



The Potential of Itiak Lado Hijau by Dapur Bundo N-3 as a Traditional Minangkabau Culinary Specialty

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Abstract

This study aims to analyze the potential of Itiak Lado Hijau, produced by Dapur Bundo N-3, as a ready-to-serve traditional Minangkabau dish. The study employed a qualitative descriptive approach through direct interviews, observations, and documentation to explore the production process, marketing strategies, and the economic and cultural impacts of the business. The results demonstrate that Dapur Bundo N-3 has successfully transformed Itiak Lado Hijau into a practical, preservative-free food product while maintaining its authentic flavor profile. The business contributes to the preservation of Minangkabau culinary heritage and supports local economic development through job creation and international market expansion. Leveraging digital marketing strategies and innovative packaging, Itiak Lado Hijau holds significant potential to become a competitive traditional culinary icon in both national and international markets

Keywords: Itiak Lado Hijau; Minangkabau; Traditional Cuisine; MSMEs; Cultural Preservation



1. Introduction (bold, 11 pt) <before 10; after 11>

Indonesia is widely recognized as a nation rich in cultural diversity, including its remarkable culinary heritage. Each region possesses distinctive local dishes that reflect its unique identity and cultural traditions. Minangkabau, located in West Sumatra, stands as one of the most prominent regions in terms of culinary richness, characterized by its bold flavors and abundant use of spices [1].

The micro, small, and medium enterprise (MSME) sector plays a vital role in the Indonesian economy, particularly in generating employment, increasing community income, and driving local economic growth. Among the most rapidly growing subsectors of MSMEs, the culinary industry demonstrates remarkable resilience to economic fluctuations. The fundamental human need for food, combined with evolving lifestyle trends and growing interest in culinary exploration, makes food businesses one of the most promising entrepreneurial choices in terms of both revenue and long-term prospects [2].

In the context of Indonesian culinary traditions, Minangkabau or Padang cuisine ranks among the most widely recognized by Indonesians and international audiences alike. Its rich, spicy, and distinctive flavor profile has made it highly popular across the globe. Among the traditional dishes with high market potential yet underutilized as a primary menu offering is Itiak Lado Hijau — a duck dish cooked with Minang-style green chili sambal. Beyond its unique flavor, this dish holds premium value compared to more common offerings such as chicken or beef [3].

Dapur Bundo N-3 is a culinary MSME that has proactively positioned Itiak Lado Hijau as its flagship product. The enterprise blends traditional Minangkabau recipes with modern marketing approaches to reach a broader market segment, particularly among lovers of authentic cuisine. The business has achieved notable success in transforming Itiak Lado Hijau into a hygienic, preservative-free ready-to-serve product by employing vacuum packing and retort technology, thereby extending shelf life without compromising the authentic taste and nutritional quality of the product [4].

Dapur Bundo N-3 also actively utilizes social media and digital platforms to market its products, reaching consumers not only in West Sumatra but across Indonesia and internationally. This strategy highlights the immense potential for developing Itiak Lado Hijau as a competitive culinary icon of Minangkabau in both national and global markets [5].

This study is therefore conducted to examine the potential of Itiak Lado Hijau produced by Dapur Bundo N-3 as a traditional Minangkabau culinary specialty, along with its contributions to cultural preservation and the development of locally-based creative economies. **Literature Review (bold, 11 pt) <before 10; after 11>**

2.1. Micro, Small, and Medium Enterprises (MSMEs)

Under Indonesian Law No. 20 of 2008 concerning Micro, Small, and Medium Enterprises, MSMEs are defined as business activities conducted by individuals or business entities that meet specific criteria based on net worth or annual sales revenue. MSMEs serve as the backbone of the national economy due to their capacity to absorb large numbers of workers and support economic growth at the grassroots level [2].

In the culinary sector specifically, MSMEs contribute not only to local economic development but also serve as vehicles for preserving and promoting traditional culinary heritage. Consequently, the sustainability of culinary MSMEs is critically important and must be supported by sound management and financial systems [2].

2.2. Culinary Industry and the Potential of Traditional Cuisine

The culinary industry represents one of the most dynamically growing creative subsectors in recent years. Traditional cuisines such as Minangkabau food maintain high competitiveness owing to their distinctive flavors and broad recognition across various regions. One form of innovation in culinary enterprises involves the development of



traditional menus — such as Itiak Lado Hijau — into flagship products with unique characteristics and high commercial value [6].

The preservation of regional cuisine through modern business approaches can enhance the competitiveness of entrepreneurs while simultaneously expanding markets, both locally and nationally. Product differentiation strategies are central to capturing consumer attention in an increasingly competitive marketplace [6].

2.3. Origins of Itiak Lado Hijau

Itiak Lado Hijau, also known as Itiak Lado Mudo, is a traditional Minangkabau dish originating from Nagari Sianok and Koto Gadang, Bukittinggi, West Sumatra. This dish has existed since the Dutch colonial era and is frequently served at various customary events, including traditional rice harvest ceremonies [7].

The term "itiak" translates to duck, while "lado mudo" refers to the young green chilies used as the primary ingredient in the seasoning. The dish is typically prepared using young ducks approximately six months of age to ensure tender meat, cooked with a characteristic blend of green chilies, shallots, garlic, turmeric, ginger, lemongrass, lime leaves, and other local spices. The slow-cooking process, which may take several hours, yields a dish with a distinctively spicy, savory flavor and aromatic profile [7].

2.4. Itiak Lado Hijau as a Culinary Product

Itiak Lado Hijau is a duck preparation characteristic of Minangkabau cuisine, featuring exceptionally tender meat enveloped in ground green chili seasoning with a spicy and flavorful taste [3]. The dish is prepared using locally sourced spices from the Bukittinggi market. The distinctive aroma of Itiak Lado Hijau is largely determined by the cook's expertise and the proprietary combination of ingredients and cooking techniques employed to achieve its savory and delicious character [3].

According to Muhammad [8], the preparation involves incorporating a variety of spices to neutralize the gamey odor of duck meat. After mixing with all seasonings, the duck is allowed to marinate for approximately thirty minutes to enable full penetration of the flavors into the meat. It is then cooked with a substantial quantity of green chili — approximately 4 ounces per duck — which gives the dish its characteristic name, reflecting the prominent use of green chili in its preparation.

Currently, Itiak Lado Hijau has gained growing commercial presence in Bukittinggi, with several restaurants featuring it as a primary menu offering, including RM Lansano Jaya, RM Sianok Kuliner, and RM Bajamba [8]. The dish is particularly suited to the cool climate of Bukittinggi, and its pricing is an important determinant of business growth in an increasingly competitive environment. Strategic location, effective promotion, and consumer sensitivity to attractive marketing campaigns are also key factors influencing business development [9].

2. Methodology (bold, 11 pt) <before 10; after 11>

This study was conducted in April 2025 through direct interviews with the owner of the Itiak Lado Hijau Dapur Bundo N-3 enterprise. The research was carried out at two locations: the production facility in Jorong Babukik, Nagari Kamang Mudiak, Kecamatan Kamang Magek, and the product gallery at Jalan Raya Pekan Kamis KM 4, Kecamatan Tilatang Kamang, Kabupaten Agam, West Sumatra.

A qualitative descriptive research approach was employed, utilizing three primary data collection techniques: (1) in-depth interviews with the business owner regarding production processes, marketing strategies, and economic performance; (2) direct observation of production activities, packaging procedures, and distribution systems; and (3) documentation of processes, products, and business operations.



Data analysis was conducted thematically to identify key patterns related to the potential of Itiak Lado Hijau as a traditional Minangkabau culinary product, encompassing economic value, cultural preservation, marketing strategy, and development challenges and opportunities.

3. Results and Discussion

4.1. Profile of Dapur Bundo N-3

Dapur Bundo N-3 is a culinary enterprise located in Jorong Babukik, Nagari Kamang Mudiak, Kecamatan Kamang Magek, Kabupaten Agam, West Sumatra. The business was founded by Hera Dwi Triani, an alumna of IPB University and a lecturer in the Agricultural Extension Study Program, Faculty of Science, Social Studies and Education, Universitas Prima Nusantara Bukittinggi, and is managed by Mr. Adril.

The enterprise employs six staff members — five in production and one in marketing — and focuses on producing traditional Minangkabau foods, with Itiak Lado Hijau as its flagship product. The products of Dapur Bundo N-3 have been distributed to numerous regions throughout Indonesia and internationally, including the United States, Egypt, Sweden, Malaysia, Singapore, Canada, Turkey, China, Japan, India, South Korea, France, Saudi Arabia (Makkah), Germany, the Netherlands, Australia, and Finland [4].

4.2. Itiak Lado Hijau Production Process

The production process at Dapur Bundo N-3 is conducted with strict hygienic standards and without the use of preservatives, MSG, artificial colorings, flavorings, or sweeteners. The primary ingredient is locally raised traditional duck. The cooking process employs traditional techniques using green chilies and characteristic Minangkabau spices, producing the dish's distinctive spicy flavor profile.

Following cooking, products are packaged using vacuum packing and retort technology to maintain freshness, quality, and durability during distribution [4]. This technology enables the products to have an extended shelf life without compromising the authentic taste and nutritional integrity of the food. The enterprise's product range includes Itiak Lado Hijau, various Rendang variants (original, with peanuts, sweet potato, and potato), Rendang Paru, Rendang Tuna, Rendang Ayam, Ayam Lado Hijau, Dendeng Rinuak, Belut Lado Hijau, Ikan Bilih Lado Hijau, Asam Padeh Daging, and a range of practical spice blends [4].

Products are packaged in compact sachet portions suitable for one or two servings, making them ideal for boarding house residents, travelers, and Hajj/Umrah pilgrims. This packaging format also facilitates efficient distribution across domestic and international markets [4].

4.3. Marketing and Distribution Strategies

4.3.1. Marketing Strategy

Dapur Bundo N-3 implements a comprehensive marketing strategy utilizing multiple channels to reach consumers broadly. Key elements of this strategy include:

Digital Marketing: The enterprise actively leverages social media platforms including Instagram, Shopee, Facebook, and other digital channels to promote products, share information, and engage with consumers [5].

Practical Packaging: Products are presented in compact single-serving sachets tailored to the needs of modern consumers, including boarding house residents, travelers, and pilgrims [4].



Product Quality Assurance: The enterprise maintains strict quality standards by eliminating preservatives, MSG, and artificial additives, and ensuring hygienic production processes throughout.

Product Certification: Products carry certification from the Regional Health Office (P-IRT) and LPPOM MUI (Halal certification), enhancing consumer confidence in product safety and halal status [5].

4.3.2. Distribution Strategy

In distributing its products, Dapur Bundo N-3 adopts a flexible and adaptive approach encompassing domestic and international channels. Domestically, products are distributed to numerous regions across Indonesia — including Sumatra, Java, Kalimantan, and Sulawesi — with more than 75% of consumers based in Java [4]. Internationally, the enterprise exports to multiple countries, demonstrating its competitiveness in the global market. Strategic partnerships with souvenir shops in Padang City further extend product reach, while direct delivery services via courier enable consumers nationwide to conveniently access products [5].

This holistic marketing and distribution approach enables Dapur Bundo N-3 to successfully introduce Itiak Lado Hijau to both domestic and international consumers, positioning it as a globally accessible traditional Minangkabau culinary specialty.

4.4. Economic Potential and Cultural Preservation

4.4.1. Economic Potential

Dapur Bundo N-3 contributes significantly to the local economy through employment generation and income improvement for the surrounding community. Several dimensions support its economic potential:

MSME Income Growth: As a micro enterprise, Dapur Bundo N-3 contributes to increasing local community income through labor absorption and local economic empowerment [2].

Market Expansion: Products have been distributed to numerous regions in Indonesia and internationally, demonstrating the competitive capacity of the product in the global marketplace [4].

Culinary Tourism Attractiveness: The unique flavor and practical packaging of Itiak Lado Hijau make it an attractive offering for tourists seeking authentic Minangkabau culinary experiences, with potential to stimulate growth in the regional culinary tourism sector [10].

4.4.2. Cultural Preservation

Beyond its economic dimensions, Dapur Bundo N-3 plays a meaningful role in preserving Minangkabau cultural heritage through the following mechanisms:

Preservation of Traditional Recipes: By maintaining original recipes and traditional cooking methods, Dapur Bundo N-3 helps safeguard the authenticity of Minangkabau cuisine [7].

Culinary Cultural Education: Through product promotion and distribution, broader communities gain greater awareness and appreciation of Minangkabau culinary wealth, which constitutes an integral part of the region's cultural identity [6].

Utilization of Local Ingredients: The use of locally sourced ingredients supports the sustainability of traditional agriculture and preserves the local ecosystem [3].



Dapur Bundo N-3 thus serves as a model of synergy between economic development and cultural preservation — an approach that other traditional culinary enterprises may adopt to maintain cultural heritage while expanding local economic potential.

4.5. Challenges and Development Opportunities

In developing Itiak Lado Hijau as a traditional Minangkabau culinary specialty, Dapur Bundo N-3 faces several challenges:

Competition from Fast Food: The growing popularity of fast food across various regions, including West Sumatra, presents a significant challenge for traditional dishes such as Itiak Lado Hijau. Fast food restaurants offering speed and affordability may divert consumer interest from traditional cuisine [6].

Time-Intensive Production Process: Preparing Itiak Lado Hijau requires considerable time — particularly the slow-cooking process, which may span an entire day — posing constraints in meeting high-volume or large-scale orders efficiently [8].

Limited Promotional Reach: Insufficient promotional efforts can hinder the broader dissemination of information about the uniqueness and quality of Itiak Lado Hijau, potentially limiting market expansion [9].

Nonetheless, significant development opportunities exist through collaboration with academic and research institutions, including Politeknik Negeri Padang, Politeknik Negeri Payakumbuh, the Faculty of Animal Husbandry at Universitas Andalas, and IPB University, which are actively developing retort technology for processed Minangkabau culinary products. Such innovations are expected to help MSMEs like Dapur Bundo N-3 improve production efficiency and expand their market reach [4].

4. Conclusion

Dapur Bundo N-3 represents a successful culinary enterprise that has elevated traditional Minangkabau food — particularly Itiak Lado Hijau — to national and international markets. This achievement is supported by a firm commitment to product quality, adherence to traditional recipes and methods, and adaptive marketing and distribution strategies. The enterprise not only contributes to local economic advancement through employment creation and income generation, but also plays a vital role in the preservation of Minangkabau culinary culture.

The products of Dapur Bundo N-3 have gained widespread recognition through practical packaging, distinctive flavor profiles, and effective digital marketing approaches. Challenges including competition from fast food, time-intensive production processes, and limited promotional capacity remain as barriers to further growth. Nevertheless, opportunities for collaboration with academic institutions and the adoption of retort technology offer promising pathways toward greater efficiency and expanded market presence.

This study recommends that Dapur Bundo N-3 pursue expanded production capacity through technology adoption, strengthen branding and promotional strategies, diversify its product range, build strategic multi-sector partnerships, and institutionalize Minangkabau culinary education as a sustainable cultural preservation initiative. **Declarations**

5.1. Author Contributions

Conceptualization: F.A., S.A., and T.A.; Methodology: S.A.; Software: F.A.; Validation: F.A., S.A., and T.A.; Formal Analysis: F.A., S.A., and T.A.; Investigation: F.A.; Resources: S.A.; Data Curation: S.A.; Writing Original Draft Preparation: F.A., S.A., and T.A.; Writing Review and Editing: S.A., F.A., and T.A.; Visualization: F.A.; All authors have read and agreed to the published version of the manuscript.

**FA is abbreviation of “Firs Author”, SA is abbreviation of “Second Author”, and TA is abbreviation of “Third Author”.*



5.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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5.4. Institutional Review Board Statement

Not applicable.

5.5. Informed Consent Statement

Not applicable.

5.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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