

# The Consumer Perceptions and Organizational Strategy of Indonesia Vegetarian Society (IVS) In Increasing To Consumption Vegetable Cuisine in Palembang City

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## The Consumer Perceptions and Organizational Strategy of Indonesia Vegetarian Society (IVS) In Increasing To Consumption Vegetable Cuisine in Palembang City

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**Abstract:** The purpose of this study were to: 1) analyzing consumer perceptions of vegetable dishes in Palembang City. 2) analyze the organizational strategy of Indonesia Vegetarian Society (IVS) in increasing vegetable consumption in Palembang City. This study was conducted in the city of Palembang by the time the study and data collection in the field in April 2018 by taking two different locations that Hao Xing Fu Vegetarian Restaurant at H. Abdul Rozak Street, in shophouses 1-3 and the second location is located Padmamula Vegetarian Restaurant at Dempo Out Street 999 F, 15 Ilir Village. The method used is descriptive analytic survey and observation techniques, while the sampling method in this study is conducted by accidental sampling method. The data collected in this study are primary data and secondary data. The results showed consumer perceptions of vegetable dishes and organizational strategy of Indonesia Vegetarian Society (IVS) in increasing consumption of vegetable cuisine in Palembang City. The results show the perception of 40 consumers of Hao Xing Fu Restaurant (20 vegetarian consumers and 20 non-vegetarian consumers) and 40 consumers of Padmamula Restaurant (20 vegetarian consumers and 20 non-vegetarian consumers) to vegetable-based cuisine assessed from assessment of bio-food bazaars, vegetarian seminars, vegetarian restaurant decorations, vegetarian restaurant menu variants, vegetarian restaurant menu prices, and vegetable dishes taste assessment with an average rating of 75.49 percent which is a good rating category. The level of consumer perception of vegetarianism is 76.97 percent and non-vegetarian consumer perceptions of 74.02 percent and both are both criteria good. This is because the consumers of the restaurant are embraced by the respective respondents of the restaurant. In an effort to increase of the consumption of vegetable-based cooking, the strategies that need to be noticed by The Indonesian Vegetarian Society (IVS) are: First is the Strengths-Opportunities strategy (use the power to exploit opportunities) items, namely: 1) multiply the publication of information about vegetarians on social media / websites, print media, and electronic media. So that vegetarian information to all levels of society, and 2) multiply the implementation of promotional activities and socialization to the general public. The second strategy is the Weakness-Opportunities strategy, namely: 1) Extending the range of promotional and socialization activities in other areas in South Sumatra Province, and 2) make detailed data on the membership of Indonesia Vegetarian Society (IVS) branch of Palembang City. The third strategy is the Strengths-Threats strategy, which is: 1) The Indonesian Vegetarian Society (IVS) of Palembang City branch restaurant with certain ethnic decorations. So the general public does not judge that vegetarians and IVSs characterize only certain ethnic and religious groups, and 2) the Indonesian Vegetarian Society (IVS) should collaborate with community leaders and government agencies, as well as public schools in Palembang City to socialize vegetarianism. As well as the fourth strategy is the Weakness-Threats strategy, namely: 1) formulating the appropriate socialization strategy to be implemented in all inter-religious communities of Palembang City. So vegetarian and Indonesian Vegetarian Society (IVS) pay more attention to the look of vegetarian restaurants, not to display certain ethnic characteristics.

**Keywords:** consumer perceptions, organizational strategy of indonesia vegetarian society (ivs)

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Indonesia's agricultural sector consists of three sub-sectors namely plantation crops, food crops and horticultural crops. Horticulture as one of the agricultural sub-sector consists of various types of ornamental plants, vegetables, fruits and medicinal plants. Horticultural products, especially vegetables and fruits play a role in meeting the nutritional community, especially vitamins and minerals contained in it. It is also important in improving the quality of human resources as an agent of economic development. In the GDP forming structure of the agricultural sector, horticulture sub-sector accounted for 23 percent and occupied the second largest position after food crops. Meanwhile in the horticultural vegetables sub-sector GDP was ranked second after

fruit crops and vegetable GDP also increased at an average rate of 8 percent per year from 2002-2005 (Deptan, 2006).

The demand for vegetables and fruits consumed as complementary to staple food will continue to fluctuate as the current population grows. From year to year, the population of Indonesia is increasing. In 2000, the population of Indonesia is about 205 million people and in 2005 the population has reached 219 million people (BPS, 2006). Meanwhile, according to statistics Indonesia, the number of population in 2007 is about 224 million people and the projected population in 2010 will reach 233 million people (Statistik Indonesia, 2008). The increase of population in Indonesia shows a considerable increase. This is seen primarily in the increase of every five years, the population of Indonesia increased approximately approximately 14 million inhabitants.

With the increasing population in Indonesia, it can directly affect the consumption of vegetables and fruits in Indonesia. Consumption of vegetables per capita in 2015 and 2016 shows a significant increase in vegetable consumption, estimated in 2015 Indonesia's population of consuming vegetables as much as 90.15 kg increased to 92.13 kg in 2016. Based on data Estimated total national vegetable consumption in 2015 national consumption of vegetables amounted to 22981.11 kg (in million) increased in 2016 to 23759.13 kg (in million). Estimated total vegetable consumption in Indonesia can be seen in Table 1.

Table 1. Estimated total national vegetable consumption per year

No	Vegetable Commodity	Unit	Estimated per capita a year (a week * (365/7))		Population (uta soul)		Estimated total national consumption (in million)	
			2015	2016	2015	2016	2015	2016
1.	Spinach	Kg	4.03	4.49	254.89	257.89	1027.42	1158.40
2.	Kale	Kg	4.44	4.78	254.89	257.89	1132.77	1232.05
3.	Mustard greens	Kg	2.09	2.09	254.89	257.89	532.37	539.80
4.	Bean	Kg	1.14	1.16	254.89	257.89	291.26	297.96
5.	Long beans	Kg	3.34	3.34	254.89	257.89	852.28	860.24
6.	Tomato	Kg	4.18	4.46	254.89	257.89	1065.42	1149.16
7.	Cassava Leaves	Kg	2.66	2.87	254.89	257.89	678.31	739.44
8.	eggplant	Kg	2.74	2.87	254.89	257.89	699.63	740.81
9.	Bean sprouts	Kg	0.88	0.93	254.89	257.89	223.55	240.34
10.	Vegetable Sop /Capcay	Wrap	8.30	8.57	254.89	257.89	2115.62	2210.99
11.	Vegetable Asem / Lodeh	Wrap	5.26	5.40	254.89	257.89	1341.57	1391.69
12.	Young Jackfruit	Kg	0.55	0.50	254.89	257.89	141.09	129.74
13.	Red onion	Ounce	27.13	28.25	254.89	257.89	6914.21	7285.58
14.	Garlic	Ounce	17.49	17.65	254.89	257.89	4457.49	4552.84
15.	Red chili pepper	Kg	2.96	2.30	254.89	257.89	754.06	593.63
16.	Cayenne pepper	Kg	2.96	2.47	254.89	257.89	754.06	636.46
Number of vegetables			90.15	92.13	4078.24	4126.24	22981.11	23759.13

Source: Central Bureau of Statistics, 2017

Consumption of fruits also fluctuated, based on data of national fruit consumption per year there is a decrease in fruit consumption which is inversely proportional to the increase in population. However, when viewed from each commodity, there is a lot of increase in consumption from 2015 to 2016. Give this data presented Table 2 Estimated Total National Fruit Consumption Per Year.

Table 2. Estimated total national fruit consumption per year

No	Fruit Commodity	Unit	Estimated Per Capita a Year (Weekly (365/7))		Population (Million of Life)		Estimated Total National Consumption (in Million)	
			2015	2016	2015	2016	2015	2016
1.	Orange	Kg	3.28	3.60	254.89	257.89	835.48	928.41
2.	Mango	Kg	0.32	0.34	254.89	257.89	80.65	88.04
3.	Apple	Kg	0.72	1.02	254.89	257.89	183.69	262.83
4.	Rambutan	Kg	8.88	4.38	254.89	257.89	2263.66	1129.31
5.	Duku	Kg	1.81	1.23	254.89	257.89	460.92	318.04
6.	Durian	Kg	2.74	1.10	254.89	257.89	698.48	282.93
7.	Salak	Kg	1.30	1.69	254.89	257.89	331.20	436.93
8.	Banana	Kg	6.02	5.89	254.89	257.89	1535.45	1519.93
9.	Papaya	Kg	2.25	2.85	254.89	257.89	572.43	734.45
10.	Watermelon	Kg	1.81	2.25	254.89	257.89	460.30	580.12
Number of			29.13	24.35	2548.90	2578.90	7422.26	6280.99

Fruits

Source: Central Bureau of Statistics, 2017

The increase in consumption of each commodity is seen in the national fruit consumption expectation data, where the consumption of citrus fruit in 2015 amounted to 835.48 kg increased to 928.41kg in 2016. Mango fruit consumption in 2015 amounted to 80.65 kg increased to 88, 04 kg in 2016. Apple fruit consumption in 2015 of 183.69 kg increased to 262.83 kg in 2016. Salak fruit consumption in 2015 amounted to 331.20 kg increased to 436.93 kg in 2016. Consumption of fruit Papaya in 2015 of 572.42 kg increased to 734.45 kg in 2016. And the consumption of watermelon fruit in 2015 of 460.30 kg increased to 580.12 kg in 2016. Some of the decline in consumption of many fruits caused by some factors, such as extreme climate change, the influx of imported fruits and other factors.

Based on data consumption of vegetables and fruits show that the Indonesian population more aware to always maintain their health by consuming various vegetables and fruits. This is due to the development of science about health makes people more aware to always maintain health and distance themselves from disease to achieve a longer life. The rise of the Indonesian public awareness of the importance adopt a healthy lifestyle and fit into a promising business opportunities to be developed by businesses in the fields of consumption / restaurant to take advantage of business opportunities of healthy food. One of the healthy lifestyle that can be applied by Indonesian society is plant-based diet. Vegetable diet or better known as vegan diet has been done for centuries before Christ. Pythagoras, the Greek philosopher and mathematician who lived in 570-470 BC was a vegan. Not surprisingly, before the mid-nineteenth century, the term for people who adopted the plant-based diet was *pythagorean*. The term vegetarian was first introduced by Joseph Brotherton and his friends in Northwood Villa, Kent, England on September 30, 1847. Misguided arise. Many people think that the word "vegetarian" comes from English, which is *vegetable*, which means vegetables, not from Latin, ie *vegetus* which means healthy, strong, and spirit. Then in 1944 the term "vegan" was introduced to pure vegetarians, vegetarians living by eating plant foods, without all animal foods including eggs and milk (Susianto, 2014).

According to the *International Vegetarian Union* (IVU), vegetarian is a term for individuals living with various plant products (vegetable) with or without consuming milk and eggs and other dairy products, but overall avoiding the use of meat of all kinds of animals. IVU divides vegetarianism into three main groups :

(1 ) *lacto -ovo-vegetarian* , is a vegetarian who still consume milk and eggs and their dairy products.

(2 ) *lacto -vegetarian* , is a vegetarian who still consume milk and its dairy products.

(3 ) *vegans* , are pure vegetarians who do not consume all animal foods, but eat plant foods, such as vegetables, fruits, nuts, and seeds (Susianto, 2014).

In Indonesia, there is a vegetarian organization / association called *Indonesia Vegetarian Society* (IVS). *Indonesia Vegetarian Society* (IVS) is a non-profit Indonesian vegetarian organization established in Jakarta on August 8, 1998. IVS has been a member of the *International Vegetarian Union* since 1999. IVS was established with the organization's objectives to: (1) disseminate information about life vegetarianism in Indonesia and, (2) develop universal love and save the life of the world through vegetarianism. IVS activities in its mission to promote vegetarianism, IVS organizes a range of activities including: (1) a vegetarian seminar featuring speakers ranging from nutritionists, doctors to clergy, (2) festivals and cooking demonstrations introducing vegetarian recipes, ( 3) Consultation on vegetarian life, and (4) blood donation and social activities . The development of vegetarians in Palembang City is also growing rapidly, judging from the number of restaurants and vegetarian cafeteria in 2014 there are approximately 16 restaurants and a vegetarian cafeteria. Increased to 25 restaurants and vegetarian cafeteria in 2018, that number is part of the restaurant listed in the organization of *Indonesia Vegetarian Society*(IVS) branch of Palembang City. Similarly, the number of vegetarians in the city of Palembang has increased, in 2015 the number of vegetarians in the city of Palembang as many as 12,000 people increased to approximately 20,000 people in 2018. Just like the number of restaurants and vegetarian cafeteria, the number of vegetarians in Palembang is part of the number of vegetarians in the city of Palembang because not all register to become members of *Indonesia Vegetarian Society* (IVS) branch of Palembang (IVS Palembang, 2018).

But if it is associated with the data of the Central Bureau of Statistics Palembang states that the population of Palembang City in 2016 as many as 1.602.071 soul is not comparable with the number of vegetarian consumers of Palembang City there are about 20,000 people vegetarian so if the percentage of 1.25 percent of Palembang City residents including vegetarian / vegetarian consumers. So the *Indonesia Vegetarian Society* (IVS) needs to carry out aggressive activities to raise the number of vegetarian consumer population. With the aim, for more people of Palembang City to become vegetarian consumers so as to improve the quality of healthy life of the community. This needs to be supported by good organization management and strategy from *Indonesia Vegetarian Society* (IVS) in order to be able to achieve the goal of increasing number of vegetarian consumers in Palembang City.

Furthermore, in terms of public knowledge Palembang city against vegetarians are still found many people who do not understand the pattern of vegetarianism, because the lack of knowledge about vegetarians



make the people of Palembang city most of the thought that vegetarian is a lifestyle that is only applied religion and certain ethnic. The results of the observations made by the authors found the fact in the field that the public is not much informed about the existence of the organization and the benefits of a vegetarian lifestyle. This demonstrates the lack of socialization process of the *Indonesian Vegetarian Society (IVS)* organization in providing a comprehensive explanation of the existence of the organization and information on the vegetarian lifestyle. Based on the above problems, the authors are interested to examine **consumer perceptions and organizational strategy of Indonesia Vegetarian Society (IVS) in increasing the consumption of vegetarian cuisine in Palembang City.**

### **I. Method**

This research was conducted in Palembang City precisely the secretariat of *Indonesian Vegetarian Society (IVS)* branch of Palembang City which is located at Jalan Residen H. Abdul Rozak (next to Maitreyawira School). In addition, this research was also conducted at two restaurants, namely *Hao Xing Fu Restaurant* which is located at Jalan Residen H. Abdul Rozak Ruko 1-3, 8 Ilir (Sekolah Maitreyawira) and *Padmamula Vegetarian Restaurant* located at Jalan Dempo Luar No.999 F, 15 Ilir. The selection of two restaurants is done *purposively (purposive)* with the consideration that the same busy visited by people who come from various backgrounds. Study time and data collection in the field in April 2018.

The research method used in this research is analytical descriptive method with survey and observation technique. Through the survey it is expected to explain the relationships between aspects observed in the field and can be analyzed statistically. As Daniel (2004) argues that survey method research is a critical observation or investigation method to get a good explanation of a particular problem within a particular area or location, or an extensive study that is patterned to obtain the necessary information. The method of research in this study using the guidance questions and questionnaires as a means of data collection in the field.

The sampling in this research was conducted by *accidental sampling* method, where direct data collection from sample consumer unit was encountered and willing to be interviewed (Singarimbun and Effendy, 1982; Sjarkowi, 1992; and Simamora, 2004). This study sampled the board and members of the *Indonesian Society Vegetarian Society (IVS)* branch of Palembang City who were willing to be interviewed, the management and visitors of each vegetarian restaurant, *Hao Xing Fu Restaurant* and *Vegetarian Restaurant*. To examine the perception of vegetarian restaurant consumers in Palembang City, there were 40 respondents from *Hao Xing Fu Restaurant* (20 vegetarian respondents + 20 non-vegetarian respondents) and 40 respondents from *Padmamula Restaurant* (20 vegetarian + 20 non vegetarian respondents). So that the total respondents from these two locations are 80 respondents. The size of the respondents is considered feasible to collect the necessary data and can represent the population of vegetarian restaurant visitors in the city of Palembang.

Data collection in this research using interview and questionnaire method. Interviews were conducted to obtain organizational strategy data from active management and members of the *Indonesian Vegetarian Society (IVS)* organization and the data from the management of the two restaurants, *Hao Xing Fu Restaurant* and *Padmamula Vegetarian Restaurant*. Methods of data collection using questionnaire questions are intended to collect consumer perception data of the visitors of each vegetarian restaurant. Besides collecting primary data, secondary data collection is also done. These secondary data were obtained through literature studies related to the research topic. The data collected comes from agencies such as the Central Bureau of Statistics (BPS), as well as other information from the internet, magazines, books relating to research topics and previous studies that support this research.

In this research to know consumer perception of vegetable cuisine in Palembang City collected through six indicators consisting of: bazaar of vegetable food, vegetarian seminar, vegetarian restaurant decoration, vegetarian restaurant menu variant, vegetarian cuisine price, and vegetarian cuisine flavor. Sixth indicators such statements include 37 pernyataan, with the composition of the seven statements bazar, eight seminars statement, five statements decor, eight variants statement menu, the four statements price, as well as five flavors statement cuisine. Each answer is expressed in the form of statement that diungkapkan with: Strongly Agree (SS), Agree (S), Disagree (TS), and Strongly Disagree (STS). Consumer perceptions at *Hao Xing Fu Restaurant* and *Padmamula Restaurant* are processed using Microsoft Excel 2007 applications. And to know the strategy of *Indonesian Society Society Society (IVS)* of Palembang by describing data obtained from *Indonesian Vegetarian Society (IVS)* of Palembang City obtained by interview and field observations. In this study will be described by the SWOT matrix (*Strengths, Weakness, Opportunities, Threats*).

### **II. Results And Discussion**

#### **A. Consumer Perceptions of Vegetable Cuisine in Palembang City, Consumer Case Study *Hao Xing Fu Restaurant* and *Padmamula Restaurant***

Consumer perceptions of *Hao Xing Fu* Restaurant and Padmamula Restaurant on vegetable cuisine in Palembang City consist of six perception items: 1) perception of bazaar of vegetable dishes, 2) perception of vegetarian seminar, 3) perception of vegetarian restaurant decoration in the form of poster (4) perceptions of vegetarian restaurant menu variants, 5) perceptions of the price of cuisine offered by the restaurant, and judged from 6) consumer perceptions of the cuisine flavor of vegetarian restaurants. The scale used to see the perception of vegetable cuisine is Likert scale. Total perceptions scores, percentages and consumer interpretations at *Hao Xing Fu* Restaurant and Padmamula Restaurant consumers of vegetable dishes in Pa Pa Lembang are listed in Table 3 below.

**Table 3. Total perception score, percentage, and consumer interpretation at *Hao Xing Fu* Restaurant and Padmamula Restaurant on vegetable cuisine in Palembang City**

No.	Assessment Indicators	Total Score	Percentage	Interpretation
1.	Consumer perceptions of the implementation of the plant-based food bazaar carried out IVS	1.706	76.16	Good
2.	Consumer perceptions of the implementation of the IVS vegetarian seminar	2.023	79.02	Good
3.	Consumer perceptions of the IVS mandate to display the poster decoration of famous vegetarian figures at <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	1.092	68.25	Good
4.	Consumer perceptions of the menu variants offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	1.808	70.63	Good
5.	Consumer perceptions of the menu prices offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	1.010	78.91	Good
6.	Consumer perceptions of cuisine cuisine <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	1.280	80.00	Good
Cumulative		8.919	75.50	Good

Based on the analysis using a Likert scale pattern, it can be seen that the level of consumer perceptions in *Hao Xing Fu* Restaurant and Restaurant Padmamula to plant based in Palembang amounted to 75.50 per cent with a good interpretation. This is because consumers of both restaurants are familiar with the vegetarian lifestyle (vegetable based food) and are part of the beliefs of some religions embraced by the respective respondents of the restaurant. The good perception is derived from 80 respondents. Where 40 respondents consisting of 20 vegetarian respondents and 20 non-vegetarian respondents came from *Hao Xing Fu Restaurant*, and 40 respondents consisting of 20 vegetarian respondents and 20 other non-vegetarian respondents came from Padmamula Restaurant. Based on observations by researchers in the field, vegetarian assessed some of the general public as a pattern of minority life that is applied for reasons of religious and ethnic advice only. So that not many people of Palembang City realize and understand the existence of vegetarian. This is due to the lack of approach made by the *Indonesian Vegetarian Society (IVS)* branch of Palembang City as a vegetarian organization aimed to disseminate vegetarianism to the general public. In addition, because most of the vegetarian restaurants in the city of Palembang still ethnic and religious certain.

**B. Perceptions of Vegetarian and Non Vegetarian Respondents to Vegetable Cuisine in Palembang City, Consumer Case Study *Hao Xing Fu* Restaurant and Padmamula Restaurant**

The perceptions of vegetarian vegetarianism in restaurant *Hao Xing Fu* and Padmamula Restaurant on vegetable cuisine in Palembang City consist of six perception points: 1) perception of bazaar of vegetable dishes, 2) perception of vegetarian seminar, 3) perception of vegetarian restaurant decoration posters of famous vegetarian figures, 4) perceptions of vegetarian restaurant menu variants, 5) perceptions of the price of cuisine offered by restaurants, as well as judging from 6) consumer perceptions of the cuisine flavor of vegetarian restaurants. The scale used to see vegetarian consumer perceptions of vegetable dishes is Likert scale. Total perception scores, percentages and interpretations of vegetarian and non-vegetarian consumers in *Hao Xing Fu* Restaurant and Padmamula Restaurant consumers of vegetable cuisine in Pa Pa Lembang are listed in Table 4 below:

**Table 4. Total perception scores, percentages, and interpretations of vegetarian and non-vegetarian consumers in *Hao Xing Fu* Restaurant and Padmamula Restaurant on vegetable cuisine in Palembang City**

No.	Assessment indicators	Total score	Percentage	Interpretation
<b>a. Consumer vegetarian</b>				
1.	Consumer perceptions of the implementation of the plant-based food bazaar carried out IVS	867	77.41	Good
2.	Consumer perceptions of the implementation of the IVS vegetarian seminar	1,023	79.92	Good
3.	Consumer perceptions of the IVS mandate to display the	548	68.50	Good

	poster decoration of famous vegetarian figures at <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant			
4.	Consumer perceptions of the menu variants offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	963	75.23	Good
5.	Consumer perceptions of the menu prices offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	500	78.13	Good
6.	Consumer perceptions of cuisine <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	661	82.63	Very good
	Cumulative	4,562	76.97	Good
<b>b. Non-vegetarian consumers</b>				
1.	Consumer perceptions of the implementation of the plant-based food bazaar carried out IVS	839	74.91	Good
2.	Consumer perceptions of the implementation of the IVS vegetarian seminar	1,000	78.13	Good
3.	Consumer perceptions of the IVS mandate to display the poster decoration of famous vegetarian figures at <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	544	68.00	Good
4.	Consumer perceptions of the menu variants offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	845	66.02	Good
5.	Consumer perceptions of the menu prices offered <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	510	79.69	Good
6.	Consumer perceptions of cuisine <i>Hao Xing Fu</i> Restaurant and Padmamula Restaurant	619	77.38	Good
	Cumulative	4,357	74.02	Good

Based on analysis result using likert scale in Table 4 it can be seen that the level of consumer perceptions in *Hao Xing Fu* Restaurant and Padmamula Restaurant on vegetable cuisine in Palembang City of 76.97 percent is the level of vegetarian consumer perceptions and 74.02 percent is the level of non-vegetarian consumer perceptions, where both figures are equally indicative good interpretation. This is because consumers of both restaurants are familiar with the vegetarian lifestyle (vegetable based food) and is part of the beliefs of some religions shared by the respective respondents of the restaurant. This perception is a perception of two existing consumer groups in *Hao Xing Fu* Restaurant and Padmamula Restaurant. By comparison of vegetarian consumers as much as 40 respondents (20 vegetarian respondents in *Hao Xing Fu Restaurant* + 20 vegetarian respondents in Padmamula Restaurant) and 40 respondents (20 non-vegetarian respondents in *Hao Xing Fu Restaurant* + 20 non-vegetarian respondents in Padmamula Restaurant) vegetarians who were each visiting at the two vegetarian restaurants.

From six indicators of consumer assessment of vegetable cuisine, is divided into two main components namely, the first is an indicator of consumer assessment of socialization activities conducted by the *Indonesia Vegetarian Society (IVS)* Palembang City and the second is an indicator of consumer assessment of vegetarian restaurants in Palembang City taken from two samples of vegetarian restaurants. Perceptions of vegetable dishes are seen from vegetarian socialization activities conducted by the *Indonesia Vegetarian Society (IVS)*, which is a bazaar of plant-based food, vegetarian seminar, and the mandate of *Indonesia Vegetarian Society (IVS)* to display posters of vegetarian famous figures in vegetarian restaurant decoration. In addition, consumer perceptions in terms of menu variants, prices, and cuisine flavor in a vegetarian restaurant.

The implementation of the vegetarian food bazaar and vegetarian seminar in Palembang City is not often held. Implementation of the latest plant-based bazaar was held on October 1-2, 2016 at *Citra Grand City* Housing with the theme " *Veg For All* " many enthusiastic visitors visiting various booths that present 300 variants of plant foods. Show that plant foods can be made into a variety of foods.



Figure 1. Vegetable based food bazaar titled " Veg For All " organized by Indonesia Vegetarian Society (IVS) Kota Palembang.

While the implementation of the latest vegetarian seminar conducted by Ikatan Wanita Pengusaha Indonesia (IWAPI) of South Sumatra at Bina Praja Building of South Sumatra Provincial Government. Health seminar entitled "benefits and quality of vegetable nutrition in supporting women's activities and health", with



Dr. Drs. Susianto MKM .. At the event was also carried out the introduction of 78 types of vegetarian food. The event is expected to inspire women especially members of IWAPI to begin implementing a healthier diet.



**Figure 2. The socialization of vegetarian activities in the provincial government of SumSel organized by IWAPI Palembang**

But unfortunately, the socialization of vegetarianism is not intensively conducted in the general public. So the people of Palembang City mostly considers vegetarian as a pattern of life of a certain religious community. Opinion is derived from the call of a particular religion for adherents to eat plant foods, for example, Buddhism and Hinduism .

The vegetarian seminar in Palembang City usually brought the president of the *Vegan Society of Indonesia* (VSI), namely Dr. Susianto MKM. Like other health seminars, vegetarian seminars are usually viewed from medical science (health). An example is the discussion of "how the quality of vegetarian food, whether it can control degenerative diseases or become vegetarians will lack a variety of nutrients? From the vegetarian seminar it was explained that the study of vegetarian nutrition quality by testing protein efficiency ratio does not refer to the pattern of human needs because of its research using mice that of course the ratio of amino acids needs different from humans, and now new references have been issued by the *World Health Organization* (WHO). This breaks the old issue that animal protein is superior to vegetable protein. Scientific-based reviews in vegetarian seminars can illustrate that a vegetarian diet can be justified. "

In addition the vegetarian seminar explains "Can vegetarians cope with degenerative diseases ? "It can be explained that" referring from research data that non-vegetarians are even in areas high risk of nutritional deficiency and suffering from degenerative diseases compared to vegetarian groups. Data from the *National Cancer Institute* that the consumption of animal meat with a frequency of more than 4 times a week increases the risk of stomach cancer by 2 times "( obtained from the health ministry's vegetarian seminar and persagi in collaboration with IVS-VSI 2012, with speaker Rita Rmayulis DCN, M.Kes . Instructor and Lecturer in Nutrition Fitness polytechnic MOH Ministry of Health).

As well as information about "vegetarians according to balanced nutrition : is it really vulnerable to malnutrition?" According to Nufri Afriansyah, M.Sc. from the Center for Epidemiological Technology and Epidemiology revealed that "being a well-planned vegetarian / vegan can avoid the risks of malnutrition. The most important thing to note is the three nutritional elements that are relatively minimal intake in the vegan diet, namely: vitamin B12, vitamin D, and calcium. Vitamin B12 can be obtained tempeh or fortified b12 foods and beverages, and vitamin D specifically for areas less exposed to sunlight. Then calcium, can easily be met by eating green vegetables and soy products such as tofu and tempeh . So vegetarians causing malnutrition can be categorized as inappropriate perception. "

The consumer rating indicator of the *Indonesia Vegetarian Society* (IVS ) and the vegetarian restaurant is a vegetarian restaurant decoration. Restaurant decorations are the ways of the management of *Hao Xing Fu* Restaurant and Padmamula Restaurant to convey the impression to the visitor's customers in order to provide a positive assessment. Figure 4.4 looks ahead *Hao Xing Fu* Restaurant below shows that the restaurant management wants to convey the impression to the consumer that the restaurant is nuanced ethnic *Chinese* and urban modern, seen with the writing of the name of Restaurant " *Hao Xing Fu* "In Chinese script at the front of the restaurant followed by English-language " *LOVING NATURE COFFEE* ". It is also based on the main purpose of the establishment of this restaurant as the main cafeteria of Buddhist-based Chinese-based School that encourages its people to become a vegetarian "Maitreyawira School".





Figure 3 . Front view of Hao Xing Fu Restaurant and Padmamula Restaurant

Based on field observations of these two vegetarian restaurants, there is no doubt that vegetarianism in Palembang City still highlights the characteristics of worship and the symbols of Buddhist konghucu religion, so as to limit the visit for the general public. Chinese ethnic decorations are also seen on the front yard of Padmamula Restaurant, where there is a Buddhist temple site in the form of a lion statue with an instrument of worship. Picture illustration of the prayer statue displayed in the yard of Padmamula Restaurant and the prayer statue inside the *Hao Xing Fu Restaurant* can be seen in Figure 4 below.



Figure 4. Decorative statues at Padmamula Restaurant (left) and at *Hao Xing Fu Restaurant* (right) become the choice of the management of each restaurant

Restaurants Hao Xing Fu and restaurants Padmamula equally setting up chairs and dining table consumer visitors lined up and is next to the counter and storefront buffet cuisine making it easier for consumers to take food and give the conveniences waitress / waiter in doing good service to consumers, as well as makes it easier for consumers to make transactions at the restaurant's cashier. In addition the waiters and restaurant attendants can see the customers who come up clearly. The interior decoration of Hao Xing Fu Restaurant and Padmam ula Restaurant can be seen in Figure 5 .



Figure 5 . The arrangement of consumer chairs and tables at *Hao Xing Fu Restaurant* and Padmamula Restaurant

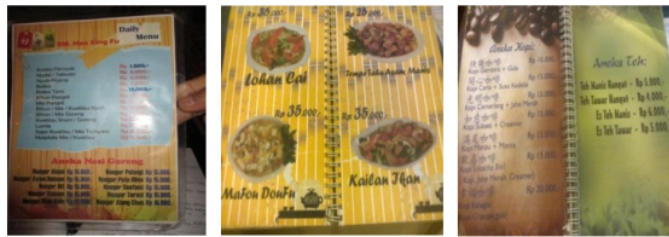
The Indonesian Vegetarian Society (IVS) is also calling on vegetarian restaurants to decorate vegetarian restaurants with posters calling for vegetarianism, such as displaying famous vegetarian or wisdom poster figures and the benefits of being a vegetarian to increase the knowledge and interest of vegetarian

diners. This is done by the management of Restaurant *Hao Xing Fu* and Padmamula, for example by displaying the poster benefits of vegetable and other vegetable products. However, at Padmamula Restaurant, there were no famous vegetarian poster figures, the management of Padmamula Restaurant prioritizes the number of vegetarian dishes on offer rather than decorating the restaurant attractively. But recently Padmamula Restaurant changed the layout of the buffet window and the checkout counter. Where the cashier desk is now on the right of the restaurant entrance and given a table and a waiting chair for consumers who buy food using an *online* motorcycle taxi service . Can be seen in Figure 6 below.



Figure 6 . Restaurant Decoration Hao Xing Fu

Indicator of consumer assessment of vegetarian cuisine in Palembang City next is the assessment of menu variants offered by the restaurant. The menu variant is a menu option offered and provided a vegetarian restaurant every day. Restaurants *Hao Xing Fu* and restaurants Padmamula can be appreciated for providing diverse variety of vegetarian menu. Starting from the typical menu Palembang City to main menu nuance *Chinese Food* . And both of these restaurants have established cooperation with *Indonesia Vegetarian Society (IVS)* as a vegetarian organization in Palembang City. What is the name the previous menu has been described in the discussion of the level of consumer perceptions viewed based on the menu variant. Below is a menu picture in Hao Xing Fu Restaurant and Padmamula Restaurant.



(a)



(b)

Figure 7 . (a) photo list menu Hao Xing Fu Restaurant , (b) photo menu list Padmamula Restaurant

The price of cuisine is an indicator of consumer assessment of vegetarian cuisine in the city of Palembang. Vegetarian is one of the healthy lifestyles that can run urban community as a way to maintain health amid the dense activity that is done every day. Especially for people with degenerative diseases that abstain from eating animal foods. While in the city of Palembang own vegetarians are still regarded as the pattern of life of some ethnic or religious only. So the determination of the selling price of vegetarian dishes is important to note in order to attract consumers to visit a vegetarian restaurant. Because the price is one of the marketing

strategies that support how the product can be recognized and consumed by consumers. In this study, *Hao Xing Fu* Restaurant and *Padmamula* Restaurant have implemented various pricing strategies on each serving product. For example, *Hao Xing Fu Restaurant* implements a price promo every Monday by buying three types of vegetables and rice valued at Rp 6.000, -. While *Padmamula* Restaurant offers various types of side dish served buffet by applying portion, with small portion of Rp 5,000, - and big portion of buffet side cost Rp 15.000, -. In the description of the level of consumer perceptions of the price of cuisine offered by each restaurant studied previously has described the price of each menu provided. Prices offered *Hao Xing Fu* Restaurant start from Rp 1.500, - Rp 150.000, - for snack and main menu and drinks price range Rp 4.000, - up to Rp 30.000, -. The prices offered by *Padmamula* Restaurant start from Rp 2.000, - up to Rp 15.000, - for drinks and Rp 15.000, - up to Rp 40.000, - per serving for the cuisine menu.

Indicators of consumer assessment of vegetarian cuisine in terms of cuisine offered by vegetarian restaurants. Taste is a flavor of food and drink that can arouse the tastes of consumers to remain faithful to visit vegetarian restaurants. Flavor is a psychological factor that can be used as a consumer to be interested in certain dishes and the possibility to repeat the purchasing activities of a product becomes larger occur. Food tastes per customer must be different, given the varying levels of consumer tastes. Based on field observations, the taste of vegetarian cuisine offered by the restaurant has varied, ranging from spicy flavored cuisine, sweet, salty, and sour and so on. This is evidenced by the variety of food provided by *Hao Xing Fu* Restaurant and *Padmamula* Restaurant. Both restaurants serve Palembang City specialties such as: *laksan*, *celimpungan*, wheat model, *celor* noodles, and other varied food and beverages (see Table 4.37 and Table 4.38). It can be concluded that vegetarian and non-vegetarian consumers in *Hao Xing Fu* Restaurant and *Padmamula* Restaurant both have a good perception of vegetable cuisine in Palembang City and the hypothesis is accepted.

#### **C. Strategy of Indonesia Vegetarian Society (IVS) in Improving Vegetable Food Consumption in Palembang City**

*The Indonesia Vegetarian Society (IVS)* is a member of the *International Vegetarian Union* which is an independent organization promoting vegetarianism worldwide. *The International Vegetarian Union (IVU)* was founded in 1908 when the First Congress of the *Vegetarian Society* was held in Dresden, Germany. IVS is open to all layers and classes. By becoming a member of the IVS it means that the member has participated in the dissemination of vegetarianism, in addition IVS members will also get: 1) a guide guide that contains the content of vegetarianism; 2) k Artu IVS members that can be used to get discounts at the wrought- t -the IVS is a partner; 3) opportunity to consult the IVS expert staff free of charge on all matters relating to vegetarianism; and 4) opportunity to share experiences and information about vegetarian through IVS *mailing list*.

*Indonesia Vegetarian Society (IVS)* has a vision to improve the quality of human life and its environment over time. While the mission of *Indonesia Vegetarian Society (IVS)* consists of: 1) making IVS as an organization that always exudes genuine love and fraternity and inter-religion, culture and ethics in realizing its vision, mission and purpose; 2) give the right understanding, education, and guidance to every human being to adopt healthy lifestyle and become vegetarian; and 3) to make IVS as a global role model and to always protect the vegetarian community in Indonesia.

The purpose of the establishment of the *Indonesian Vegetarian Society (IVS)* organization is as follows:

1. Increase the number of IVS members and partners from time to time.
2. Make at least 50 percent of IVS members become permanent vegetarians.
3. Invites all vegetarian restaurants and non-vegetarian restaurants that provide vegetarian menus into IVS partners with a minimum 5 percent discount member to IVS members.
4. Establish the Association of Doctors and Vegetarian Nutritionists (IDAGIVE) Indonesia.
5. Establish and manage vegetarian school-based vegetarian schools, schools and universities.
6. Establish and manage the *Vegetarian Trade Center (VTC)*.

The efforts and activities of *Indonesia Vegetarian Society (IVS)* in order to realize the goals of the organization are as follows:

1. Socialize the benefits of becoming a member of IVS and recruit IVS members through:
  - a. Site *website*, short messages via *mobile phones*, brochures and guidebooks vegetarian Indonesia as well as other print and electronic media.
  - b. Organizing events, among others:
    - 78/100/168 *vegetarian food bazaar* or 168 *vegetarian food expo* and seminar.
    - Healthy roads, *medical check-up* packages, and social services and counseling to institutions (schools, universities, boarding schools)
  - c. Religious and spiritual organizations that adhere to or support vegetarianism.



- d. All IVS partners are particularly vegetarian restaurants.
- e. Relevant government agencies.

2. Holding 78/100/168 *vegetarian food bazaar* or *168 vegetarian food expo* and seminars or providing one free vegetarian meal simultaneously on World Vegetarian Day is October 1 in every IVS branch throughout Indonesia. And the event should be complemented by counseling about the benefits of vegetarianism and published in the mass media in their respective regions.

**SWOT Analysis**

SWOT Analysis (*Strengths, Weakness, Opportunities, Threats*) is one way to analyze the strategy of *Indonesia Vegetarian Society (IVS)* with the aim of increasing consumption of vegetable cuisine in Palembang City. The following SWOT strategy analysis of *Indonesia Vegetarian Society (IVS)*:

<p><b>SWOT MATRIX</b> <i>(Strengths, Weakness, Opportunities, Threats)</i></p>	<p><b>Strength - Strengths</b> A member of the <i>International Vegetarian Union (IVU)</i> Is an organization that campaigns healthy lifestyle by becoming vegetarian. Conducting socialization activities, such as: seminars that present speakers such as: nutritionists, doctors, and clergy; bazaar activities of vegetable foods, cooking demonstrations, and blood donors.</p>	<p><b>Weakness - Weakness</b> Vegetarian promotion activities are only conducted in Palembang City area, not to other areas in South Sumatra. Do not have a clear membership, so it can not be known how many vegetarians in Palembang city accurately. Not applying the five management functions properly, so planning, organizing, directing, and controlling are not well realized in IVS branch of Palembang City. Its members are merely ethnic and religious associations only. People think that eating vegetable products alone is considered bad and not sufficient nutritional intake</p>
<p><b>Opportunities - Opportunities</b> Increasingly people who want to know about health information The emergence of diseases due to wrong consumption patterns. For example: health problems such as obesity / overweight want to diet for health reasons.</p>	<p><b>SO Strategy</b> (Use the power to take advantage of opportunities) Expand the publication of information about vegetarian in social media / <i>website</i>, print media, and electronic media. So the vegetarian information reaches the whole society. Expand the implementation of promotional activities and socialization to the general public. Do not take place during certain religious celebrations. should be promoted on College Campus, Public Health Centers, and Shopping Centers.</p>	<p><b>WO Strategy</b> (Overcome weaknesses by taking advantage of opportunities) Expand the range of promotional and socialization activities in other areas in South Sumatra Province Create a <i>detailed</i> account of the membership of the <i>Indonesia Vegetarian Society (IVS)</i> branch of Palembang. Can be done with the creation of a special <i>website</i> IVS branch of Palembang City which contains about membership and information about vegetarian, ranging from vegetarian restaurant info, nutrition info and the composition of daily menu of vegetarian suitable for the people of Palembang city. So that vegetarians in Palembang City are not only a certain ethnic group, but also all levels of society.</p>
<p><b>Threats - Threats</b> <i>Indonesia Vegetarian Society (IVS)</i> branch of Palembang City seems to represent / characterize certain groups / ethnic, so less socialize. Lack of public awareness of the importance of maintaining health in the present and future Many people do not know the benefits of being a vegetarian</p>	<p><b>Strategy ST</b> (Use power to avoid threats) The <i>Indonesia Vegetarian Society (IVS)</i> branch of Palembang City should make a rule aimed at the management of a vegetarian restaurant not to decorate its restaurant with certain ethnic decorations. So the general public does not judge that vegetarians and IVS characterize certain ethnic and religious groups. The <i>Indonesia Vegetarian Society (IVS)</i> should collaborate with community leaders and government agencies, as well as public schools in Palembang City to socialize vegetarians, ranging from the importance of maintaining health, one of which can be done by becoming vegetarian, and socializing the benefits of being vegetarian.</p>	<p><b>WT Strategy</b> (Minimizes weakness and avoids threats) formulate appropriate socialization strategy to be conducted in all inter-religious community of Palembang City. So that vegetarian and <i>Indonesia Vegetarian Society (IVS)</i> can be recognized and accepted by all people in all religions. Pay more attention to the look of vegetarian restaurants, not to display certain ethnic characteristics. In order for consumers to properly view the vegetarian as a healthy lifestyle that can be applied to anyone.</p>

**Figure 8. SWOT Matrix ( Strengths, Weakness, Opportunities, Threats ) Indonesian Vegetarian Society (IVS) Palembang City Branch**

### III. Conclusions And Recommendations

#### Conclusion

Based on the results of research, the conclusion is obtained as follows:

1. Consumer respondents *Hao Xing Fu* Restaurant and Restaurant *Padmamula* average female sex numbered 43 people. While the male respondents amounted to 37 people. For the average age of consumer respondents *Hao Xing Fu* Restaurant and *Padmamula* Restaurant is 33 years old who work as many as 45 people, most of them work as entrepreneurs.
2. The level of consumer perception of *Hao Xing Fu* Restaurant and *Padmamula* Restaurant on vegetable cuisine in Palembang City is 75 , 49 percent with good interpretation. The level of vegetarian consumer perceptions of 76 , 97 percent and non-veg consumer perceptions of 74.02 percent and both are both criteria. This is because consumers of both restaurants are familiar with the vegetarian lifestyle and are part of the beliefs of some religions embraced by the respective respondents of the restaurant. In addition, there was poor perception of restaurant decoration statement and vegetarian restaurant menu variant, respectively 54.06 percent and 48.44 percent. Where respective respondents of each restaurant judge that the decoration of the restaurant will be thick ethnic *Chinese* and assess the restaurant also offers a variant *vegetable chinese food* menu ( *chinese vegetable* cuisine typical).
3. *The Indonesian Vegetarian Society* (IVS) branch of Palembang City does not realize the goal of the *Indonesian Vegetarian Society* (IVS) center, which is to spread vegetarianism throughout the community. IVS Kota Palembang only emphasizes vegetarians to follow certain religions to adopt the vegetarian lifestyle, and does not provide rules to the vegetarian restaurant to not display certain ethnic ornaments so that the general public can visit without any doubt.

#### Suggestion

Based on the above conclusions, then the things that can be suggested are as follows:

1. It is recommended that the *Indonesian Vegetarian Society* (IVS) branch of Palembang City carry out its activities in accordance with the vision, mission of IVS and organizational activity guidance contained in the Basic Grants (AD), Household Budget (ART), as well as the work program compiled by the *Indonesian Vegetarian Society* (IVS) center.
2. It is recommended that the *Indonesian Vegetarian Society* (IVS) branch of Palembang City be able to coordinate with vegetarian restaurant owners and the government of Palembang City in order to give the public the opportunity to know about the vegetarian lifestyle. So that vegetarian can be accepted all society of Palembang city.

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