
GLOCALIZATION OF TRADITIONAL CULINARY (STUDY ON MOTHERS AS CULINARY SOCIALIZATION AGENT IN EARLY CHILDHOOD, SUB-DISTRICT MEDAN BARAT, MEDAN CITY)

Wisnu Rahdiansyah Nasution¹, M. Nazaruddin², Saifuddin Yunus³

Program Studi Magister Sosiologi, Jurusan Antropologi & Sosiologi, Fakultas Ilmu Sosial & Ilmu Politik,
Universitas Malikussaleh

Corresponding Author: rahdiansyahwisnu@gmail.com

Abstract

Glocalization (Study Of Mothers As Socialization Agents In Introducing Contemporary Traditional Local Cuisine To Early Childhood), this research was conducted in the district of Medan Barat, Medan City. The first focus: in this study, why at an early age children tend to like fast food (Junk Food) compared to local cuisine with contemporary traditional flavors. Then, Second: knowing what drives mothers as agents of socialization in introducing contemporary traditional local culinary delights to early childhood. Third: knowing how the strategy is carried out by a mother and the local government in maintaining contemporary traditional local culinary in early childhood in the current era of globalization. This study uses a qualitative method with descriptive analysis, the data is analyzed through data reduction, data presentation and drawing conclusions. The theory used in this study is the theory of socialization according to Peter L. Beger which consists of mothers as agents who give birth to glocalization of traditional local culinary. The results of the study show that there are changes experienced in early childhood in generalizing traditional local cuisine among the community. In the first finding: Fast food cuisine was chosen because of the fast and unique way of serving it in its packaging to be enjoyed by these young children, as well as having a fairly expensive price to enjoy fast food once. Second: Knowledge of parents, especially a housewife or mother who has a career outside the home is also influenced by the level of education possessed by each individual, this is what makes mothers socialize to their children to keep eating nutritious foods such as traditional local culinary. And Third: The government's role has not been considered effective when viewed from the three aspects, namely: Regulator, Dynamist, and Facilitator.

Keywords: Socialization, Traditional Local Culinary

Introduction

People in their daily activities have experienced quite dynamic social changes. This is what causes society to be open to social changes as a result of the influence of globalization. Globalization has the potential to begin to penetrate various aspects of people's lives in Indonesia, thus making the boundaries between countries as gulfs meaningless. Various cultural elements that come from all corners of the region, including also from foreign countries in and out of the territory of Indonesia, the impact has begun to penetrate clearly starting from modernization and the development of technology and information (Marlina, 2015: 106).

Traditional local culinary specialties from other regions in Indonesia have existed for a long time and are still surviving today. Traditional local cuisine has been passed down from generation to generation, even the way of cooking is still preserving the old way. Due to being part of an area, this traditional local culinary snack is very rarely encountered, for example, traditional cakes such as ombus-ombus cake from the South Tapanuli area. Culinary now can be divided into 2, namely traditional local culinary and fast food (Junk

Food), with the distinctive taste of traditional local culinary will be liked by ordinary people.

Facts on the ground, when the researchers conducted an initial survey at SD N in the District of Medan Barat on Monday, January 10, 2022 using data respondents (Kousioners) in early childhood in class IVA and VA with a total of 58 students obtained data of 62, 1% likes fast food, while only 37.9% likes traditional local cuisine. Data on the level of knowledge related to traditional local culinary in the West Medan District area, which is 75.9% fall into the category of not knowing and only see part of it in the traditional local culinary. Meanwhile, only 24.1% fall into the category of tofu about traditional local culinary. This is very worrying, and considering that they belong to the younger generation who should be able to maintain and preserve their own ancestral heritage (Data Kousioner, January 10, 2022).

Traditional local cuisine is categorized as a cultural product that has economic and business value. In this case the culinary processed by the people of Medan City traditionally is no longer used as consumption in everyday life for the community, but is packaged in such a way that it is able to provide additional value in the form of income. Even people who have creative ideas and adequate capital, eventually become local traditional culinary businessmen who are contemporary through processing traditional dishes from skilled hands that are employed. This condition can be understood by a woman or a community in the District of West Medan as a capitalistic cultural industry. Ideas and creatives have sufficient capital so that they can become modern traditional local culinary businessmen so that they are famous for coming from the District.

In this study, the researcher made initial observations introducing contemporary traditional local culinary such as Ibu Ratna often teaches one of her children to go to traditional markets, and also invites one of her children to a traditional local culinary festival which is held twice a year in the Subdistrict area. West Medan. Mrs. Ratna as a housewife often introduces and socializes traditional local culinary to her children such as Gado-gado food, Soto Medan, Ombus-ombus Cake, Sambel Tempoyak, Dali Ni Horbo, Dengke Mas Na Niura, Anyang Pakis, and traditional local culinary. from other areas. For this reason, it is hoped that Mrs. Ratna can increase interest in her child at an early age so that he can grow to introduce and maintain traditional local cuisine so that his child can easily understand the understanding of culinary or traditional cuisine from other regions in the archipelago (Interview, 10 January 2022).

In essence, for today, the role of a mother or mother is very much needed as a modern traditional local culinary manager and the need in terms of responding to all incoming cultures by sticking to what is believed to be a principle and basic thing for the community. the Indonesian nation itself, so that we will not lose our identity as a nation in maintaining our own culture. Introducing contemporary traditional local culinary in his family, especially for children at an early age. One way to respond to developments that have occurred in the current era of globalization. This introduction is a form of culinary preservation from the region as well as to maintain the continuity of the cultural inheritance by the current generation (Marsono. et al. 1997: 3).

Conceptual Foundation

Socialization Theory (Peter L. Berger)

Socialization based on the explanation of Charles R Wright in (Sutaryo, 2004 : 156) is "the process by which an individual absorbs the culture of his group and internalizes to some extent his social standards to guide that person to consider the expectations of others". Socialization is a learning process; in general, human nature is never satisfied to learn something new, for example social norms, to adapt to its social

environment; This is in accordance with Peter L Berger's belief that socialization is a learning process by being included as members of the community.

In general, agency refers not to the purpose of people doing something, but to their capability to do it in principle (In The First Place). By understanding the polarization of appreciation for the phenomenon of globalization, Giddens said that globalization is not only real, but also very revolutionary in various dimensions of life. Globalization, also affects the micro order of human life, for example "Family". Thus globalization as a series of complex processes, and everything takes place in a contradictory form (Giddens, 1984: 5-14).

The role of parents

Roles have meaning about a person's behavior, according to the Ministry of National Education, and are shaped by different individual qualities. In David Berry's book, Gross Mason and Mc Fachren define roles as the expectations placed on those who hold certain social positions. Position is about a task, a big problem, and has an influence on events, according to the Big Indonesian Dictionary (Qadratillah, 2014: 54).

Traditional Culinary

Traditional cuisine, according to Winarno's (1993) explanation, is food that is thick with local customs. Traditional cuisine, on the other hand, is defined by Hadisantosa (1993) as food consumed by certain ethnic groups and regions and prepared according to recipes passed down from generation to generation. The materials used are sourced from the surrounding environment, and the food prepared reflects people's preferences (Sabana, 2017).

Early Childhood

Childhood , based on the explanation (In Mansur, 2005: 88), is a group of young people who are in the midst of a unique growth and development process. They have a different mindset or development based on their stage of development. This is a great era for children because they grow and develop rapidly and cannot be replaced in the future. According to several studies in the field of neurology, 50% of a child's IQ is formed during the first four years of life. At the age of eight years, a child's brain growth reaches 80%, and at the age of eighteen it reaches 100%. (Slamet Suyanto, 2005: 6).

Research Method

This research was conducted in the District of West Medan, North Sumatra. This location the researchers chose as a place of research because there was a change of parents in carrying out activities for their children where there was a phenomenon of a mother or parent who was in the area of the District of West Medan inviting or directing children at an early age in introducing traditional foods. By taking their children to traditional markets and culinary festivals which are held twice a year in the area.

This study takes a qualitative method in this research approach, based on the results of descriptive analysis, which aims to get a more complete and in-depth picture that can be articulated with words. Based on the opinion of Usman and Akbar (2009: 78), the qualitative approach aims to understand and interpret the significance of an event of human behavior interaction under certain conditions from the researcher's point of view.

Data collection techniques in this study used in-depth interviews and documentation. The in-depth interview aims to find out and understand the reality that occurs at the research location. Then with in-depth interviews, researchers can dig deeper into the data needed so that the meaning behind an incident can be

revealed. With in-depth interviews, researchers are able to perform empathy, namely being able to understand what is understood from the informant (Sugiono, 2013). Meanwhile, documentation data is data obtained from books, journals, reports or websites related to this research. The data analysis technique in this study used three stages, namely data reduction, data presentation and conclusion drawing.

Results and Discussion

Based on the results of research in the field about the condition of the area and the condition of the people of the West Medan sub-district. In 2020 , the West Medan sub-district has a population of 88,602 people . Its area is 5.33 km² and the population density is 16,623 people/km² . Meanwhile, in 2021 , the population of this sub-district is 93,938 people. As one of the sub-districts of West Medan in Medan City , the ethnicity of the population in this subdistrict is quite diverse. Such as Javanese , Chinese , Batak , and Deli Malays are the most numerous tribes in this sub-district. In addition, there are also other tribes such as Minang , Sundanese , Indian , Nias , Coastal , Bugis and others.

Table 1. List of Population in West Medan District, Medan City

No	Ward	Total Population (Soul)	Population Density Per (Km)
1	Kesawan	3.850	3,632
2	Silas	7.288	4.338
3	Sei Agul	21,154	21,586
4	Coral Wavy	20,820	74,357
5	Glugur City	8,205	10,519
6	Pulo Brayan City	12.107	19,527
Amount		73.424	13,597

(Source: Data from the West Medan District Office, 2022)

Early Childhood Tend to Like Fast Food Culinary (Junk Food)

In the current era of globalization, fast food is an option for urban people who are busy with their activities so they don't have time to cook and barely have time to gather and eat with their families. With all the ease of facilities that exist in this day and age, people seem to be pampered with everything that is fast and instant with the existence of fast food restaurants. There are 4 main elements possessed by culture, namely; Creator (Creator), Cultural Object (Culture Object), Receiver (Receiver), and the Social World (Social World).

This means that fast food restaurants in their development choose strategic locations to be able to develop well among the general public or their targets for early childhood. With the presence of fast food culinary, which presents several breakthroughs such as the following:

1. Presenting an online motorcycle taxi application in the delivery service.
2. Presenting attractive packaging for fast food.
3. Presenting the middle stack movement as the beginning of a new culture in fast food.

Response is the opinion or reaction of a person after seeing, hearing or feeling something. Responses can be in the form of approval, disclaimer, statement, or opinion. The processes for obtaining responses in this research are receiving information, organizing, and interpreting. In this study, all of these processes have been covered and are in the sufficient category. According to an informant named Elsa he said the following:

"Traditional local culinary snacks are foods that have existed from time immemorial which until now still characterize food in the regions, such as lemang from Tebing Tinggi, bika Ambon from Medan and the like. Then, the first informant also said that he and his family often buy traditional culinary snacks such as cakes for afternoon snacks or when there are certain events in his family." (Interview, 24 May 2022).

From the interview data above, it can be explained that the need for security, the need for order, a sense of freedom and avoiding unfamiliar things are not the underlying motivations for a person to consume these contemporary traditional local culinary snacks. This contemporary traditional local cuisine in addition to using the main ingredients from animals or plants that are commonly consumed, because this type of traditional local culinary today also uses processing techniques that are common to use traditional methods in managing the culinary.

Meanwhile, consumer behavior in early childhood is the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs (Kotler and Keller, 2008: 214). The processes to obtain consumer attitudes or behavior in this study are choosing, buying, and using them. In this study, all of these processes have been covered and are in the sufficient category. According to one of the first sources by the name of Mifta he said the following:

"As explained by Mifta, it is very good to face the existence of traditional local culinary snacks in the era of development, because they can still survive in the midst of many new foods such as fast food culinary in Medan City today. When talking about culinary, Ms. Mifta prefers traditional culinary snacks or contemporary food combined with traditional ones, the interviewee answered that she prefers traditional culinary snacks with traditional cooking as well. Because the taste and shape is better and there are fewer preservatives than fast food, there are more preservatives that are not good for our bodies, bro." (Interview, 27 May 2022).

As the millennial generation in early childhood, of course the behavior of these children in maintaining the existence of traditional local culinary snacks is very good in preserving their culture, namely in terms of culinary. This can be seen in the sufficient category for both at the point of behavior towards traditional local culinary, the results show that 110 early childhood children enter into loving traditional local culinary snacks from their respective regions, while at the next point the behavior of early childhood towards fast food snacks is obtained. 50, who doesn't really like traditional local culinary snacks, instead chooses fast food snacks as his food in his daily life in his own family.

Mothers as Encouraging Agents in Disseminating Traditional Local Culinary to Early Childhood

The family is the smallest social unit that has a very important role in fostering its members. Every member of a family is required to be able and skilled in instilling a role that is in accordance with his position, but in reality now many mothers are found participating in work in order to help and raise their children in their family life. The following are the results of the researcher's interview with one of the mothers named Mrs. Sarmini who feels that many factors encourage her child to maintain or preserve contemporary traditional local culinary snacks from the West Medan District, Medan City, namely as follows:

"Because for me, I can't let my child buy fast food culinary snacks for today's deck, I want to be a good mother for my own child, but I have to do the socialization through print media and electronic media both at home and at school itself. deck. and there is no other way but to participate in maintaining these traditional culinary snacks, so I can only take care of them and direct them by taking my children to traditional markets and to festivals held by the government

in the West Medan district itself. This can be to set the brains of today's early childhood in introducing the culture of traditional culinary snacks from other areas. We as mothers must also be able to follow the wishes of their children in tasting the dishes at the festival." (Interview, 29 May 2022).

From the results of the interviews above, the mothers said that their main factor as agents in disseminating contemporary traditional local culinary snacks to their children, was First : Mothers were concerned about the state of traditional local culinary being unable to compete with fast food in today's era. Second : Mothers have enough experience from previous parents to preserve contemporary traditional local culinary snacks for their children, so that in the future these young children will prefer traditional food rather than fast food which is not good for the child's health.

Strategies of Mothers and Local Governments in Maintaining Contemporary Traditional Local Culinary in Early Childhood

This strategy is what is able to make a housewife maintain traditional culinary snacks for her children. A mother is the person who has the most merit in influencing her child to love the taste of traditional culinary snacks in one family. The following is a strategy that a mother does in socializing traditional culinary snacks to her child:

- 1) Provide learning facilities for children in the kitchen room at home.
- 2) Provide motivation to learn to introduce traditional local culinary to children at an early age.
- 3) Providing opportunities for a mother to trust her child at an early age in socializing traditional local culinary.
- 4) Instilling a pattern of learning discipline in introducing traditional local culinary to early childhood.

The government's strategy in preserving traditional local culinary snacks is very much needed in Law No. 19 of 2002 concerning Copyright, Chapter 11, fourth part, Article 10 which states that in order to protect the protection of traditional culinary snacks and other people's cultural products, the government can prevent monopolies or commercialization as well as actions that damage or use without the permission of the Republic of Indonesia as copyright. The government is expected to be able to carry out a strategy as a dynamist in the form of implementing cultural training and festivals with the theme of preserving traditional culinary snacks by cooperating with the cultural observer communities in the city of Medan.

Then as a facilitator is expected to be able to provide facilities in the form of a place to hold activities or events in the context of preserving traditional culinary snacks and also financial assistance for the implementation of the culinary festival. Globalization has a significant role in the process of spreading traditional culinary snacks throughout society or the world. Because with the globalization of traditional culinary snacks can be known by all people in the world, be it through advertisements on TV.

Conclusion

Based on the results of the previous discussion, the following conclusions can be formulated: First: Initially, fast food snacks or what is commonly referred to as (Junk Food) is a type of alternative culinary for urban communities, especially early childhood who have high mobility towards fast food (Junk Food). Food it. However, along with the times, now a warung or café with the taste of a well-known restaurant has provided a variety of traditional local culinary snacks that are now an alternative for the community, especially for children at an early age. Second: To meet the needs of the growth and development of children

at an early age, what a mother does is not only from the teaching and learning process at school, but the most supportive factor in the process of growth and development in early childhood is in terms of healthy and nutritious food that comes from snacks. contemporary traditional local cuisine. Because a mother is the most important medium in meeting the needs of children both at home and outside the home.

Third: The role of the government, especially the District of Medan Barat in traditional Culinary Globalization activities (Study on Mothers as Socialization Agents in Introducing Contemporary Traditional Local Culinary in Early Childhood) has not been classified as effective when viewed from these 3 aspects, as follows: Regulator; The local government in preserving contemporary traditional local culinary snacks through the Medan Traditional Culinary Festival in Medan Barat District is still guided by the legal basis of Law No. 19 of 2002 concerning Copyrights, while the Regional Regulation which regulates traditional local culinary snacks in the city of Medan itself there isn't any yet. Dynamist; the local government always holds an event every year to maintain traditional local culinary snacks, but it is a form of collaboration with one of the communities not the idea of the local government itself. Facilitator; the local government as a facilitator plays an important role in maintaining traditional local culinary snacks through the Medan Traditional Culinary Festival, namely in the form of supporting facilities and supporting infrastructure, security and funding or budget assistance only.

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