayam Geprek cooking demonstration activity showed a very positive response from international tourists in Malaysia. Most of them rate this dish as spicy but delicious and impressive. This indicates that Javanese Ayam Geprek has excellent potential to become a significant culinary attraction for tourists in Malaysia. In addition, they also welcomed the initiative to include cultural elements in their culinary experience, proving that the project successfully connects the richness of Javanese culture with culinary delights (Ismail et al., 2020).

The active involvement of the community in cooking Ayam Geprek is also noteworthy. They not only serve as an essential link in introducing cultural elements but also play a crucial role in facilitating dialogue between Indonesian culture and local Malaysian culture. This reinforces the idea that culinary is not only about taste but also about understanding and appreciating the cultural context behind the dish. In addition to improving the tourist experience, the presence of Ayam Geprek can have a positive impact on the culinary business. In addition, the project contributes positively to the development of cultural tourism in Malaysia more broadly (Irawan & Febriyanti, 2020). With the increasing interest in Indonesian cuisine, especially Ayam Geprek, this project opens the potential for the growth of the local tourism industry. This can trigger further development of Malaysia's culinary and cultural heritage as well as enhance the attractiveness of cultural tourism destinations in the country.

543) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.

Figure 5. The Enthusiasm of Community Service Participants



Although the project achieved its objectives, several obstacles and challenges were identified during implementation. However, the research team overcame it through a well-planned strategy and strong cooperation with relevant parties. This shows that the project is meticulously executed and responsive to situational changes. Overall, this community service activity has successfully connected Indonesian local culture with international tourists through culinary mediums (Irawan & Febriyanti, 2020). Further recommendations include expanding the project to other parts of Malaysia and increasing online promotion to reach a wider audience. The implications of this project are significant in promoting culture through culinary, making a meaningful contribution to strengthening relations between Indonesia and Malaysia and enriching the experience of international tourists in Malaysia.

Conclusion

Ayam Geprek's cooking demonstration shows that the dish has captivated international tourists in Malaysia. This positive response indicates that Ayam Geprek has excellent potential as a significant culinary attraction for visitors. Cultural communities in Malaysia play a crucial role in facilitating the introduction of Javanese cultural elements through Ayam Geprek dishes. They act as an essential bridge in introducing and understanding the cultural values contained in this cuisine. This project unlocks excellent potential for the growth of cultural tourism in Malaysia. The growing interest in Indonesian cuisine, especially Ayam Geprek, paves the way for the further development of Malaysia's culinary and cultural heritage. Thus, this community service activity has contributed meaningfully to introducing and connecting local culture with international tourists through culinary mediums. The project provides a solid foundation for developing similar initiatives in the future, as well as affirming the importance of culinary to promote and respect cultural richness. This project has important implications in the context of cultural promotion through culinary. This not only enriches the tourist experience but also strengthens the relationship between Indonesia and Malaysia.

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544) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.

enthusiastic participation of the local community; with your support, this project was realized. Your enthusiasm for engaging and sharing in this cultural exchange is genuinely inspiring. Thank you to all parties for your invaluable contribution to this project. Together, we have taken significant steps towards cultural unification and enriching the experience of international tourists in Malaysia.

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545) Increase Community Income by Growing Entrepreneurial Spirit Through Indonesian Archipelago Culinary "Ayam Geprek" at Rainbow Village Perlis, Malaysia, Dura, J., Aqromi, N. L., Afyah, S. N., Irma Sari, W. O., Mulyaningtyas, Dewi, M. P., Hanif, R., Kurniawan, H. H., Setyorini, Kala'lembang, A., Rohmatunnisa, L. D., Subekti, P.

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