



Innovating Traditional Culinary Products: Developing 'Karipap' as a Creative Economy Driver in Payakumbuh Cultural Village

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ABSTRACT

The Balai Kaliki Cultural Village in Payakumbuh City holds great potential for developing a creative economy rooted in traditional Minangkabau culinary heritage. However, this potential remains underutilized, particularly in terms of product innovation, packaging, and marketing. This community service program aimed to enhance the community's skills in processing, packaging, and promoting innovative karipap products as a step toward developing local creative economy enterprises. The program was conducted in three stages: preparation, which included a needs assessment and coordination with local stakeholders; training, focused on hygienic food processing, innovative recipe development, packaging design, and social media-based branding; and evaluation and mentoring, which involved skill assessments and business sustainability planning. Ten participants, consisting of women and young women from the Family Welfare Movement (PKK), were selected purposively. The findings showed a significant improvement in participants' knowledge and skills, with the average test score increasing to 85%. Participants successfully created three new product variations and established social media accounts for marketing purposes. Overall, this program successfully empowered the local community through skill enhancement in culinary innovation, packaging, and digital promotion. It contributes to the advancement of local creative economies while supporting the Sustainable Development Goals (SDGs), particularly poverty alleviation and food security, and reinforcing Minangkabau cultural identity through local culinary innovation.

Keywords: creative economy, entrepreneurship, traditional food, Payakumbuh

INTRODUCTION

The Cultural Village in Nagari Koto Nan Gadang, Payakumbuh City, is an area rich in history and cultural potential that can support the growth of a creative economy rooted in Minangkabau traditions. Various attractions—such as homestays in traditional houses, cultural processions, art performances, and unique culinary specialties like rendang kelor and gula merah merah putih—serve as authentic tourism assets (Dinas Kebudayaan dan Pariwisata Kota Payakumbuh, 2023; Informatika, 2023). However, these potentials have not been fully optimized, particularly in the establishment of integrated souvenir centers that combine culinary products and traditional handicrafts as regional identities. Limited innovation, insufficient capital, and weak MSME support remain major barriers to the

development of the creative economy (Dinas Kebudayaan dan Pariwisata Kota Payakumbuh, 2023; Informatika, 2023).

One traditional product with great potential for development is karipap, a typical Minangkabau pastry. With innovations in recipe, packaging, and marketing strategies, karipap could become a signature culinary souvenir of Payakumbuh. Data from the Payakumbuh City Cooperatives and MSMEs Office indicate that around 150 culinary micro-entrepreneurs still rely on conventional production and packaging methods, with only 25% adopting standard packaging and 30% utilizing digital platforms for marketing (D. K. dan U. K. Payakumbuh, 2022; Syahbudi & Ma, 2021; R. K. Payakumbuh, 2023; Sari RP, Widodo B, 2022). Consequently, the economic potential of the region remains underutilized.

The challenges faced by business actors in the Cultural Village span several interrelated aspects. Economically, product competitiveness is low due to limited innovation and marketing capacity (Dinas Kebudayaan dan Pariwisata Kota Payakumbuh, 2023; UKM, 2021). From a production perspective, traditional techniques still dominate, often lacking attention to quality and product durability. Socio-culturally, modernization has reduced younger generations' interest in traditional culinary enterprises, endangering the continuity of cultural heritage (Rahmawati E, 2021). In tourism, promotion remains concentrated on iconic dishes like rendang, while other potential products such as karipap receive minimal exposure (Kreatif, 2022; Informatika, 2023). Environmentally, the frequent use of single-use plastic packaging raises sustainability concerns.

Although local government agencies—such as the Departments of Cooperatives, MSMEs, and Culture and Tourism—have implemented entrepreneurship and digital marketing training (Dinas Kebudayaan dan Pariwisata Kota Payakumbuh, 2023; R. K. Payakumbuh, 2023), these initiatives have not yet focused on developing karipap as an innovative and competitive cultural product. Despite government training programs, there has been no structured intervention to develop karipap that integrates recipe innovation, sustainable packaging, and digital marketing. This condition highlights a clear research gap that necessitates a targeted and integrated approach to strengthen local MSME competitiveness while preserving cultural values.

Therefore, this study aimed to strengthen community capacity in innovative karipap production, sustainable packaging, and digital marketing to enhance the creative economy in Payakumbuh Cultural Village (UKM, 2021; Informatika, 2023; Rahmawati E, 2021).

METHOD

This community service activity was part of the Program Integrasi Prodi dan Nagari (PIPNI), conducted from August 1–3, 2025. The program focused on training in the processing, packaging, and marketing of innovative karipap and took place at the Balai Kaliki Cultural Village, Payakumbuh City. The participants consisted of ten PKK women, selected using a purposive sampling method based on criteria such as active involvement in local culinary activities and potential to develop traditional product-based enterprises.

The implementation method designed to achieve the program's objectives is presented in Table 1. Participants' knowledge improvement was measured using pre-test and post-test instruments consisting of 20 multiple-choice questions. The instrument underwent content validity testing by two experts in culinary arts and entrepreneurship, and reliability testing using Cronbach's Alpha ($\alpha = 0.87$), indicating a high level of internal consistency. The pre-test and post-test data were analyzed using a paired t-test to determine significant differences before and after the training. Descriptive statistical analysis was also used to illustrate the mean score improvement and score distribution among participants.

Participants' skills were evaluated through direct observation using a checklist that covered aspects such as hygiene, packaging techniques, and marketing strategies. In addition, a Focus Group Discussion (FGD) was conducted with five key community figures to gain a deeper understanding of production challenges and market opportunities. The FGD results served as the basis for developing and refining the training module.

Before the activity began, all participants were informed about the objectives and procedures of the program and were asked to sign an informed consent form. The program also received ethical approval from the Ethics and Community Service Committee of the implementing institution.

Table 1. Activity implementation method

No.	Activity steps			Implementation Method
1	Partner Identification	Preparation and		Initial survey to identify business actors and their specific needs in production, packaging and marketing.
2	Karipap Innovation	Production and		FGD and Training on Innovative Karipap Processing from Preparation to Packaging by Implementing Hygiene and Sanitation
3	Product Branding	Packaging and		FGD and practical methods through demonstrations, accompanied by the application of vacuum technology and the use of biodegradable packaging.
4	Digitalization and Marketing Strategy Training			Marketing training through social media.
5	Program Sustainability	Evaluation and		FGD and program evaluation are carried out by measuring the achievement of the established indicators, as well as formulating post-program business sustainability strategies.

RESULTS AND DISCUSSION

This community service activity was carried out to address various issues faced by partners, with the aim of creating independence, improving welfare, and strengthening the competitiveness of the women and girls of the PKK Balai Kaliki Kampung Budaya. This effort was carried out through a synergy of university expertise with the potential of local human resources and cultural values. This fostered village program was implemented through several stages, namely the opening, training, mentoring, and evaluation of the business carried out by the UNP community service team for the PKK women (Figure 1).



Figure 1. Opening by the Chancellor of Padang State University and attended by the Mayor of Payakumbuh

The implementation of the activity began with a preparatory stage that included several important steps. Following the official opening ceremony, a concrete activity schedule was determined with partners after the activity proposal was approved. The community service team also coordinated with LP2M UNP and partners, including processing permits for the activity implementation. Participant recruitment was carried out in collaboration with the Head of the Balai Kaliki Village Customary Council (KAN), with a total of 10 participants from the PKK (Family Welfare Movement), women, and men. In addition, the implementation team prepared modules containing training materials and other technical needs, such as training tools and materials, banners, module duplication, HVS paper, and stationery supplies (Figure 2).



Figure 2. Activity banner, PKK mother participants and karipap module

The implementation phase of the activity took place on August 2–3, 2025, beginning with an official opening by the Head of the UNP Community Service Team, Ranggi Rahimul Insan, S.P., M.Sc., together with the Head of the Balai Kaliki Cultural Village KAN, Datuak Alnoferi, and attended by village officials and community leaders. After the introductory session and explanation of the activity's objectives, participants were given a pre-test to measure their initial knowledge, followed by a post-test after the training was completed. The instrument consisted of 20 multiple-choice questions measuring knowledge of food hygiene, packaging techniques, and marketing strategies.

Data analysis was conducted using a paired sample t-test to determine the differences between pre-test and post-test results. The analysis showed a highly significant improvement in participants' knowledge and skills after the training. As presented in Table 2, the mean pre-test score was 44.4 (SD = 1.96) and increased to 86.0 (SD = 1.94) in the post-test, representing an 85% improvement. The t-value of 254.75 and p-value = 1.13×10^{-18} indicate a statistically significant increase ($p < 0.05$).

Table 2. Results of participants' pre-test and post-test knowledge and skills

Variable	N	Mean	SD	% Score Increase	t-value	p-value	Description
Pre-test	10	44,4	1,96	85%	254,75	$1,13 \times 10^{-18}$	*
Post-test	10	86,0	1,94				

@ $p < 0,05$

This significant improvement indicates that the training conducted was effective in enhancing participants' abilities in the aspects of processing, packaging, and marketing karipap products. These results are consistent with the findings of Amanah et al. (2024) and Digdowiseiso (2023), who emphasized that training programs based on local culinary

innovation can increase entrepreneurial capacity and economic independence among women's groups in rural areas.

In addition to knowledge improvement, field observations also showed an increase in participants' practical skills. Participants were able to apply hygiene principles in the production process, create more attractive packaging designs, and utilize social media platforms such as WhatsApp Business, Facebook, and Instagram as product promotion tools. This improvement reflects a transformation from mere technical training to genuine economic empowerment. Thus, this activity makes a significant contribution to strengthening the community's creative economy through culinary innovation rooted in Minangkabau cultural values.



Figure 3. Members of the UNP community service and Chair of the Balai Kaliki Traditional Village KAN

The training materials were delivered alternately by the resource persons based on pre-designed modules, using lectures, presentations, and small group discussions (Figure 4). The materials covered innovative karipap processing techniques, principles of food hygiene and sanitation, product packaging and labeling design, and marketing strategies. This material aligns with previous studies emphasizing that culinary innovation and creative economy development greatly depend on product differentiation, hygiene standards, and attractive packaging to build competitiveness in local food businesses (Hidayat et al., 2019; Campos Filho et al., 2025).



Figure 4. Presentation of material by resource person

Next, participants received hands-on guidance on the practical aspects of producing, packaging, and marketing karipap. The practical activities included the preparation of tools and ingredients, the karipap-making process, the application of food hygiene principles, presentation and packaging techniques, and social media-based marketing strategies (Figure 5). This approach aligns with research indicating that community-based entrepreneurship programs that integrate hands-on training and digital marketing can significantly enhance the performance and innovation capacity of MSMEs (de Pablos et al., 2023).

Furthermore, other studies have emphasized that experiential learning can strengthen entrepreneurial confidence and product creativity in the local culinary sector (Ahmad et al., 2024; Milwood & Hartman-Caverly, 2022). At the end of the program,

participants were given a post-test as a final evaluation. The results, compared with the pre-test, showed a significant improvement in participants' understanding and skills in processing, packaging, and marketing karipap products. These findings are consistent with recent research highlighting that training plays a crucial role in empowering rural MSMEs to integrate traditional culinary heritage with modern business strategies, thereby strengthening the creative economy ecosystem (Zusmelia et al., 2023).

In addition, participants' success in creating three innovative product variants and establishing social media accounts for branding demonstrates that culinary innovation, when combined with digital entrepreneurship, can reinforce local identity while enhancing market competitiveness (Aqsa et al., 2022).



Figure 5. Demonstration and practice of karipap making

Through this series of activities, participants not only gain theoretical understanding but also practical skills that can be applied in the development of culinary businesses at Kampung Budaya Balai Kaliki (Figure 6). This aligns with the concept of community-based creative economy development, where community empowerment is achieved through participatory training, culture-based innovation, and sustainable entrepreneurship (Aminuddin et al., 2022). Therefore, the integration of innovative recipe development, sustainable packaging, and digital marketing can serve as an effective replicable model to enhance the competitiveness of local culinary businesses while preserving the Minangkabau cultural identity.





Figure 6. Innovative curry

This activity was also documented through a group photo of the training participants and the UNP community service team as evidence of active participation and a form of collaboration between the university and the local community (Figure 7).



Figure 7. Group photo of participants and the UNP community service team

The community service activities carried out by the UNP service team strongly support the achievement of the Sustainable Development Goals (SDGs). Specifically, these activities contribute to SDG 1 (No Poverty) and SDG 2 (Zero Hunger). Innovations in karipap processing empower the local community to develop value-added food products using easily accessible raw materials, thereby creating new sources of income and enhancing household economic resilience. By improving participants' skills in food production, packaging, and marketing, this program fosters the emergence of sustainable small-scale entrepreneurship, particularly among housewives. In addition, the development of karipap innovations also contributes to local food security by expanding affordable snack options and promoting the use of locally sourced ingredients.

CONCLUSION

This community service program provides a tangible contribution to strengthening community-based entrepreneurship through culinary innovation. The training conducted has been shown to significantly enhance the knowledge and practical skills of PKK members in producing, packaging, and marketing karipap products with more creative variations in filling, shape, and appearance. The program contributes to the strengthening of the local creative economy by transforming traditional foods into value-added products with market competitiveness, while simultaneously preserving the Minangkabau cultural identity.

To ensure the sustainability of the program, several strategic recommendations are proposed. First, local governments are expected to provide policy support and funding to facilitate access to production equipment, such as vacuum packaging machines and product

labeling tools. Second, partnerships between the community and local MSME actors need to be developed to strengthen production capacity, distribution networks, and business mentoring. Third, Universitas Negeri Padang can institutionalize this program through ongoing mentoring activities and student internship programs, while also expanding training targets to youth groups and other community members to broaden its impact.

In conclusion, this initiative not only enhances women's economic empowerment but also demonstrates that traditional culinary innovation—when supported by proper training, technology, and collaboration—can play a vital role in sustaining the local creative economy and promoting inclusive, culture-based development.

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