

Perilaku Generasi Z Terhadap Makanan Khas Olahan Sagu Di Tana Luwu

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Abstract

Generation Z has now entered the adolescent and adult development phase. Generation Z's current age ranges from 11-26 years. This generation is the next generation and has quite an influence on the trends that occur in society, including the tendency towards typical (culinary) food. So paying attention to the behavior of generation Z in terms of special foods processed with sago has become very urgent. The aim of this research is to analyze the behavior of generation z towards processed sago food in Tana Luwu. The method used in this research is a survey method with a quantitative analysis approach. The research data was analyzed using the SEM model via the Smart PLS 3.0 application. The results of the analysis show that personal factors regarding typical processed sago foods have a significant influence on their behavior in choosing processed sago foods. This can be seen from the results of T count (8,500) > T table 1.653 and P Value (0.000) < Cut off value (0.05). Meanwhile, the research results show that Gen Z's perception of typical processed sago foods has no significant influence on their behavior in choosing sago processed food, based on the results of T count 1.470 < T table 1.653 and P value = 0.142 > cut off value = 0.05. Meanwhile, the results of the analysis show that support from sources of information about typical processed sago foods has a significant influence on their behavior in choosing processed sago foods. This can be seen from the results of T count (3,246) > T table 1.653 and P Value (0.001) < Cut off value (0.05).

Key words: Behavior; gen z; processed sago

1. Introduction

Generation is a social phenomenon due to differences in the age or year of birth of a group of individuals with other groups. Age groupings based on year of birth vary according to experts. According to [1], generation is a social construction in which groups of people have the same age and the same historical experience. [1] further explained that individuals who are part of one generation have the same year of birth within 20 years and are in the exact social and historical dimensions. This definition was developed explicitly by [2], who said that a generation is an aggregate of individuals who experience the same events in the same period.

In recent years, the definition of generation has developed, one of which is the definition according to [3] which says that a generation is a group of individuals who identify their group based on the same year of birth, age, location and events in the lives of the group of individuals. those who have a significant influence in their growth phase. From these several definitions, the theory of generational differences was popularized by Neil Howe and William Strauss in 1991. [4] divided generations based on the same birth time span and similar historical events. Many other researchers also put forward this generational division with different labels, but generally have the same meaning. According to [5] Generation Z are individuals born between 1995 and 2010. Generation Z has now entered the adolescent and adult development phase. Generation Z's current age ranges from 11-26 years. This generation

is the next generation and has quite an influence on the trends that occur in society, including the tendency towards typical (culinary) food.

Typical regional food is food that is commonly consumed in an area and suits the taste buds of the people in Tana Luwu. Tastes differ from one region to another. One of the typical foods that is currently popular in Tana Luwu is typical food made from sago. Sago is one of Southeast Asia's agricultural products which grows mostly in swamp areas or areas with abundant water sources. Sago plants in Indonesia grow in many lowland areas and are found in Maluku and Papua (Limbongan, 2007). The people of these areas as well as Sulawesi (North, South and Southeast), Central Kalimantan, West Sumatra, Riau and Aceh once depended on sago for their staple food. The largest expanse of Sago is in Papua Province covering an area of 1.3 Million Ha which consists of (Natural) and (Cultural) Sago forests [6]

In South Sulawesi alone, based on data from the Food Security Agency, there are around 10 thousand hectares of land that have the potential to be planted with sago. However, only 4.1 thousand hectares of land have been used for planting sago. Thus, there are around 5.9 thousand hectares that have not been planted. There are 4 regencies/cities (Palopo, Luwu, North Luwu and East Luwu) that recognize sago as a traditional staple food ingredient. [7]

Sago is a market commodity that is quite sought after by the community, especially in Tana Luwu. Its presence positions itself as the second part after rice. Therefore, sago is the most important part in fulfilling the daily needs of the people in Tana Luwu. As we know, sago has various processed types that are used by humans to fulfill their needs. Seeing that public interest and demand for sago is increasing from year to year, starting from how it is obtained, how it is managed and its benefits may be better than sago.

In Tana Luwu, there are various kinds of typical household food, such as exceptional food made from sago. The typical processed sago food in Tana Luwu has many household business units, such as the typical processed sago food (Kapurung). Kapurung is one of the traditional specialties in South Sulawesi, which is much sought after by the people, especially the people of Tana Luwu, not only. Several special foods are made from processed sago, such as limestone, dance, bagel, single sago noodles, and sakkos-sakkos/bocce lung.

However, currently this specialty food made from sago is experiencing a shift in values among the people of Tana Luwu, who are generally generation Z. This generation tends to prefer contemporary food, many of which come from other countries such as Japan, Italy, America and Korea. Tana Luwu's special food from sago can become a food that is popular with generation Z if it is treated according to their wishes.

Based on the description presented above, the author felt compelled to conduct research on "Generation Z's behavior towards typical processed sago foods in Tana Luwu".

2. Methodology

This research uses a survey method with a quantitative analysis approach. The location of this research is on the Palopo Muhammadiyah University campus. Students at this campus are generation Z who come from various areas in Tana Luwu and surrounding areas. The type of data used in the research is primary data, namely data collected through a questionnaire which was carried out for 3 weeks in January 2024. Data processing and analysis tabulation was carried out for 1 week in February. The research population is students who are active on

campus. The sampling technique is in accordance with the opinion of (Sekaran, 2006), namely purposive sampling with the condition that they are included in the generation Z category. The number of respondents was 204 students.

This method is used to see how much influence there is between the variables to be studied, namely the independent variable which consists of personal factors, perceptions of typical processed sago food and support from information sources and the dependent variable, namely the behavior of generation Z. Analytical tools used in this research is the SmartPLS 3.0 application. knowledge and skills which are indicators of behavioral variables are removed from the model because they do not meet the standard values determined by the SmartPLS 3.0 application.

3. Result and Discussion

Results and discussion can be presented as a unified unit containing research findings and their explanations.

3.1. Result

Personal Factors

Table 1. Personal factors

Personal factors	Amount (people)	Percentage (%)
interest	Low (26)	13
	Medium (145)	71
	High (33)	16
experience	Low (27)	13
	Medium (139)	68
	High (38)	19

Table 1 shows that respondents' interest in typical processed sago foods in the medium category is (71%), in the high category is (16%) and in the low category is (13%). This shows that the majority of respondents are less interested in processed sago foods. Furthermore, respondents' experience with typical processed sago foods was in the high category (19%), in the low category was (13%) and in the medium category was (68%). This shows that the majority of respondents

Perception of typical sago-processed food

Table 2. Perception of Typical Sago-Processed Food

Perception of Typical Sago-Processed Food	Amount (people)	Percentage (%)
Taste	Low (35)	17
	Medium (131)	64
	High (38)	19
Texture	Low (33)	16
	Medium (142)	70
	High (29)	14
appearance	Low (33)	16
	Medium (134)	66
	High (37)	18
Aroma	Low (28)	14
	Medium (142)	70
	High (34)	16

Table 2 shows that the majority of respondents (64%) have a medium perception of the taste of food, the majority of respondents (70%) have a medium perception of the texture and aroma of food, and the majority of respondents (66%) have a medium perception of the appearance of typical processed sago food. The percentage of respondents who have a high perception of the taste, texture, and aroma of typical processed sago food is lower compared to the percentage of respondents who have a medium perception, and the percentage of respondents who have a low perception of all aspects of typical processed sago food is relatively small.

Information Source Support

Table 3. Information Source Support

Kinds of Information Source Support	Amount (people)	Percentage (%)
Books	Low (35)	16
	Medium (134)	67
	High (35)	17
Media Social	Low (33)	16
	Medium (131)	64
	High (40)	20
Youtube	Low (33)	16
	Medium (135)	66
	High (36)	18
Article	Low (39)	19
	Medium (112)	55
	High (53)	26
Warung	Low (34)	17
	Medium (135)	66
	High (35)	17
Parents	Low (32)	16
	Medium (128)	63
	High (44)	21

Table 3 shows that the information source that gets the most support is YouTube, with total support of 78% (36% High + 42% Medium). Followed by Warung with total support of 83% (26% High + 57% Medium). Meanwhile, the source of information that received the least support was parents, with total support of 79% (21% High + 58% Medium).

Behavior

Table 4. Behavior

Perilaku	Amount (people)	Percentage (%)
Knowledge	Low (27)	13
	Medium (130)	64
	High (47)	23
Attitudes	Low (32)	16
	Medium (71)	35
	High (101)	49
Skills	Low (39)	18
	Medium (119)	58
	High (51)	24

Table 4 shows that the majority of respondents have moderate knowledge and skills while the majority of respondents have high attitudes. It can be seen that the three indicators show that knowledge in the low category is (13%), the medium category is (64%) and the high category is (23%). Meanwhile, the attitude indicator in the low category is (16%), in the medium category it is (35%) and in the high category it is (49%). Meanwhile, the skills indicator in the low category is (18%), in the medium category it is (58%) and in the high category it is (24%).

3.2. Discussion

Reliability and Validity Test

Before the model is used to estimate the influence between variables, an analysis of the validity and reliability of the model is first carried out. The type of validity used is construct validity, namely by looking at the outer loading value $\geq (0.7)$ and the AVE (average variance extracted) value ≥ 0.6 . Meanwhile, the reliability used is Cronbach's alpha value (0.7) and composite reliability (0.7). The results of the validity and reliability analysis of the model are shown in table 5.

Table 5. The results of the validity and reliability analysis of the model

Variabel	Indicat or	Loading factor	Cut of value	AVE	Validity	Cronbac h's Alpha	CR	Realiability
Personal Factors (X1)	X1.1	0.934	0.7	0.882	Valid	0.867	0.937	Reliable
	X1.2	0.945	0.7		Valid			
Percepti on of typical sago-processe d food (X2)	X2.1	0.863	0.7	0.801	Valid	0.917	0.942	Reliable
	X2.2	0.919	0.7		Valid			
	X2.3	0.907	0.7		Valid			
	X2.4	0.891	0.7		Valid			
Informat ion Source Support (X3)	X3.1	0.817	0.7	0.713	Valid	0.898	0.925	Reliable
	X3.2	0.908	0.7		Valid			
	X3.3	0.905	0.7		Valid			
	X3.4	0.846	0.7		Valid			
	X3.5	0.735	0.7		Valid			
Behavior s (Y)	Y1.2	1.000	0.7	1.000	Valid	1.000	1.000	Reliable

Test the Influence Between Variables

The results of the analysis of the influence between variables are displayed in Table 6 and Figure 1.

Table 6. Influence between variables

No	Influence between variables	T. test	P. value	Information
1.	Personal factors on behavior	8.500	0.000	Significant
2.	Perception of typical sago-processed food on behavior	1.470	0.142	not Significant
3.	Information Source Support on behavior	3.246	0.001	Significant

Ket: T Tabel: 1,653; Cut off value: 0,05

The results of the analysis show that personal factors regarding typical processed sago foods significantly influence their behavior in choosing processed sago foods. This can be seen from the results of T count (8,500) > T table 1.653 and P Value (0.000) < Cut off value (0.05). This means that personal factors impact their behavior in choosing to consume processed sago.

The research results show that Gen Z's perception of typical processed sago foods has no significant influence on their behavior in choosing processed sago foods, based on the results of T count 1.470 < T table 1.653 and P value = 0.142 > cut off value = 0.05. This means that perception does not have an impact on their attitudes in determining the choice of consuming processed sago.

The results of the research show that support from information sources about typical processed sago foods has a significant influence on their behavior in choosing processed sago foods. This can be seen from the results of T count (3,246) > T table 1.653 and P Value (0.001) < Cut off value (0.05). This means that support from information sources has an impact on the behavior of Gen Z in determining the choice to consume processed sago.

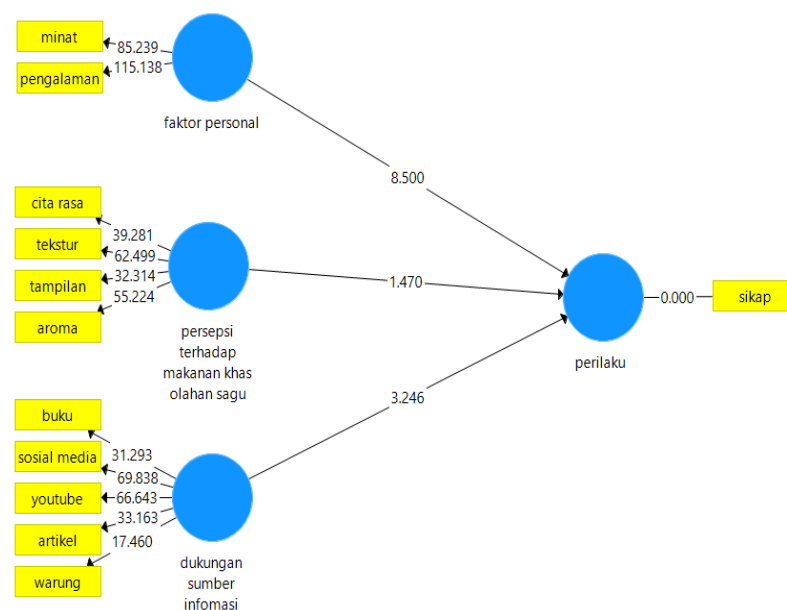


Figure 1. Analysis of the influence between variables by SmartPLS 3.0 application

Shared influence

The joint influence of personal factor variables on behavior, perception of typical processed sago food on behavior, and support from information sources on behavior can be seen from the R square value of 0.657, meaning that together, all the variables analyzed influence behavior by 65.7%, while 34.3% influenced by other variables not observed in this study.

4. Conclusion

Based on the research and discussion results, personal factors and support from information sources significantly influence Generation Z's behavior towards typical processed sago foods in Tana Luwu. Meanwhile, perceptions of typical sago-processed foods do not significantly affect Generation Z behavior.

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