

EAZY KUEH TALAM

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ABSTRACT

The young generation nowadays moving towards a digital and modernized era. This is coincided with [22], which is holistically formulated to continue the first NAP with a focus on the modernization and development of agrifood sector as well as enhancing natural food security. Further, due to the growing demand for the traditional kueh, the traditional kueh's industry will be more focused on the implementation of the [22] which enhances the development and commercialisation of high-value products through greater collaboration and partnership with private sectors. This policy emphasises on local food production, focusing on increasing the efficiency, productivity and competitiveness of the local food production industry [16]. Consequently, developing new technologies can improve the profitability, quality and productivity of a local food product. Furthermore, according to [6], innovations that meet market and consumer expectations have a high probability of success. This study is to introduce a new research project known as *Eazy Kueh Talam*. The idea to innovate this *kueh talam* premix product is the result of the expansion of technological advancement in addition to work demands and time constraints. As known, making this traditional kueh is time-consuming, costly in preparing raw ingredients and highly engaged with knowledge and skills. Thus, nowadays consumers prefer convenient methods to consume this traditional kueh. As a result, *Eazy Kueh Talam* is the best product to meet consumer needs and demand because it is simple to make, delicious and easy. Premix *talam* is the best solution for consumer who likes to prepare themselves *kueh talam* in a short time. This product contains premix ingredients of the main ingredient *kueh talam*, to which consumers only need to add two or three ingredients based on the types of *kueh talam* preferred and follow the instruction given.

Keywords: traditional kueh, time constraints, best solution.

1. Introduction

Malaysia is best known established with 13 states and three federal territories with unique cultures and various tourist attractions. Apart from stunning scenery, island and beaches, Malaysia is also synonymous with gastronomy and is an exotic destination. As known, food had been regarded not only being a basic necessity for tourist consumption but also as an essential element in regional culture [17][10]. Research shows that traditional foods are popular among respondents as they are enjoyed by all religions and races in Malaysia [13][21]. *Kueh talam* is also known as one of Malaysia's heritage desserts that use specific raw materials and required special skills to be prepared. Those skills have been passed down from one generation to the next generation among the Malay community.

Malay *kueh* can be considered as delightful chewy desserts that are mainly made from natural ingredients like tapioca flour, sweet potato flour, bananas, palm sugar, coconut milk and glutinous rice. These *kueh* were mostly steamed, sometimes grilled while baking was non-existent because, in the previous days, they did not have any ovens and electricity was scarce as well [5]. While, as cited by [16], traditional *kueh* are commonly categorized into two; (1) sweet cakes; and (2) spicy cakes. The cakes are normally produced by various methods, including boiling, frying and steaming. Apparently, the term *kueh* are also unique to its forms and shapes [15,11], for example, *kueh talam*. Kueh Talam or 'Tray Kueh' is named after its cooking method, which involves using a tray to steam two layers of batter into a pandan and coconut pastry; chilled overnight and to be cut into shapes like squares, rectangles, or traditionally diagonal cut to create diamond-shaped *kueh* to serve [2][14].

Previously, knowledge of authentic Malay *kueh* is often passed down from generation to generation through verbal or written recipes, and its practices are varied among individuals and communities through acculturation and enculturation [9]. According to [18] besides providing sustenance and nutrition, food and eating affect various aspects of lives from appearance, health, emotions, habits, interests, livelihood, social groups, relationships, culture and our identity. In [19] agreed, "food is a system of communication, a body of images, a protocol of usages, situations and behaviour" (p. 21). According to a study [20] traditional *kueh* exhibit local people's culture, history and lifestyles in Malaysia. Other than that, it's also related to the local ingredients, methods, equipment and utensils used, which highly engage with the knowledge and skills of local people [8]. However, traditional Malay *kueh* is tedious and time-consuming, and makes the young generation less interested in learning it [3][13].

The young generation is moving towards a digital and modernized era and this is coincided with [22], which is holistically formulated to continue the first NAP with a focus on the modernization and development of agrifood sector as well as enhancing natural food security. Thus, the growing demand for the traditional *kueh* industry will be more focused in line with the implementation of [22], which was holistically formulated to continue the National Agrofood Policy (NAP) 2011-2020 with emphasis on local food production, focusing on increasing the efficiency, productivity and competitiveness of the local food production industry [16] besides focus on the modernisation, commercialization and development of agrifood sectors [22]. Due to that reason, developing and innovating new technologies can improve the profitability, quality and productivity of a local food product. Furthermore, according to [6], innovations that meet market and consumer expectations have a high probability of success. Therefore, the consumers' knowledge and preferences are central to determining the success of a product [12].

Innovation is defined as the development of a new product by making changes to existing products or using new techniques in the production methods [16]. Gellynck and Kuhne [7] in their study acknowledge that innovations in traditional foods are usually related to product innovations, such as packaging, changes in product composition, product size or form, and new ways of using the products. However, innovation in traditional foods is not much done due to sustaining the identity and authenticity of traditional foods itself.

Modern food technologies promoted the production of ready to use a product such as cake powder premix. Premix is a product that contains a blend of two or more ingredients and it is commercialized as a ready to use product. Food premix was determined as a mixture of food additives or mixtures of food materials that can be dissolved in water which is used as carriers [4].

This study is to introduce a new research project known as *Eazy Kueh Talam*. The idea to innovate this *kueh talam* premix product is the result of expansion of technological advancement in addition to work demands and time constraints. This premix is easy to use, simple and super delicious. As a starter, *Eazy Kueh Talam* would like to publicise our *Premix Talam which is Seri Muka Pandan*. *Seri Muka Pandan* is a kind of authentic Malaysian sweet cake. As known, making traditional *kueh* is time-consuming, costly on preparing raw ingredients and highly engaged with the knowledge and skills. Thus, most young generation prefers convenient methods to prepare this traditional *kueh*. Hence, *Eazy Kueh Talam* is the best solution to meet consumer needs and demands. *Premix Talam* is the best solution for consumer who likes to prepare themselves *kueh talam* in a short time. This product contains premix ingredients of the main ingredient *kueh talam*, to which consumers only need to add two or three ingredients based on the types of *kueh talam* preferred and follow the instruction given. *Kueh talam* is one of the Malay traditional desserts, which differences in size and shape make them look fascinating and suitable to serve for any occasion. The light and colourful texture give an opportunity for these desserts to be marketable products because most Malaysian love sweet desserts. Moreover, the simple steps and ready to prepare ingredients that we put into the *kueh* give lots of advantages to our company to promote and commercialize it in Malaysia.

2. Methodology

This section describes the methodology used during the process innovation of the product *Premix Seri Muka Pandan*. We have decided to conduct a market survey by searching the similar product as *Premix Seri Muka Pandan* at 13 bakery ingredient shops nearby Kuala Ketil, Sungai Petani and Baling. Based on the survey conducted, we found that 10 out of 13 shops visited do not sell or have premix-based products for *kueh talam*. While the other 3 shops do have premix products but for cakes, muffins and biscuits. This situation occurs due to food operators are not interested to produce certain local *kueh* products due to difficulty maintaining the quality and originality of taste of the food product.

Survey on availability of Premix *Seri Muka Pandan* at Bakery's Supplier Shop.

No.	Name of Shop	Yes	No	Remarks
Sungai Petani				
1	Bake with Yen	√		More Specific to cake and muffin premix.
2	Ingredients Cake Shop & Bakery Muslim		√	
3	Zawara Iklas Pembekal Dan Pengekar Bahan-Bahan Kek Roti Dan Bakeri		√	
4	Baker Ria (AT Ince Trading House)		√	
5	Polka Dot Bakery Supplies, Sungai Petani		√	
6	SP Aroma Ingredients	√		More Specific to cake and muffin premix.
7	My Cake N ingredient House	√		More Specific to cake and muffin premix.
8	My Cake Houz Sdn Bhd		√	
9	Yumi Food Bakery Ingredients House		√	
10	Sunria Bakery Mart, Sungai Petani		√	
Baling and Kuala Ketil				
11	Noona Bakery		√	
12	Hussin Baking Ingredients		√	
13	Gunung Mas Bakery Ingredient House		√	

Fig. 1. Survey on Availability of Premix *Seri Muka Pandan*

Therefore, we would like to introduce Premix *Seri Muka Pandan* as the first product of *Eazy Kueh Talam*. *Seri Muka Pandan* is an authentic Malaysian sweet cake which made of glutinous rice, coconut milk, sugar and pandan leaves. *Seri Muka Pandan* is a delicious and well-liked dessert.

2.1 Product Recipe Formulation & Ingredient Function

The recipe that served as our inspiration is a cholesterol-free and not-too-sweet meal. So, we took the original recipe and replaced it with a unique blend of ingredients such as cholesterol-free coconut cream powder, brown sugar, and sticky rice. After trying the recipe with different ingredients and flavours, we decided on the following recipe for premix *Seri Muka Pandan*.

Table 1. List of Ingredients and Method Used in Eazy Kueh Talam (Premix Seri Muka Pandan)

INGREDIENTS			INSTRUCTIONS
FOR BOTTOM LAYER (MIXTURE A):			<ol style="list-style-type: none"> 1. Rinse glutinous rice in packets - mix mixture A with water and steam over high heat for 20 minutes. 2. Take out the sticky rice mixture after 20 minutes, stir it and flatten it with a spoon or using your hands manually. Make sure it is compact once more. 3. Mix mixture B with the eggs and water. Stir until the mixture is smooth. Cook the mixture over boiling water (using the double boil method) until it thickens slightly but is still liquid enough to pour. 4. Using a strainer, pour the egg mixture over the rice mixture. 5. Steam over medium heat for 20 minutes. Let cool <i>Seri Muka Pandan</i> before cutting.
125	gm	Glutinous Rice	
50	gm	Coconut Cream	
½	tsp	Brown Sugar	
½	tsp	Rock Salt	
*(Add on 100 ml water)			
FOR TOP LAYER (MIXTURE B):			
100	gm	Pandan Coconut Cream	
63	gm	Brown Sugar	
25	gm	Custard Powder	
5	gm	Pandan Extract	
½	tsp	Rock Salt	
*(Add on 100 ml water and 2 Nos egg)			

There is explanation of uses all the ingredients used in *Seri Muka Pandan* Premix making.

Table 2. The List of Ingredients and its Function

INGREDIENTS	FUNCTION
Coconut Cream	<ul style="list-style-type: none"> ✧ Cholesterol Free Food ✧ Add flavour, colour and aroma ✧ Emulsifiers/ Thickeners agent
Custard Powder	<ul style="list-style-type: none"> ✧ Used as a thickener and binder ✧ Adds structure ✧ Heat will cause the starch to bind with the water and as it absorbs the liquid it will expand in size
Rock Salt	<ul style="list-style-type: none"> ✧ Enhances the flavour ✧ Strengthens gluten strands for a strong structure
Brown Sugar	<ul style="list-style-type: none"> ✧ Natural sweetener ✧ Adds flavour ✧ No fat and protein
Glutinous Rice	<ul style="list-style-type: none"> ✧ High in carbohydrates
Egg	<ul style="list-style-type: none"> ✧ Rich in nutrients, including proteins, vitamins and minerals. ✧ Binding agent

2.2 The Processes of Preparation *Premix Talam* & *Frozen Talam*

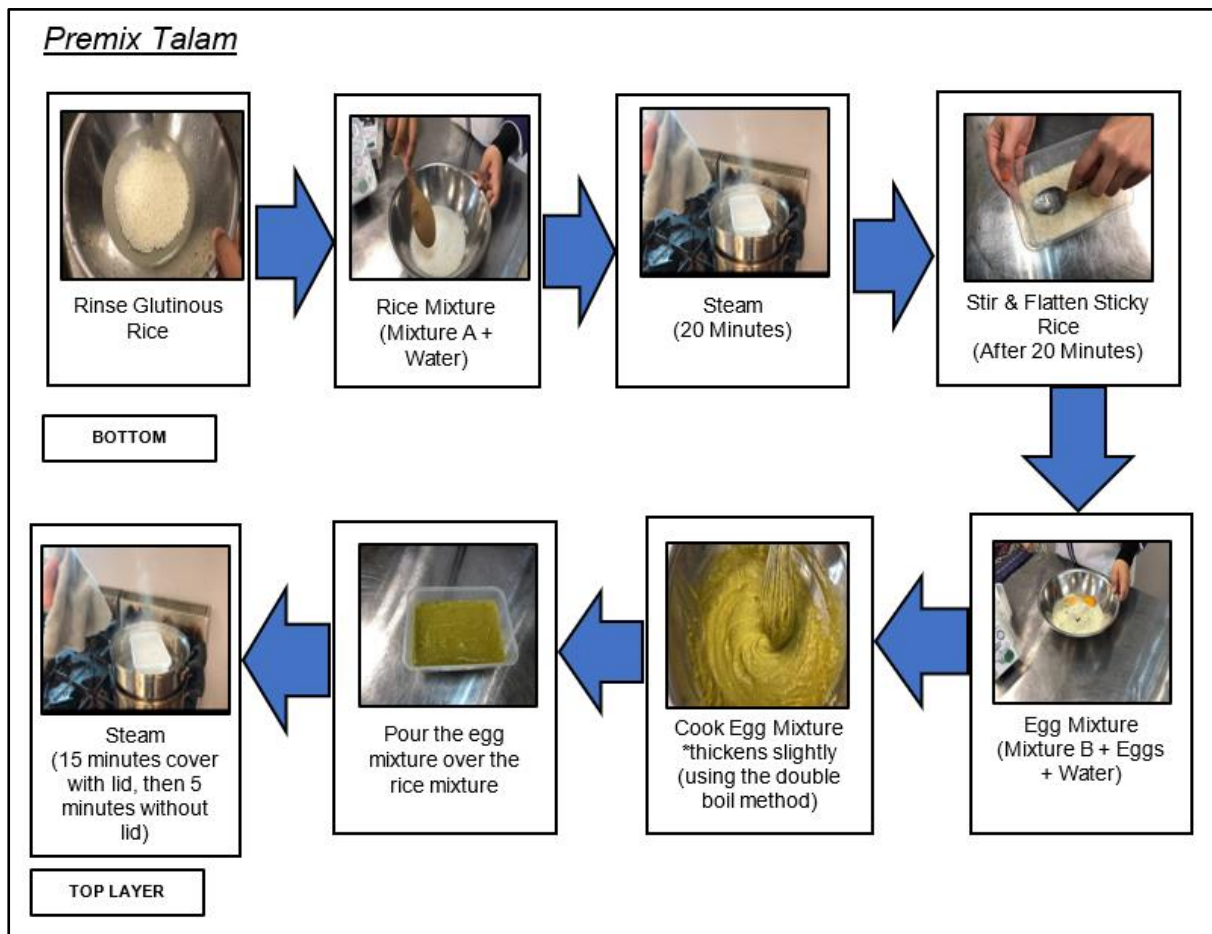


Fig. 2. Process of Making Kueh Talam Seri Muka Pandan (premix)

2.3 Packaging and Labeling

Packaging is an essential medium for preserving food quality, minimizing food wastage and reducing preservatives used in food. Packaging serves the important function of containing the food, protecting against chemical and physical damage whilst providing essential information to consumers and marketers. Our product is packaged in a transparent box that is heat-resistant to facilitate placement on shelves or deep freezers. We chose to use a transparent box intended to show our innovative product which is *Seri Muka Pandan* Premix besides the box is heat resistant and not easily broken. Further, the use of translucent boxes is to gain consumer confidence in our products where consumers do not need to question the ingredients used since they are transparent. The attractive and bright packaging has its own combination of typography, colour and uniqueness. We chose this type of packaging because users can use the same container for the purpose of steaming, cooling and storing finished products. This is because the container is heat resistant and covered.

On the top of the packaging box, we attach the product label complete with ingredient detailing, storage methods, nutritional content, expiration dates and usage instructions.

2.3.1 Packaging



Fig. 3. Eazy Kueh Talam (Seri Muka Pandan) premix Packaging

2.3.2 Labeling



Fig. 4. Eazy Kueh Talam (Seri Muka Pandan) Premix Labelling

2.4 Price

Pricing is important since it defines the value that our product is worth for others to make and for our customers to use. It is the tangible price point to let customers know whether it is worth their time and investment. Everything comes second to pricing, and price optimization has a huge impact on increasing profits. Here is the cost involved in making *Eazy Kueh Talam (Premix Seri Muka Pandan)*. Below is an estimate of the price in the market.

Estimation cost for Eazy Kueh Talam (Premix Seri Muka)

Table 3: Cost of Ingredients

No	Ingredients	Quantity	Cost (RM)
1	Glutinous Rice	125 gm	0.80
2	Coconut Cream	50 gm	2.00
3	Brown Sugar	65 gm	0.30
4	Rock Salt	1tsp	0.10
5	Pandan Coconut Cream	100 gm	5.00
6	Custard Powder	25 gm	0.20
7	Pandan Extract	5 gm	0.10
8	Labour Cost		1.00
9	Packaging and labelling		1.00
Total Cost			10.50

From the estimated cost above, we have calculated to mark up 30% of the price over the cost and we decided to sell the product as price below:

Table 4. Pricing of Eazy Kueh Talam (Seri Muka Pandan) Premix

No.	Product	Selling Price (RM)
1.	Eazy Kueh Talam (<i>Premix Seri Muka Pandan</i>)	$RM10.50 \times 30\%$ $= RM3.15$ Cost: $RM10.50 + RM3.15$ $= RM13.65$ Round up: $RM14.00$

The cost to make Eazy Kueh Talam (*Seri Muka Pandan premix*) is RM10.50 however, we hope that with a larger production, the cost would decrease. We believe that purchasing in bulk and purchasing ingredients at a wholesale price would bring down the price to around RM1.50 - RM2.00 for each recipe.

2.5 Evaluation

Evaluating new product innovations is crucial to determining product success and it is also an important step in the food business to survive. We decided to evaluate our *Eazy Kueh Talam (Premix Seri Muka Pandan)* using do it yourself (DIY) cook test evaluation. The evaluation process requires respondents to respond according to the scorecard given. The evaluation was carried out by a total of 20 respondents who were consists of staff and students in UniSHAMS, Kuala Ketil Kedah. We choose 20 respondents due to several constraints:

a. Ingredient Costing

As stated below, the cost of the ingredients used in making Premix *Seri Muka Pandan* is RM10.50. We choose to use premium and high-quality ingredients due to ensure the taste and texture of the end product are highly similar to the original from the scratch end product.

b. Restriction Movement Order (RMO) due to Covid-19

We faced several constraints to get respondents to participate in this cook test. As the consequence from Covid-19 outbreak, RMO has been ordered. Since the implementation of RMO, UniSHAMS has practiced working on a schedule. Employees have to work from home and work in the office according to a predetermined schedule. Hence, we were unable to gather a large number of respondents due to the instructions that had been enforced.

c. Practice RMO Standard Operation Procedures (SOP)

This study was conducted in RMO and all employees are encouraged to comply with the prescribed Covid-19 SOP. Therefore, we decided to reduce contact with many people to avoid the spread of Covid-19 among UniSHAMS's employees.

The respondent members for this evaluation will be based on three criteria: age, profession and gender. The method of evaluation involved are:

2.5.1. Cook Test (DIY)

As for this evaluation, 20 respondents are selected to cook test our Eazy Kueh Talam (*Premix Seri Muka*). Each of them is given one (1) box of Eazy Kueh Talam (*Premix Seri Muka*) to cook test (DIY) in their own kitchen. This cook test will assess on the method of preparation, time, taste, texture, color and packaging of the Eazy Kueh Talam (*Premix Seri Muka*).

Table 5. Sample of Scoreboard Rating for Eazy Kueh Talam (Premix Seri Muka Pandan)

Gender : M / F						
Date : _____ September 2021						
Profession : Student / Staff						
Age : 20s / 30s / 40s / 50s						
Please CIRCLE, which sample that you prefers						
Characteristic	Premix Talam			Frozen Talam		
Method of Preparation	Love	Like	Don't Like	Love	Like	Don't Like
Time	Love	Like	Don't Like	Love	Like	Don't Like
Taste	Love	Like	Don't Like	Love	Like	Don't Like
Texture	Love	Like	Don't Like	Love	Like	Don't Like
Colour	Love	Like	Don't Like	Love	Like	Don't Like
Packaging	Love	Like	Don't Like	Love	Like	Don't Like
OVERALL	LIKE		DON'T LIKE	LIKE		DON'T LIKE

3 Result and Discussion

3.1 Cook Test (DIY) Result

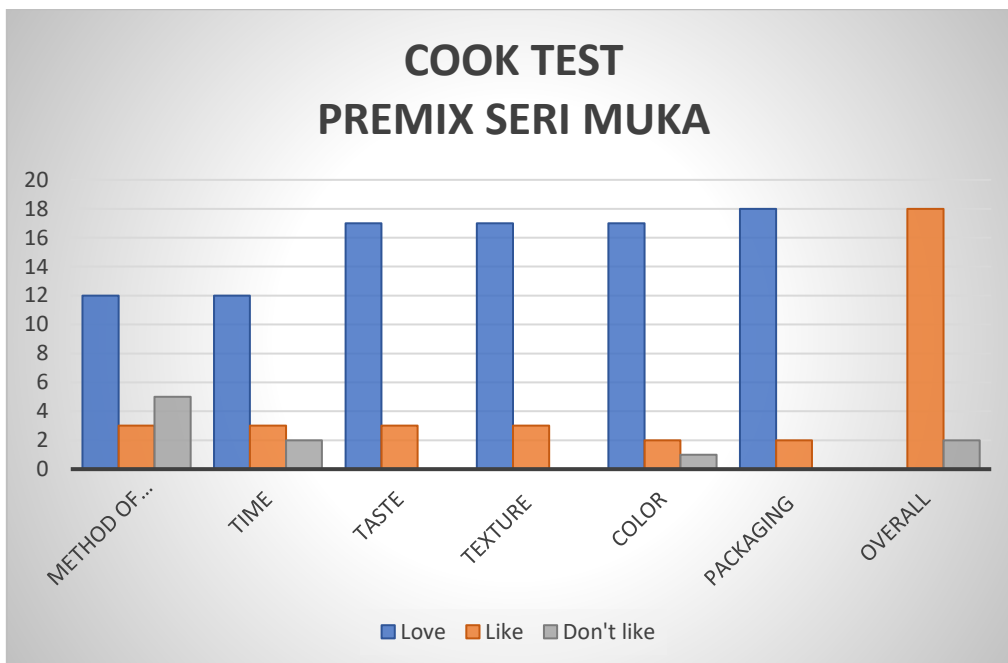


Fig. 5. Cooke Test (DIY) for Eazy Kueh Talam (Premix Seri Muka Pandan)

The above graph, shows that overall, 18 respondents like the *Eazy Kueh Talam (Premix Seri Muka Pandan)* and only 2 respondents do not like the *Eazy Kueh Talam (Premix Seri Muka Pandan)*. Furthermore, out of the 20 respondents, 12 of respondents love the *Eazy Kueh Talam (Premix Seri Muka Pandan)* because the method of preparation and time. The graph also shows that more than 15 respondents love the *Eazy Kueh Talam (Premix Seri Muka Pandan)* because of its taste, texture, colour and packaging. This graph helps us to conclude that *Eazy Kueh Talam (Premix Seri Muka Pandan)* will have demand and be able to compete in the market as other premix or convenience products in the future. It shows that respondents love to prepare Malay *kueh* on their own using premix products.

While conducting this test, we encountered problems in choosing a respondent as most of the respondents had no experience in making the *kueh talam*. In addition, we also have the limitation to prepare over 20 samples *Eazy Kueh Talam (Premix Seri Muka Pandan)* to distribute to selected respondents. We also have time constraints to prepare a large number of samples of *Eazy Kueh Talam (Premix Seri Muka Pandan)* as each member has other duties and responsibilities besides work and family demands.

The selected respondents were given 1 sample of *Eazy Kueh Talam (Premix Seri Muka Pandan)* to be cooked on their own and they had to respond to the accompanying scorecard. We have also set the time frame for each respondent to provide feedback through the accompanying scorecard. However, many respondents do not meet the set timeframe. As such, we had to contact them to resubmit the scorecard with the feedback.

4 Conclusion

Malay desserts such as *kueh talam* are still in high demand in Malaysia. *Kueh talam* can be enjoyed by all regardless of race, age and gender. Yet the changing in trend, advancement in technology, dual income family, time and status makes people prefer to buy rather than to produce their own *kueh talam*. We hope that with this *Eazy Kueh Talam (Premix Seri Muka Pandan)* innovation can give consumers a great choice to make their own instead of buying.

Eazy Kueh Talam (Premix Seri Muka Pandan) is just an example that this type of *kueh* can be innovated in line with technological advancement and time changes. We hope that this study will open up many opportunities to diversify innovation in the manufacture of *kueh talam*. As known, there are many types of *kueh talam* that can also be innovated in the same form, which is premix. We believe this innovation will grow further due to the high demand in the market.

Our hope is to promote and commercialize *Eazy Kueh Talam (Premix Seri Muka Pandan)* to citizens and tourists. The simple making steps and ready to prepare ingredients that we put into the *kueh* gives an opportunity for these desserts to be marketable products. With the concept of easy and convenience, consumers can enjoy their favourite delicious *kueh talam* and prepare it in the blink of an eye at home. We expect that our business will expand in the future because every Malaysian loves a cholesterol free and not-too-sweet meal. Therefore, *Eazy Kueh Talam (Premix Seri Muka Pandan)* is the best solution to meet consumer needs and demand because the product is easy, simple and super delicious.

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