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Development of Balinese Dish Standard Recipes for A Fine Dining Projection Mapping

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ABSTRACT

This study aims to develop standard recipes with Indonesian traditional dish to be served in a Fine Dining Restaurant that is aligned with the storyline and visual concept for a projection mapping project titled "Si Dulang". Four Balinese courses from appetizer, soup, main course and dessert are chosen based on the origin, ingredients availability, color, and taste. The method applied in this study is descriptive qualitative approach with observation, literature studies, experiment, documentation. It is expected that Balinese dish may become a culinary icon for fine dining restaurant which can attract food lovers, food reviewer, and tourists to enjoy the new experience of eating, especially using projection mapping. The outputs of this research is the food product as well as the intellectual property right of the standard recipe module. The set menu may give additional value for the projection mapping project to leverage the customers' dining experience.

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1. INTRODUCTION

Food can serve as a marketing tool for a destination in tourism industry. It can economically benefit a destination by becoming a brand (Kim *et al*, 2019). Some people view food as nothing more than an "energy giver," but for others, food plays a significant role in their decision to embark on a journey. Gastronomic travelers want to sample regional specialties that might be produced using organic methods (Kim & Iwashita, 2013). The most crucial aspect in the world of leisure and tourism is that an experience can bring joy (Palupi & Abdillah, 2019). Therefore, food is the ideal product since it appeals to the senses and delivers a unique experience (Nadra *et al*, 2022).

Food in each area is distinctive to each other; the ways and methods of preparing them are also different. It is a fact that establishing a national dish is difficult (Hajarrahmah & Daniels-Llanos, 2017). In Indonesia, there are 30 dishes that have been designated as representative dishes in an effort to promote tourism through its gastronomic appeal (Osmana & Nazarib, 2020).

Although Bali is a popular tourist destination in Indonesia, authentic Balinese cuisine is not frequently served in the country's hotels and restaurants (Sukerti *et al*, 2019). The reasons are believed because of the lack of knowledge about the repertoire of Balinese food, the scarcity of recipe books of Balinese special food, and only a few men can serve Balinese food specialties who work as juru patus tukang lawar (persons who lead others in food processing 'lawar') (Suandra, 1972).

Tourists' experiences with the typical regional specialties can help create a destination's brand image through gastronomy (Stone *et al*, 2019; Kivela & Crofts, 2019). The wonderful experiences of dining in Bali can give a memorable experience and can be seen as a quality assurance for customers' satisfaction. It is crucial that food-service operators comprehend the factors that affect consumer choice given the possibility for accelerated expansion in the restaurant business in order to increase customer satisfaction and sales. (Peters & Remaud, 2020).

In order to generate ideas, food companies invest a lot of time and money in researching markets and customer trends. It can be difficult to find fresh prospects in the development of food products. The majority of new released products in the market are either line extensions or exact replicas of already existing concepts (Kumar *et al*, 2021). Extended reality technologies are being used by numerous companies across many industries to improve the customer experience. In order to enhance customers' eating experiences and their overall food well-being, restaurateurs in the restaurant business are becoming increasingly interested in digital technologies (Batat, 2021).

Projection mapping is a new method of communicating and promoting events, user experience, and products. (Shah *et al*, 2020). For the user to enjoy an immersive experience of the real environment completely with the aid of embedded virtual images, videos and information, augmented reality (AR) is the right technology to use. The potential of AR within the restaurant context has been thoroughly explored to perceived restaurants' values such as getting restaurants' feedbacks (Balduini *et al*, 2012; Chatzopoulos & Hui, 2016), playing games at the dinner table (Ilhan & Çeltek, 2016; Shabani, Munir, & Hassan, 2019), chef storytelling at the table and exploration of local cultures while awaiting service. The incorporation of projection mapping with restaurant services transforms the hitherto repetitive eating experience. The use of Projection Mapping makes each process surprising and fun, enhancing the dining experience (Wen *et al*, 2022).

With the new potential of restaurant concept that is using AR technologies with certain

story line and animation like in Le Petite Chef Grand Hyatt Jakarta, a development of the menu that is going to accompany and compliment the story for the projection mapping requested by PT Multimedia Digital Nusantara (MDN) is expected to be done. The purpose of the research is to create the menu based on the history theme and story line that are provided in the projection mapping project by PT MDN titled 'Si Dulang'.

2. LITERATUR REVIEW

2.1. Bali Culinary

Traditional cuisine is one aspect of culture that is appealing to visitors and must be experienced. A variety of traditional Balinese dishes are made and served for the everyday needs of the locals as well as for religious rituals in Bali, Indonesia, which is renowned for being rich in customs and culture passed down from generation to generation. Although Balinese cuisine is diverse, the dishes that are currently most frequently provided to assist Bali's tourism sector are: lawar (minced meat salad), betutu (roast duck or chicken), sate lilit (Balinese satay), babi guling (whole spit-roast pig), jukut urab (mixed vegetable), sambal matah (Balinese sauce), as well as nasi campur (a plate of white rice served with a number of other Balinese dishes).

Bali's traditional cuisine is appealing not only because of the food prepared and the seasoning but also because of the tools and utensils used to prepare the meals (Kasni & Budiarta, 2020). Bali's culinary culture is currently evolving quickly as a result of modern innovation, such the invention of TV channels. Traditional culinary innovations are becoming new sources of creative inspiration and communal economic success (Dharmawan *et al*, 2019).

2.2. Fine Dining

The cooking method used in gourmet restaurants for fine dining, known as haute cuisine, has altered over the past several decades and will likely continue to do so in the years to come. It targets a discerning consumer group accustomed to exceptional ingredients, intricate and complex preparation, meticulous presentation, and top-notch service. Due to high consumer expectations and fierce industry competition, haute cuisine demands a significant amount of creativity and innovation (Schwark *et al*, 2020).

Gastronomic experiences in haute cuisine engage the diner's senses and create a memorable experience for them (Mengual-Recuerda *et al*, 2021). There are six variables that affect customer behavior while selecting a fine dining establishment. These elements include menu characteristics and variations, price, promotion, quality expectations, place settings, and dietary requirements. Gender, age, and frequency of dining all have an impact on this relationship. Customers' quality expectations are also influenced by the environment, interior design, reputation, and word-of-mouth recommendations from friends (Harrington, Ottenbacher & Kendall, 2011).

A fine dining establishment is always a sit-down establishment with a formal ambience and a more elaborate menu than other eateries. In order to assist customers with the food and wine pairing, fine dining establishments provide wine lists and occasionally sommeliers. In most situations, they also implement dress codes. Exotic food which is offered in high-quality products and services is served in fine dining establishment or expensive luxury restaurants. The chefs and waiters usually have received expert training (Shende *et al*, 2019). The utilization of fragrances and the design of haute cuisine have altered as it moves toward a new approach that sees the diner as a co-creator of value for the establishment (Schwark *et al*, 2020). This style of gastronomy engages the customers and plays with the five senses,

transferring fragrances, visual effects, and colors as a crucial component that creates a distinctive experience (Lawrence & Phillips, 2002) as well as using experiential and sensory marketing to astonish and keep the customer coming back to the restaurant (Simatupang et al, 2015).

2.3. Standard Recipe

For a variety of reasons, recipes need to be standardized. The consistency of the product's quality throughout time is ensured by the use of standard recipes. A planned number of portions will be made using a regular recipe. Every organization has its own set of standard recipes (Patil & Pol, 2014). A successful production system must have effective production planning that takes into account the real-world resource constraints of budget, time, and labor (Hasan et al, 2013).

Food recipe standards are written instructions regarding information about ingredients requirements, the amount of ingredients needed, preparation procedures, portion sizes, tools needed, garnishes, and other information needed to prepare ingredients or tools to produce a food product. Standard food recipes also provide information about the cooking methods, therefore cooks must understand the contents of standard food recipes. Standard recipes are very important in producing quality food and can be used as a reference in the production process (Vinaya et al, 2019). The content of the standard recipes must comply with the format made by the United States Department of Agriculture (USDA) which contain: (1) name of recipe; (2) ingredient list; (3) weight and measure; (4) preparation direction; (5) serving direction; (6) yield; (7) portion size information; (8) variation; (9) nutrient per serving; (10) equipment needed (John; Mufqi, 2016). Standard recipe can also add the instructions for storage.

2.4. Projection Mapping

Instead of projecting an image onto a flat surface with a regular video projector, projection mapping, also known as video mapping and spatial augmented reality, projects the image onto any surface of a regular-shaped 3D object under the control of software. This interaction between the 3D object and the image light is known as real-time projection mapping (Bruijnes, Huisman & Heylen, 2016).

Advertising, live performances, drama, games, calculations, decoration, and many other uses are all possible using projection mapping. Buildings and other surfaces have been transformed into dynamic works of art in recent years due to the widespread usage of projection mapping technology. Event organizers and planners today have more and more creative options to transmit brand information, give a distinctive stage backdrop, paint walls and ceilings, and generate emotional resonance thanks to the advent of dynamic graphics, video, 3D animation, and other new technologies (Lindlbauer et al, 2016).

Projection mapping is a new way of communicating and promoting events, user experience, and products. From a marketing perspective, it is especially helpful for those who wish to convey a message in a compelling and visually appealing fashion with assured public exposure. A method called table projection mapping is employed to provide an immersive dining experience. In many different countries, restaurants and hotels have used this form of mapping. The visitors will be able to view an animated video that is appropriate for the theme, thoughts, and concepts by using a projector that is mounted above the dining table and projected on the white plates and tablecloth. Typically, these animations are displayed in between each meal. Some will offer knowledge and information about the dish, while others are only for amusement, or they may combine both.

Le Petit Chef by Skull Mapping, which has been around for a while and has locations all over the world, is a well-known example of a projection-mapped dining experience.

3. METHODS

This research used descriptive qualitative as the method. It is an approach to an in-depth description about human groups, an object, a condition or a thought. It is aimed to describe a condition in a systematic, actual, and accurate manner regarding a phenomenon (Nazir, 2005).

Data collection and data analysis were obtained from the literature and various projection mapping observations. Data collection technique in research is a way to obtain data needed to answer the research problems. There are several data collections applied in this techniques including literature studies, observation to Le Petit Chef restaurant at Grand Hyatt Jakarta, cooking experiment, and documentation.

The object of this study is Balinese traditional dish, from appetizer called Rujak Kuah Pindang, soup called Be Pasih Basa Genep, main course called Ayam Betutu, and dessert called Balinese Milk Pie. These products will be served on the table d'hote menu as full course in fine dining experience for PT MDN projection mapping project titled "Si Dulang".

4. RESULTS AND DISCUSSION

Since 2021, UMN Film Animation lecturers and UMN Hotel Operations lecturers collaborated with PT MDN to do this project. "Si Dulang" is a projection mapping project that is made purposely to optimize the fine dining experience. The animation will be projected to the dining table for each dish that is about to be served. The animation will include story line of Bali cuisine and Balinese mythology creatures (Lukmanto, 2022).

This research objective is to complement the animation story of "Si Dulang" with the cuisine on the table projection mapping of the fine dining in the form of food product as well as the intellectual property rights of the standard recipe book for the menu served in the project. There are four Balinese courses from appetizer, soup, main course and dessert are chosen based on the origin, ingredients availability, color, and taste. From appetizer called Rujak Kuah Pindang, soup called Be Pasih Basa Genep, appetizer called Ayam Betutu, and dessert called Balinese Milk Pie. Tasting and evaluation of the results were carried out 3 times with experimental or trial methods. This research was conducted to determine whether the standard recipes and food plating designs made were in accordance with the standard food plating components for fine dining.

4.1. Rujak Kuah Pindang

Rujak Kuah Pindang is a combination of fresh fruits that are peeled and cut into small pieces. The fruits used are usually fruits with a young texture and have sour taste, such as jicama, ambarella, cucumber, guava, unripe mango, and grated raw yam. The difference with the common Indonesian rujak is the seasoning. The broth of Rujak kuah pindang consists of fish, salt and shrimp paste instead of using brown sugar and peanuts. Complementary ingredients are ground until soft and mixed with the pindang sauce. Rujak pindang sauce can be found in small stalls in Bali with a relatively cheap price of around IDR 4000 to IDR 6000 for one portion. Rujak Kuah Pindang is a favorite menu in Bali compared to other rujak menus.

Tabel 1. Standard Recipe for Appetizer

Rujak Kuah Pindang				
No	Method	Unit	Ingredients	Description
1	Slice julienne	1 pc	Unripe mango	Slice julienne thinly.
		½ pc	Unripe papaya	
		½ pc	Pineapple	Soak the fruits with ice water.
		2 pc	Cucumber	
		1 pc	Jicama	
2	Grind	5 gr	Cooked Shrimp paste	Toast the shrimp paste before ground with chili and salt
		3 pcs	Bird-eye chili	
			Salt	
3	Boil	A little		
		250 gr	Tuna fish	Boil until the aroma comes out
		1,5 ltr	Water	
4	Mix		Fish broth	
			Chilli mix	
5	Sieve		Fish broth	
6	Chill		Fish broth	Put inside the chiller
7	Arrange		Mixed fruits	Arrange on top of the plate
8	Decorate	Few	Edible flowers	Put on top of the fruits.
		Few	Slices of chilli	
9	Pour		Fish broth	On top of the fruits
10	Serve cold			

Sumber: Author's data



Figures 1. Plating for Rujak Kuah Pindang

Sumber: Author's data

4.2. Be Pasih Basa Genep

Be Pasih Basa Genep soup is basically a traditional fish soup using basic Balinese spices. Usually the fish used is grouper accompanied by sour, fresh and spicy sauce with a dominant aroma of turmeric. In the gravy, usually there are also slices of chili and cucumber so that when it is chewed, there will be a crunchy texture from the cucumber.

Tabel 2. Standard Recipe for Soup

Sup Be Pasih Basa Genep				
No	Method	Unit	Ingredients	Description
1	Chopped	60 gr	Galangal	And grind with food processor.
		15 gr	Lesser galangal	
		10 gr	Turmeric	
		30 gr	Ginger	
		40 gr	Shallot	
		10 gr	Garlic	
		15 gr	Bird-eye chilli	
		1 sdt	Pepper	
		8 gr	Cooked shrimp paste	
			Candlenut	
2	Chopped	6 gr		
		4 pcs	Salam leaves	
3	Pour	2 buah	Lemongrass	
		100 gr	Coconut oil	
4	Put in		Salt	Saute all spices and coconut oil Cook until the aroma comes out
			Sugar	
			Chopped salam leaves and lemon grass	
6	Pour in	2000 ml	Water	Cook until boiling
7	Blanch	4 pcs	Squid	Remove shrimps skin and head Slice squid around 0,5cm Dice the salmon In the prepared soup bowl
		1 kg	Shrimps	
		1 kg	Salmon	
8	Arrange	3 pcs	Squid	
		3 pcs	Shrimps	
		3 pcs	Salmon	
9	Decorate		Diced tomato	On top
			Chopped celery	
			Fried shallots	
10	Serve		Soup broth	Separately on the gravy boat to be poured on the soup bowl.

Sumber: Author's data



Figures 2. Plating for the soup

Sumber: Author's data

4.3. Ayam Betutu

Ayam Betutu is a chicken dish which is famous for its strong taste of Balinese basic spices called 'base genep'. Traditionally, Ayam betutu is served only during traditional ceremonies such as Odalan (worship of the Gods), Otonan (birthday for Hindus), or Balinese weddings. There is Majapahit cultural influence with this culinary. Ayam Betutu originates from the Gianyar region, Ubud and spreads to the Gilimanuk and Jembrana area. The word betutu itself comes from the word 'tunu' which means grilled, and 'be' which means meat or chicken. Based on the origin of the word, 'betutu' means grilled meat, so it is concluded that 'betutu' is the process of cooking the meat to become a delicious dish. With a concoction of 15 basic ingredients of 'base genep' Bali seasoning, Ayam Betutu is usually cooked by burning it using husk fire. Traditionally, the tradition of processing Ayam Betutu is to coat the whole chicken with spices, then cover with areca nut leaves and bury it in the ground with coals to produce a hot temperature that will cook the chicken. The chicken is buried for 8 to 10 hours to get a soft and tasty texture with the aroma of 'base genep' spices, chicken fat and burnt husks. In this main course product selection, the author presents Ayam betutu Balinese urap, purple yam rice, sambal kecombrang matah and rice crackers.

Tabel 3. Standard Recipe for Main Course

Sambal Embe				
			Yield	5 portion
No	Method	Unit	Ingredients	Description
1	Grind	5 pcs	Red chili	altogether
		10 pcs	Shallots	
		5 pcs	Garlic	
		1 tsp	Cooked shrimp paste	
2	Add	A little	Salt	The coconut oil to the ground chili.
			Flavorings	
3	Heat	100 gr	Coconut oil	
4	Pour and Mix			
Urap Bali				
			Yield	15 portion
No	Method	Unit	Ingredients	Description
1	Clean and cut	250 gr	Spinach	Slice thinly around 0,5 cm
		250 gr	Beansprout	
		250 gr	Long beans	
		250 gr	Winged Bean	
2	Blanch and soaked		The veggies	With hot boiling water and soaked directly to ice water. In an oven or toast it on a pan. Until the aroma comes out.
3	Grate and bake	1 pcs	Coconut	
4	Mix and saute		Cooked grated coconut	
			Sambal Embe	
			Lime juice	
			Lime leaves	Sautéed coconut with the veggies when it is chilled
5	Add	little	Salt	
			Flavoring	
6	Mix			

7	Arrange	already.
8	Serve	The mixed veggies on top of the dinner plate. With other main course products.

Purple Yam Rice

		Yield	10 portion
No	Method	Unit	Description
1	Steam	175 gr	Purple yam
2	Blend	200 ml	Water
3	Boil	350 ml	Coconut milk
			Purple yam paste
		3 pcs	Salam leaves
		1 pc	Lemongrass
		½ tsp	Pepper
		1 tbs	Coriander
		2 tsp	Salt
		500 gr	Rice
4	Steam		The purple rice
			For around 30-45 minutes before it is served.

Sambal Matah Kecombrang

		Yield	5 portion
No	Method	Unit	Description
1	Slice	10 pcs	shallot
		4 pcs	lemon grass
		5 pcs	lime leaves
		5 pcs	bird-eye chili
		1 tsp	cooked shrimp paste
		1 pcs	torch ginger
2	Heat & pour	200 gr	Hot coconut oil
3	Add	5 drops	Lime juice
4	Sprinkle		Fried shallots
			To the sambal mix

Ayam Betutu

		Yield	5 portion
No	Method	Unit	Description

Preparing Base Genep

1	Chop and Grind	60 gr	Galangal	using food processor.
		15 gr	Lesser galangal	
		10 gr	Turmeric	
		30 gr	Ginger	
		40 gr	Shallots	
		10 gr	Garlic	
		15 gr	Bird-eye chili	
		1 sdt	Pepper	
		8 gr	Cooked shrimp paste	
		6 gr	Candlenut	

Ayam Betutu				
			Yield	5 portion
No	Method	Unit	Ingredients	Description
2	Chopped	4 pcs	Salam leaves	All the spices and the coconut oil And cook until the aroma comes out.
		2 pcs	Lemongrass	
3	Heat	100 gr	Coconut oil	
4	Saute			
5	add in	A little	salt	
			sugar	
			chopped salam leaves	
			chopped lemongrass	
Cooking Chicken				
6	Marinate	300 gr	Thigh chicken fillet	For 10 minutes
		50 ml	Coconut oil	
		5 gr	Cooked shrimp paste	
		10 gr	tamarind	
7	Grill			The chicken
8	Simmer			The chicken with ‘base genep’ sesoning
9	Use	2 pcs	Banana leaves	To cover the chicken with additional ‘base genep’ seasoning
10	Bake			The chicken in the oven for 10 minutes for maximizing the aroma.

Source: Author's Data



Figures 3. Plating for the main course
Sumber: Author's data

4.4. Balinese Milk Pie

Bali milk pie is a very famous Balinese souvenir in recent years. Milk pie itself is actually quite famous as Egg Tart in other countries. The origin of this custard tart was reported from Hong Kong in the 1940s with the main characteristic being a pie dough filled with egg custard baked together as a dim sum competitor. Another theory is that the milk pie actually adapted custard tart from England because Hong Kong was a British colony. There is also a theory which states that milk pie is also similar to a Portuguese cake called Pastel de Nata, again arriving in Hong Kong because Macau as part of Hong Kong is a Portuguese colony (Anggraeni, 2018). In Bali itself, there are many types of milk pie variants and it is certain that

milk pie itself is not an authentic Indonesian culinary, but rather a Peranakan culinary blend with Indonesian culture. In the proposed fine dining presentation, the Balinese milk pie will be complemented by Indonesian ice cream called 'es puter' which has coconut flavor, various berries, chocolate crumbles, meringue and lemon sauce.

Table 4. Standard Recipe for Main Course

Pie Bali				
No	Method	Unit	Ingredients	Description
1	Mix	750 gr 6 pcs 150 gr 600 gr A little A little	Medium Flour eggs skim milk chilled butter Sugar Salt	25 small portion
2	Chill			
3	Dissolve	2 tbs 30 ml	Maizena water	
4	Mix	200 gr 2 pcs ½ tsp	Condensed milk Egg yolks Vanilla powder	With maizena
5	Roll		Chilled pie dough	Thinly on top of the pie mold
6	Pour		Mix filling	Inside the pie dough
7	Bake			In the oven with 170C for approximately 30 minutes.

Lemon Sauce				
No	Method	Unit	Ingredients	Description
1	Boil	2 liter	Water	For bain-marie the eggs
2	Whisk	4 pcs	eggs	On the bowl above the hot water.
3	Add in	1 cup ¼ tsp	sugar salt	And mix until thickened and chilled for 12-15 minutes.
4	Add in	1 cup 4 tbs 2 tbs 2 drops	Lemon juice Butter Lemon zest Yellow coloring	And mix altogether
5	Chill			The sauce before served.

Meringue				
No	Method	Unit	Ingredients	Description
1	Whisk	4 ¼ tsp	Egg whites Cream of tartar	Normal temperatures
2	Add in	¼ cup	Sugar	Little by little until the egg whites stiffened
3	Pipe		Meringue batter	On a baking tray with parchment paper
4	Bake			For 10 minutes with 180 C.

Source: Author's Data



Figures 4. Plating for the dessert
Sumber: Author's data

5. CONCLUSION

After the production of the menu, the evaluation was done with several panelists from PT MDN and Film and Animation Program UMN. This evaluation is done altogether with the projection mapping experiment to ensure the product in terms of plating, color, and ingredients are suitable with the animation theme and story line. During the evaluation, the panelists were satisfied with the food products in terms of taste and plating. What to be concern of during the real serving would be not only the taste and plating, but also the texture, temperature, and the level of doneness so that the food can always be served fresh.

In this study, the products presented focusing on the production of standard recipe and prototype products for Balinese-themed course menu. In the future, similar products may be created according to storyline created by the film production team and PT MDN. Other standard recipes from other local area can be designed for further research.

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