

# Porter's Five Forces Analysis: Potential of Extreme Night Culinary Tourism

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**Abstract:** The potential for extreme night culinary tourism is part of a different gastronomic experience in urban areas, especially in Jakarta as the Indonesian Capital. Night culinary in Jakarta has become a routine for local and foreign tourists to enjoy organoleptic satisfaction which includes taste, color, texture, and aroma with unusual food dishes such as snake meat and processed snakes served accompanied by an evening culinary attraction that is in demand by tourists. This study aims to identify the potential strengths of extreme night culinary tourism in Jakarta. Data obtained by combining the triangulation of qualitative and quantitative methods to 25 tourists. The analytical method uses SPSS to determine the correlation and regression of the potential strengths of extreme night culinary tours in Jakarta. The study found that is a strong positive relationship between the perception of tourists with the potential for extreme night tourism in Jakarta with evidence of an interest in re-visiting extreme culinary tourism in Jakarta by promoting, inviting families and close relatives. Discovering different taste experiences with direct visualization that is complemented by extreme food processing attractions and the shortcomings of extreme night culinary tourism in Jakarta is the legality of the practice of using unusual and unnatural food ingredients and even lack of permission and protection for animals used in extreme night culinary in Jakarta and not guaranteed food safety and halal labels for certain tourists.

## 1 INTRODUCTION

The Study on the Potential of Extreme Night Culinary Tourism in metropolitan areas, namely Jakarta, is a destination that breaks the potential of the tourist market for foreign and foreign tourists who offer special satisfaction to enjoy the night of the metropolitan area, street food is a culinary offered from the mainstream. Ant mainstream, even extreme culinary that serves a variety of unusual snacks that are consumed daily, in the course of this eating experience the dish consists of snake meat, snake blood, monitor lizards, and monkeys offered by processing snacks that will be enjoyed by visitors who need menus For extreme night culinary sellers in Jakarta who are visited in the "Mangga Besar" area in Central Jakarta. As a variety of instruments to analyse the competitive environment of night tourism, the mini can invite information about culinary promotions offered, access to information obtained bravely, the extreme night culinary community that brings together food lovers.

This study chooses the Five Force Analysis Porter for the best analysis to determine the potential of an activity or manager of the night sector offered in the metropolitan area, from this analysis produces an external quality of the potential of extreme night culinary tourism in Jakarta by focusing on the quality of the potential offered by observation.

## 2 BACKGROUND

Tourism organization can support tourism activity because tourism has made a significant contribution to the economy of many communities around the world due to its ability to generate income and employment (Sirakaya, 2011). In this case tourism is very promising considering that Indonesia, especially Jakarta, as the capital city has a strategic location and increasing visitors both foreign and domestic tourists. The enchantment of Jakarta has become a reference material and destination for tourists to choose from in terms of the culinary night that is offered with a

variety of prices, facilities obtained, different experiences, social media presence, quality documentation, and getting to know the habits of the urban community that makes the extreme culinary night tourism model unforgettable appeal. For this reason, the strength of the tourism community must be able to socialize the idea of the experience of enjoying night-time attractions with unusual and controversial tourism offerings, but tourism holds a control for the benefits that are obtained in a balanced manner in terms of enjoying culinary.

The competitor in terms of running an extreme night culinary event in Jakarta is seeing packages or details of the event and facilities offered to visitors or tourists with the strength of the background of the event and attractions regarding gastronomy or dining experience, satisfaction that will be obtained, interest in learning and mingling with the community urban in Jakarta who enjoy culinary tourism and at the same time relieve fatigue from work activities, the entertainment and motivation of the target will be easily carried out by the owner of this idea.

These community competitors will look for loopholes to add the essence of other interests to tourists who enjoy or to visitors with a very effective promotional strategy and bombard sales from all social media to declare a trade war in the field of tourism services with an interesting culinary or gastronomy in accordance with the era with health claims tactics, alternative medicines, rare things, and offer a deep cultural exploration and price competition and the experience offered is a separate reason for competitors to take the opportunity. This is in line with community tourism with a sustainable

nature must aim at improving the living standards of residents while optimizing local economic benefits, minimizing the adverse effects of tourism, protecting the natural and built environment and providing a quality experience to visitors.

### 3 METHODS AND MATERIALS

Research design outlines the methods used for data collection, measurement and analysis to obtain answers to research questions. The researcher collected data from selected various respondents sampled in the study using descriptive survey design and this study aims to identify the potential strengths of extreme night culinary tourism in Jakarta. Data obtained by combining the triangulation of qualitative and quantitative methods to 25 tourists.

A triangulation of both quantitative and qualitative approach was used because the expected information from the field will involve factual elements that were presented using descriptive and inferential statistics. Triangulation comes up with gastronomy perspective data rich information that enriches study (Podsakoff, 2008).

Analysis of data started with editing so as to identify errors made by respondents such as spelling mistakes and any wrongly answered or unanswered questions. After this, the data was show by qualitative data generated from open-ended questionnaires was organized into various themes and patterns, evaluated and analysed. The results were then be compared with the literature review to

Table 1: Indicators of Porter’s Five Forces Analysis

<b>Bargaining Power of Suppliers</b>	<b>Threat of New Entrants</b>	<b>Rivalry Among Existing Competitors</b>	<b>Bargaining Power of Buyers</b>	<b>Threat of Substitute Products (Service):</b>
<b>Number of promotion</b>	The tourism business starts with a ready-made concept and starts to be executed.	Number of competitors threatening the continuity of activities (strength of the concept offered).	Tourists are loyal customers.	The same services offered to tourists as an alternative activity.
<b>Package options are offered for tourists have a choice in activity satisfaction</b>	Already have travel ideas and dining experiences from extreme night culinary.	Personal Branding from the community (testimonials from event participants / tourists).	Minimum participants to take part in extreme night culinary	The uniqueness of the event offered
	Business license from the tourism community (tour guides) or government institutions.			Grants / sponsorship

establish the application of Porter's Five forces analysis. Qualitative analysis is the rational, explorative and intuitive approach to research. Qualitative analysis was used in this case since the study entails research questions and objectives that focus on uncovering people's experiences, opinions and attitudes towards the five forces model. Repeated choices, comments, and preferences were analysed and grouped into themes that form the basis for making conclusions.

There was a strong positive correlation between the Five Forces Analysis as shown by the R value of 0.5. The F value of 0.019 and a small significance value of 0.419 that is  $P = 0.419 > \alpha = 0.05$ , indicates that there is a regression relationship between the dependent variable and the predictor variables. The standardized coefficients of 0.70 show there is effect of the Five Forces Analysis in the performance potential of extreme night culinary in Jakarta.

## 4 RESULTS

The concentration of suppliers and the availability of substitute suppliers are important factors in determining supplier power. The tourists as businesses or just usual tourist are in a better position when there are a multitude of suppliers. Sources of supplier power also include the switching share cost from tourist and location of the destination in extreme night culinary as a potential area in Jakarta.

The threat of new entrants in the extreme night culinary in Jakarta can be considered as medium to high. Moreover, new entrants need licenses, insurances, distribution channels and other qualifications that are not easy to obtain when you are new tourism community in urban area, which is in Jakarta have a qualification of area like slum area, marginal area and urban area actually in central and south Jakarta, there are a lot of culinary destination with great target market and business oriented. A new entrant is likely to not have this kind of expertise, therefore creating a competitive disadvantage right from the start the activity but the starting is to make sure meeting point, schedule and rundown. New entrants in an industry bring new capacity and the desire to gain market share.

This is the Porter's Five Forces examines how intense the current competition is in the tourism community. Rivalry is high when there are a lot of competitors in tourism sector to make a balance.

Buyers or enthusiasts of tourism who are offered unnatural attractions and culinary facilities will feel the packages and activities can help give this new

experience a line. The bargaining power of consumers is also higher when what is purchased is a standard or undifferentiated product. When conditions are like this, consumers can often negotiate selling prices, warranty coverage and accessory packages to a higher level.

In many industries, companies compete closely with substitute product manufacturers in different industries. The existence of a substitute product creates the highest price limit that can be charged before the consumer switches to a substitute product. Competitive pressure from substitute products increases with decreasing relative prices of substitute products and as consumer costs of switching to other products decrease, the best way to measure the competitive strength of substitute products is to monitor the market share gained by these products, also by monitoring the company's plan to increase capacity and market penetration.

## 5 CONCLUSIONS

The researcher made the following recommendations: In line with the first research question, the study concludes that there is a strong positive relationship potential from Porter Five Forces Analysis. The F value of 0.019 and a small significance value of 0.419 that is  $P = 0.419 > \alpha = 0.05$ , indicates that there is a regression relationship between the dependent variable and the predictor variables. The standardized coefficients of 0.70 show there is effect of the Five Forces Analysis in the performance potential of extreme night culinary in Jakarta.

Based on the findings of the study, the study suggests that detailed research could be done to ascertain the effect of each component of the Five Forces individually and not all of them in a package as were the case in this study. A study could also be conducted on individual players within each force such as different taste experiences with direct visualization that is complemented by extreme food processing attractions and the shortcomings of extreme night culinary tourism in Jakarta is the legality of the practice of using unusual and unnatural food ingredients and even lack of permission and protection for animals used in extreme night culinary in Jakarta and not guaranteed food safety and halal labels for certain tourists.

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