

REINTRODUCING TRADITIONAL FOOD AMPIANG DADIAH AMIDST THE ONSLAUGHT OF MODERN FOOD AS A CULINARY COMPETITIVE EDGE IN BUKITTINGGI

Fajri Wildhani Ilham* & Muhammad Refki Novesar
Institut Seni Indonesia Padang panjang, Indonesia
*Email: wildhaniilham@gmail.com**

Article History

Received: 17 November 2025

Accepted: 17 December 2025

Published: 31 December 2025

Abstract

This study aims to analyze and formulate a strategy for reintroducing Ampiang Dadiah as a traditional Minangkabau culinary heritage amidst the dominance of modern food, particularly in the context of Bukittinggi's culinary tourism competitiveness. Ampiang Dadiah, a fermented product of probiotic-rich buffalo milk (dadiah) and glutinous rice (ampiang), boasts authentic flavors and exceptional nutritional value. However, this culinary treat faces significant challenges in the form of declining consumer interest, particularly among the younger generation, who tend to adopt consumption patterns that prioritize practicality, speed of presentation, and the visual aesthetics of modern cuisine. This descriptive qualitative study was conducted through fieldwork, interviews, and a comprehensive literature review. The results indicate that the fundamental problem lies not in product quality, but rather in structural weaknesses in presentation innovation and development strategies. This study concludes that an integrated strategy focused on product differentiation and extensive digital marketing is needed. Product differentiation should include visual innovation through aesthetically pleasing, functional packaging and the addition of contemporary toppings to attract the attention of the younger generation. Meanwhile, marketing strategies must optimize the concept of culinary gastronomy tourism by highlighting cultural narratives, educating about the health benefits (probiotics), and authentic experiences such as witnessing the fermentation process of dadiah in bamboo. Implementing this adaptive strategy is crucial to maintaining Ampiang Dadiah's existence as a Minangkabau culinary specialty.

Keywords: Ampiang Dadiah, Bukittinggi, Culinary, Culinary Competitiveness, Traditional Food, Gastronomy.

A. INTRODUCTION

The Indonesian archipelago boasts a wide variety of traditional foods, rich in flavor and uniqueness. Culinary arts are an easy way to gain international attention through creative and dynamic culinary development (Adilah, 2018 in Ristiyanti & Prakoso, 2022). Food and culinary culture can attract people from various countries around the world. Culinary development can be attributed to the fact that it continues to experience innovative and dynamic innovations and variations, making it more appealing and captivating to the international community. Long (2004) also stated that the uniqueness and creativity in the culinary industry helps spread culture worldwide. The ever-evolving culinary scene encourages the tourism sector, providing tourists with the satisfaction of sampling and enjoying dishes from various regions.

Traditional food is food that is frequently consumed by a particular community or served at certain celebrations, passed down from generation to generation, prepared according to traditional recipes, prepared with little or no artificial processing, and possesses specific characteristics that distinguish it from food from other regions of the world (Guerrero et al., 2009). Jordana (2000), as cited by Pieniak et al. (2009) also stated that traditional food is closely linked to each person's eating habits, including daily routines and special celebrations. To maintain the authenticity of culinary traditions, recipes and preparation methods are passed down from generation to generation. The use of natural ingredients and simple processing methods, while avoiding modern additives, can be distinctive characteristics. Each region has its own traditional food, with different ingredients, processing techniques, and flavors.

Developments have changed people's eating habits. Previously, people consumed food prepared manually and traditionally, but now they are shifting to modern foods that are fast and practical. According to Galuh (2017), the definition of modern food is indicated by the speed of preparation and the use of sophisticated processing equipment. Most types of modern food are fast food. Modern food is usually defined by two main factors: speed of preparation and the use of sophisticated processing equipment or modern technology. In other words, modern food is usually prepared and served quickly thanks to modern equipment or technology in the cooking process. Furthermore, most modern foods familiar to the general public are usually fast food, known for their convenience and speed.

In Indonesia, specifically in the province of West Sumatra, there is an authentic dish called Ampiang Dadiah. Ampiang Dadiah is a traditional Minangkabau dish featuring a combination of ampiang and dadiah. Ampiang is flattened (pounded) glutinous rice, while dadiah is fermented buffalo milk. Dadiah is a fermented milk product originating from West Sumatra (Evasha et al., 2022; Furkaniaty et al., 2023; Wang et al., 2023 in Dewi et al., 2025). Dadiah is traditionally made with fresh buffalo milk, which is fermented in a bamboo tube for approximately two days, then covered with banana leaves. The uniqueness of the Dadiah fermentation process lies in the bamboo tube being deliberately left unwashed, as this plays a crucial role in the natural fermentation process.

Elmawaty (2024) states that the history of Ampiang Dadiah is linked to the migration of the Minangkabau ethnic group in the 16th century, when the method of fermenting buffalo milk was passed down from ancestors as a way to maintain family health. Then, as a culinary product, it developed from the 19th to 20th centuries, when local ingredients such as sticky rice and brown sugar were incorporated, demonstrating cultural adaptation to economic and environmental challenges. Meanwhile, Maulid & Ciptandi (2023) recount the history of Ampiang Dadiah as part of Minangkabau cultural heritage. It began in the era of the ancient Malay kingdoms (7th to 14th centuries), when milk fermentation became a common practice for food preservation. Then, in the modern era (20th century), Ampiang Dadiah developed into a regionally distinctive dish and is often served at traditional ceremonies such as weddings or cultural festivals, demonstrating a shift from a necessity for survival to a necessity for tourism.

Mandalia & Fadila (2023) also highlight the origins of Ampiang Dadiah in the 18th-century Minangkabau agricultural tradition, where buffalo milk was naturally fermented to produce Dadiah as a source of nutrition during times of food shortages. Its development into Ampiang Dadiah occurred in the 20th century, when female traders in Bukittinggi and Padang created an innovative way to serve it as a snack, demonstrating the importance of culinary delights in the local economy and tourism.

This dish was further refined by combining it with several other ingredients that enhance the flavor of Ampiang Dadiah. These include glutinous rice, dadiah, brown sugar, and grated

coconut. Fermented buffalo milk is also rich in beneficial bacteria that are beneficial for health (Elmawaty, 2024). When served, the fermented Dadiah is then combined with complementary ingredients to balance and enrich the flavor. The main complementary ingredient is Ampiang Ketan, a type of emping (rice crackers) made from roasted and flattened glutinous rice, providing a contrasting chewy and crunchy texture. Dadiah's sour taste is then neutralized and enriched by the sweetness and distinctive caramel aroma of brown sugar (palm sugar), and the sprinkling of grated coconut, which adds a savory touch and a fresh tropical aroma. The combination of these four components—sour, sweet, savory, and unique texture—creates a harmonious and distinctive culinary experience.

Ampiang dadiah has a unique flavor. The combination of ampiang and dadiah creates an authentic taste. However, ampiang dadiah currently faces serious challenges in the tourism sector, particularly in the culinary world. The biggest challenge for ampiang dadiah lies in its popularity. Ampiang dadiah is also a traditional culinary delicacy that has been left behind. Currently, interest in ampiang dadiah has waned, especially among young people who prefer street food. Therefore, a sound strategy is needed to develop and revitalize tourists' interest in enjoying the traditional ampiang dadiah dish in this modern era.

This study aims to increase tourist interest in reintroducing ampiang dadiah culinary tourism as a traditional food passed down from generation to generation that is rich in flavor to the general public, especially young people who are more interested in instant and modern food. With a qualitative approach based on field studies and literature studies, this study is expected to contribute to the development of ampiang dadiah culinary tourism, while maintaining the ampiang dadiah culinary tradition.

B. LITERATURE REVIEW

Traditional Food

According to Jordana (2000), traditional food is a type of food closely associated with a region and passed down from one generation to the next as an element of tradition, thus serving not only as a source of nutrition but also as a construct of cultural identity. Bertozzi (1998, in Prayogo et al., 2024) complements this understanding by stating that local food directly represents the community groups inhabiting a region, reflecting the values, customs, and culture that are active and developing within that community.

This view is supported by Ossowska et al. (2024), who show that traditional food producers based on cultural heritage substantially utilize local ingredients, produce them at home or in communities, and contribute to local environmental sustainability. This community-based production not only preserves traditional culinary knowledge but also makes the food a symbol of regional identity.

Modern Food

Galuh (2017) explains that modern food is often associated with fast food preparation and the use of cutting-edge technology, as seen in fast food that is easy to prepare and can be prepared in minutes. This view contradicts the nature of traditional foods, which, according to Margi et al. (2013), require longer preparation times and are considered impractical by contemporary society, which prioritizes speed and convenience. This difference reflects a shift in consumption patterns from eating habits rooted in tradition to a more instant lifestyle, where practicality often overrides appreciation for the production processes and cultural values inherent in traditional foods.

Local Culinary Competitiveness

According to Richards (2015), local culinary competitiveness is driven by product differentiation that combines cultural heritage with modern trends, such as the use of sustainable local ingredients to attract international tourists. This opinion is supported by

Okumus et al. (2018), who emphasize that competitiveness is enhanced through strong branding and collaboration with the tourism industry, enabling local culinary delights like Ampiang Dadijah to survive amidst the dominance of fast food.

Gastronomic Culinary Tourism

Gastronomic culinary tourism focuses on experiences and culture through food, which drives tourism. According to Hall & Sharples (2003), gastronomy as a tourist attraction involves narratives about the stories behind the food, such as the origins of Ampiang Dadijah from Minangkabau, to create a captivating experience. This view is supported by Long (2004), who highlighted that gastronomic tourism is effective when combined with education about nutritional and health values, attracting young, health-conscious tourists.

Nutritional Value and Health Benefits

Elmawaty (2024) stated that the uniqueness of Ampiang Dadijah stems from its traditional fermentation process, carried out in bamboo, without a cleaning step, allowing natural microorganisms to function optimally. This approach produces a distinctive sour taste that is difficult to replicate with modern methods, while maintaining its high nutritional content, particularly protein and probiotics, which are beneficial for health. This authentic processing technique makes Ampiang Dadijah not just a traditional food, but part of the cultural culinary heritage with extraordinary biological and nutritional value. In line with this, Mandalia & Fadila (2023) emphasize that Ampiang Dadijah has great potential to become a culinary mainstay of West Sumatra, particularly in the tourism sector. They highlight that the probiotic content that supports digestive health could be an added attraction for tourists seeking a healthy and authentic culinary experience.

Product Innovation for Competitiveness

Afdhal & Affandi (2024) state that product innovation is a crucial element in maintaining the sustainable appeal of traditional foods amidst changing consumer preferences. They recommend implementing functional packaging that is not only aesthetically pleasing but also effective in maintaining the quality of Ampiang Dadijah's probiotics, ensuring the product's health benefits are maintained throughout the life of the consumer. Furthermore, they believe that adding contemporary toppings is crucial for attracting a younger generation seeking variety in appearance and taste, while maintaining the essence of traditional culinary culture.

Kotler & Keller (2018) state that design encompasses visual, taste, and functional aspects, which are essential elements of product attributes desired by consumers. They emphasize that design is an essential component of product attributes, directly influencing customer perceptions, satisfaction, and perceived value. From a contemporary marketing perspective, design acts as a competitive differentiator that can enhance product appeal, strengthen brand image, and generate meaningful user interactions. Effective design must address consumer challenges, simplify operations, enhance convenience, and deliver appropriate emotional benefits. Therefore, the views of both groups indicate that the integration of innovation and product design is a strategic approach to reviving cultural values while expanding Ampiang Dadijah's market share in today's era.

C. RESEARCH METHODOLOGY

This research uses a descriptive qualitative method with a field study approach, interviews, and literature studies related to Ampiang Dadijah. Qualitative research methods are research approaches based on philosophy, used to examine scientific conditions through experiments, where the researcher acts as the main instrument, as well as qualitative data collection and analysis techniques that emphasize meaning (Sugiyono, 2018). To find the appropriate problem, the researcher chose a qualitative method because this research was

conducted directly in the field by interviewing people who understand Ampiang Dadih and studying literature on related topics. Interviews, observation, and documentation are the three methods used in this field research related to Ampiang Dadih to collect research data.

D. RESULT AND DISCUSSION

Ampiang Dadih, a combination of ampiang (flaked glutinous rice) and dadih (fermented buffalo milk), is an authentic, flavorful food. However, research shows that this product faces significant challenges in the tourism sector and is lagging behind, especially amidst the onslaught of modern food. The main obstacles arise from the conflict between product utility and market demand, as well as a mismatch in technical quality.

Shifts in consumer culture have led to a decline in consumer interest, especially among young people. The use of sophisticated processing equipment and the speed of modern food preparation, such as fast food, offers convenience and time efficiency. This contrasts with traditional foods, which are considered time-consuming and inefficient by modern society (Margi et al., 2013).

Traditional Ampiang Dadih requires the preparation of complementary ingredients, such as glutinous rice, brown sugar, and grated coconut, before serving. Gen Z consumers, accustomed to instant and quick solutions, appreciate the high practicality of this manual process. This key difference suggests that Ampiang Dadih is not useful in terms of value. Therefore, the approach to reintroducing Ampiang Dadih should focus on product differentiation (Afdhal & Affandi, 2024). This will allow traditional products to be practical without losing their authenticity.

Culinary tourism is a crucial part of tourism because tourists spend a significant amount of money on food, accounting for a significant portion of their budget. Culinary tourism should capitalize on the narratives embedded in the food (Hall & Sharples, 2003). Ampiang Dadih benefits from its strategic location in Bukittinggi. It is easily found near Ateh Market and close to the iconic Jam Gadang (Jam Gadang Clock Tower). According to Yusi, a vendor at Warung Ni Upik, the main attraction for tourists is the uniqueness of the local cuisine, especially Ampiang Dadih. Marketing strategies should focus on the Dadih story, from its origins in Minangkabau to its connection to the legendary buffalo culture. Research shows that culinary experiences based on this story increase customer satisfaction and emotional engagement, as well as enhance the perceived value of the destination experience.

One of the major challenges facing Ampiang Dadih is the declining interest of the public, especially the younger generation, in this traditional culinary treat. Young people prefer modern dishes, which are considered easier, visually appealing, and frequently featured on social media platforms. This shift in eating habits has rendered traditional culinary delights like ampiang dadih outdated and unable to compete with a variety of contemporary food options. Traditional dishes typically require longer preparation times and do not always meet the visual aesthetic criteria that are now benchmarks for popularity among teenagers.

Based on observations and analysis of this phenomenon, the underlying problem is not the quality of the taste or cultural value of ampiang dadih, but rather the lack of creativity in its presentation, promotion, and development strategies. In the world of culinary tourism, Afdhal & Affandi (2024) state that a food's appeal depends not only on its authentic, traditional taste but also on its ability to adapt to the times. Many traditional culinary delights from other regions have successfully revived through innovations in packaging, presentation, and effective digital marketing.

Another problem is the suboptimal contribution of entrepreneurs and the government in promoting ampiang dadih as a culinary tourism icon. While other traditional products, such

as rendang or Padang satay, are already well-established in the national and international culinary industry, ampiang dadiah remains relatively unknown to tourists. The lack of promotional campaigns and education about the uniqueness and health benefits of dadiah makes it difficult for this culinary delight to reach a wider tourist market. Nutritionally, dadiah is rich in health benefits, particularly thanks to its probiotic content, which supports digestion.

The analysis also revealed that the biggest drawback in developing ampiang dadiah is the limited innovation in visual presentation and flavor variations. Modern dishes popular with young people typically feature striking appearances, attractive colors, and a variety of toppings or creative presentations. In contrast, ampiang dadiah is generally served simply without many options. This makes the younger generation less visually appealing or curious to try it. Therefore, innovations such as adding modern toppings can be an important step without altering the original taste. Modern, cleaner, more practical, and attractive packaging can also enhance visual appeal, especially for online promotions.

Beyond innovations in form and flavor, marketing strategy is crucial for reviving public interest in ampiang dadiah. In this digital age, social media is a key avenue for culinary promotion. Content such as engaging photos, videos, or reviews can expand ampiang dadiah's reach to a wider audience. Collaborating with culinary influencers, producing creative content, such as the traditional process of making dadiah, and presenting ampiang dadiah with a modern aesthetic can have a significant impact on its popularity. Digital marketing not only promotes ampiang dadiah as a traditional dish, but also as part of a healthy and authentic lifestyle rich in culture.

In the field of tourism development, ampiang dadiah can become a culinary icon, providing a unique experience for tourists. Culinary tourism is not only about enjoying food, but also about experiencing the culture, history, and production process. Today's tourists are highly attracted to authentic experiences that differ from their daily routine. By integrating ampiang dadiah into culinary tourism packages or Minangkabau culinary education, its selling point will increase dramatically. Visitors can be invited to witness firsthand the fermentation process of dadiah in bamboo and its traditional presentation, which is sure to be a unique attraction.

E. CONCLUSION

Ampiang Dadiah, a traditional Minangkabau culinary specialty with high nutritional value (probiotics) and authentic cultural heritage, faces significant challenges in the tourism sector due to its incompetence with modern, fast-paced, and visually appealing foods, especially among the younger generation. Taste quality is not the primary issue; it is the lack of innovation in presentation and development plans. Therefore, this study suggests that reintroducing Ampiang Dadiah requires an integrated strategy focused on digital marketing and product differentiation. Changing the visual appearance and flavor options through the addition of contemporary toppings and the use of practical, hygienic, and attractive packaging to increase social media appeal is the solution. To enhance emotional satisfaction and its selling point as a cultural icon, promotions should leverage the story and health benefits of Ampiang Dadiah and incorporate it into culinary (gastronomic) tourism packages. This effort will maintain the tradition while increasing the product's market share in the modern era..

REFERENCE

Afdhal, V. E., Affandi, S. (2024). Ampiang Dadiah: Functional Packaging Design For Minangkabau Traditional Food. *Jurnal Desain Indonesia*, 6(2), 293-302.

- Dewi, A. S., Oloan, A., Saputra, I., Gaol, R. A., Arion, M. R. (2024). Strategi Pemasaran Pariwisata Pantai Teluk Nipah, Kalianda Dalam Meningkatkan Pendapatan Asli (PAD) Kabupaten Lampung Selatan. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, dan Akuntansi)*, 8(3), 1762.
- Dewi, K. H., Yenrina, R., Rahayu, L., & Morita, R. (2025). Pengenalan Teknologi Hilirisasi Dadiah Berbasis Kearifan Lokal. *Jurnal Ilmiah Pengabdian dan Inovasi*, 3(3), 289-296.
- Effendi, E., Festiyed, F., Azhar, M., Andromeda, A., & Yerimadesi, Y. (2023). Dadiah: As a highly nutritious probiotic drink typical of Minangkabau and ethnosience-based science learning resources.
- Galuh, S. 2017. Persepsi Dan Perilaku Remaja Terhadap Makanan Tradisional dan Makanan Modern. *E-Journal Student Pend. Teknik Boga-S1*, 6(4).
- Hall, C. M., Mitchell, R., & Sharples, E. (2003). Consuming places: The role of food, wine and tourism in regional development. Butterworth-Heinemann.
- Jordana, J. (2000). Makanan tradisional: tantangan yang dihadapi industri pangan Eropa. *Food Research International*, 33, 147-152.
- Kotler, Philip., dan Kevin Lane Keller. 2018. *Manajemen Pemasaran*, Jakarta, Penerbit Erlangga.
- Laila, S. R., Sukmawinata, E., Putri, F. M. K., Akbar, I., Zahra, L. F., Agungpriyono, S., ... & Wresdiyati, T. (2024). Ampiang-Dadih-a combination of Indonesian traditional fermented buffalo milk and black glutinous rice—prevents hypercholesterolemia and liver cell degeneration in vivo: A pilot study. *Journal of Advanced Veterinary and Animal Research*, 11(2), 275.
- Long, L. (2019). Culinary Tourism. Encyclopedia of Food and Agricultural Ethics.
- M. Pieniak, Z., Verbeke, W., Vanhonacker, F., Guerrero, L., & Hersleth, “Association between traditional food consumption and motives for food choice in six European countries,” *Appetite*, pp. 101–108, 2009.
- Mandalia, S., & Fadila, N. (2023). Analysis Of Dadih As A Traditional Cuisine Supporting Culinary Tourism In West Sumatra. *Jurnal Manajemen Kuliner*, 97-102.
- Margi, I, K., Ariani, R, P., Widiastini, N, M., & Suriani, N, M. (2013). Identifikasi Potensi Wisata Kuliner Berbasis Bahan Baku Lokal Di Kabupaten Buleleng, Bali. *Jurnal Ilmu Sosial dan Humaniora*, 2(2), 257-264.
- Marsiti, C. I., Suriani, N. M., & Sukerti, N. W. (2019). Strategi Pengembangan Makanan Tradisional Berbasis Teknologi Informasi Sebagai Upaya Pelestarian Seni Kuliner Bali. *Jurnal IKA*, 17(2).
- Maulid, A., & Ciptandi, F. (2023). Exploring Traditional Dadiah Food as a Part of Cultural Identity and Sustainability in Minangkabau Tribe Tourism. *TRJ Tourism Research Journal*, 7(2), 213-223.
- Okumus, B., Koseoglu, M. A., & Ma, F. (2018). Food and gastronomy research in tourism and hospitality: A bibliometric analysis. *International Journal of Hospitality Management*, 73, 64–74.
- Ossowska, L., Janiszewska, D., Kwiatkowski, G., & Oklevik, O. (2024). *Local Food Production Based on Culinary Heritage—A Way to Local Sustainability. Sustainability*, 16(24), 11310.
- Pramana, A., Yudhistira, B., Jayalaksamana, M., Kurnia, D., Husnayain, N., & Pramitasari, R. (2025). Dadih, traditional fermented buffalo milk: a comprehensive review of the aspects of gastronomy, health benefits, and product development. *Journal of Ethnic Foods*, 12(1), 1-17.
- Prayogo, N. S., Kunto, Y. S., Raharja, M. S., Eleison, N. P. G. K., & Budiono, A. G. (2024). Pengaruh Brand Familiarity dan Perceived Nostalgia Terhadap Post-Purchase Intention

- Jajan Tradisional Srabi Notosuman Pada Generasi Milenial dan Gen Z. *Jurnal Manajemen Pemasaran*, 18(1), 58-68.
- Radio Republik Indonesia. (2024). Ampiang dadiah, tradisional khas Minang. RRI.
- Richards, G. (2015) Gastronomic experiences: From foodies to foodscapes. *Journal of Gastronomy and Tourism*, 1, 5-18.
- Ristiyan, S. D., & dan Prakoso, H. A. (2022). Upaya Indonesia Melalui Program Indonesia Spice Up The World dalam Mengenalkan Rempah dan Kuliner di Mancanegara. *Jurnal Politik dan Sosial Kemasyarakatan*, 14(3), 501-521.
- Rosalina, E., Ahmad, A. W., & Haryadi, A. D. (2015). Strategi Pengembangan Makanan Unggulan Minangkabau Berdaya Saing Global. *Jurnal Akuntansi Dan Manajemen*, 10(2), 41-50.
- Sari, E., & Mariya, S. (2024). Gastronomi Sebagai Daya Tarik Potensi Wisata Kota Padang Panjang. *Jurnal Buana*, 8(4), 953-972.
- Sugiyono. (2018). Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta Sofwan.
- Tyas, A. S. (2017). Identifikasi Kuliner Lokal Indonesia dalam Pembelajaran Bahasa Inggris. *Jurnal Pariwisata Terapan*, 1(1),