

Analysis of Culinary Innovations Food Street Vendors from Society in Timor-Leste: Case Study of Street Vendors in Dili Municipality

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Article Info

Article history:

Received: 6 March 2026

Publish: 13 March 2026

Keywords:

Analysis;

Innovation;

Culinary;

of Society.

Abstract

Culinary business or food business is a household-scale business that has good opportunities for now and in the future. In the business market in the national capital (Dili), the need for streets vendors canteen roadside, continues to flow. But the reality is, if less creativity from society to take part in culinary business to express their creative abilities and innovation to the public through culinary entrepreneurship activities. Although many societies take part in the training, but many of them also lack the conscience to use the science that they get to implement in their lives. The research methodology used by the research team in this research is SOWT Analysis and qualitative descriptive, for primary data to analyze and interpret According to experts Milles and Huberman in the book Sugiono 2018, with data collection techniques and data analysis techniques. The results of the research showed that culinary food street vendors have shown positive signs because they can create jobs for themselves, and also make many innovations from their creative skills such as culinary combinations of food from Europe and ASEAN (Indonesia) etc. The conclusion of this research shows that; When Timorese culinary food streets vendors to compete with foreigners is the main step is the potential strategy for growth is to consider finding investors, make a marketing plan, big first plan and plan to use accounting software, so that Timorese culinary mobile vendors children can compete and promote original Timorese culinary food to domestic and foreign consumers.

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1. INTRODUCTION

Business innovation is the process of applying new ideas, creativity, and new ideas related to improving a brand's product or service. Innovation in business aims to respond to consumer needs, win profits, and will survive in market competition.

Every entrepreneur, no matter what line of business, must always innovate from time to time to maintain and increase business success. We cannot be discouraged and stop innovating because business competition is very strong in Timor-Leste. Starting from restaurants, cafes to canteens, which to create innovative ideas for street vendors / culinary food business on the street. Whose creativity innovation through the production of food offered to the public (consumers).

The culinary business or the food business is one business that never dies. Because food is the basic need everyone seeks. Although the business is risk-free with all its ups, downs and challenges, the business will be able to survive. The culinary business guest makes the entrepreneurs who will do the business have their own innovation or creativity. So that the

product has an advantage compared to companies that compete with companies that have their own and unique impression on consumers and make them come back to buy.

But the reality is, if less creativity from society to take part in culinary business or food business on the roadside, to express their creative abilities and innovation to the public through entrepreneurship activities. And another reason is that many societies want to find work abroad to raise funds that can sustain themselves, and their families.

Some parts of society also say, that in the country high unemployment and cannot access to work because it affects their income, although there is also a salary that they receive both work in public, company and private insufficient for the needs of daily life. On the other hand, many communities question that they do not have funds, so they can create their own business.

Sugiono (2015) analyzed is difficult work, requires hard work. There is no specific way to do the analysis, so each researcher must find his own method that he feels is appropriate for his nature of research. The same matter can be classified differently.

Drucker (2012:1) in Makmur and Thahiri (2015), innovation is a specific tool for companies that innovation can exploit or take advantage of changes that occur as opportunities to do business differently.

Bateman & Snell, (2009:610), Innovation is a positive change in method or technology that is useful and away from the existing way of doing something. There are two types of innovation, such as process innovation and product innovation. The process of innovation is a change that affects the way of producing products, but product innovation itself has different definitions, such as product innovation is a change in the current product to goods and services.

Makmur and Thahiri (2015:9), innovation comes from the word innovator in English which means change so that innovation can be defined as the process of human activity or thinking to find something new that is related to input, process, and output, and can benefit people's lives.

Similarly, according to scholar Max Weber (1997:54) said that the nation is an association that is included in a territory, beginning with a system of rule that ends with government that means compulsory rule (monarchy).

Later George Jelinek (1995:31) said that, the nation of a unity united through all people living together anywhere loyal to each other and complement each other through the original behavior of the norm.

Related to the opinion of the above scholars, the author concludes that the nation is counted or accumulated by a family that is composed of a village that has a territory, system, norms and rule that can eventually build itself country.

2. ESEARCH METHODS

Based on the type of research that the researcher used in this research is SOWT Analysis and descriptive qualitative research. SWOT of Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis organizes your key strengths, weaknesses, opportunities and threats into an organized list and is usually presented in a simple grid. And descriptive qualitative research method is to observe the phenomena that occur in the research site with the same reality facts as the right conditions.

With the objective to find out the analysis of culinary innovation food Street vendors in the municipality of Dili. Sugiono (2014:7) "Qualitative research method is called a new method, because its popularity is not long, called post positivistic because it is based on the

philosophy of post or post positivism. This method is also called an artistic method, because the research process with art, and is also called an interpretive method because the results of research data will be more related to the interpretation of data discovered in the field.

The place where the researcher will conduct the research is in the Food Flyer Building in Dili. In the focus of this research, the author focuses on the culinary innovation of food street vendors in the municipality of Dili. There is the issue of implementation of Street Vendors that focuses on the aspect of Culinary Innovation in the municipality of Dili.

3. RESULTS AND DISCUSSION

Based on the research results that have been clarified, the research team synchronized with the literacy framework of expert, **Bateman Snell, (2009:610)**, namely:

“Innovation is a positive change in method or technology that is useful and away from the existing way of doing something. There are two types of innovation, such as process innovation and product innovation. The innovation process is a change that affects the way the product is produced, but innovative is the product itself with a different definition, and product innovation that changes the goods and services”.

According to Mrs. Angelita Cardoso, says: To do what is needed to buy, so as to earn money to support themselves and families who need me to help, become vendors must be patient to sell so that even if sometimes goods that are not worth but still patient to sell. And always be a seller who is patient to receive people who come to buy must receive with good behavior when to get money, must work hard to sustain themselves. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Sonia Ramos Xavier, said: They are motivated to carry out activities of street vendors of culinary food because of need and can help their brothers pay for school. **(interview conducted on Wednesday, 09/11/2022).**

According to Mrs. Josefina de Araujo, said: Activities arise because necessity compels them. Because we all know that Dili is a city, so there are many things that we need when we become a student. Because student life is easy, and worse living with people. Through these problems that motivate us to become creative people in the line of hands as street vendors for food production to offer to consumers who need to consume according to their needs. **(interview conducted on Sunday, 04/12/2022).**

Based on the above clarification, the research team concludes that the food offered to consumers is food produced by personal creatives, from their skills and experience that transforms into business life. such as *etu kinor* (yellow rice), chicken, rice fish, beef and vegetables.

Creative Skills and Food Culinary Innovation.

According to Mrs. Angelita Cardoso, says: Creative skills and culinary innovations such as chicken satay with beef and water. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Sonia Ramos Xavier, said: Creative culinary innovation food formed for consumers in public is the food that we consume every day such as meat, vegetables, chicken and others such as cabbage. **(interview conducted on Wednesday, 09/11/2022).**

Based on the above explanation, the research team concludes that the favorite culinary production is a production that is offered to buyers as special from other productions by each street vendor to the public so as to gain the trust of buyers when they come to buy their product.

Innovative ideas in food cookery.

According to Mrs. Angelita Cardoso, said: I have the idea of innovating the culinary foods that we make and I also have my own interest in cooking sate because I see for myself in our place there are no people who cook sate so I thought of myself to cook a sate it's. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Josefina de Araujo, said: We intend to create these culinary innovations because we face economic problems family is not enough so that's why we decided to open this simple business to sustain our basic needs, and our family. **(interview conducted on Sunday, 04/12/2007).**

Based on the above explanation, the research team concludes that, street vendors intend to create innovation because the needs of life motivate them to create ideas to create innovation in the culinary business to achieve life objectives to support their families and children to school, at the same time creating jobs for themselves and others.

Challenges In the Food Culinary Business.

According to Mrs. Angelita Cardoso, said: Challenges that I face in my own business are like sometimes people do not buy sate, at times like this we feel a big loss, and often we have to wait until midnight, it is not finished, so we have to take it home to share with your family to eat, or share with our neighbors to eat. This is a challenge we face in our own business. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Sonia Ramos Xavier, said: In these food culinary businesses, we face challenges such as when we run our business sometimes people have problems that happen, so our food is not bought, and makes us feel very sad. **(interview conducted on Wednesday, 09/11/2022).**

According to Mrs. Josefina de Araujo, said: As we all know, to achieve a goal must go through a lot of processes that we ourselves effort. That's why during our business, there are many challenges that we still face, sometimes people buy not all, we pour damage to pigs to eat. There are challenges that we face such as; buy goods with high prices, but people buy based on time, one day, one day does not end, with these conditions that become a big challenge for us as culinary vendors on the stall that blocks the road people walk him. **(interview conducted on Sunday, 04/12/2022).**

According to Mrs. Fauzia Mesquita Orleans, said: The challenge that I face, sometimes people buy not all, and so, the other part is in the rainy season worse to get the same income in the summer, because people do not go out to buy. **(interview conducted Sunday, 11/27/2022).**

According to Mrs. Ombri Lean Feoh, said: The challenges we face are the same, people do not buy, and face consumers who come to buy food with a big face and some angry. But we are still patient to accept this reality as an exercise for us to learn better. **(interview conducted on Monday, 05/12/2022).**

According to Mrs. Esperanza Borges Mosque, said: The challenge I face is running a business with very little capital so I can't buy equipment that can help me work quickly to produce culinary dishes, and because I use only traditional ingredients. During the rainy season, I can't do business as usual, because consumers don't come to buy. And on the other hand, often consumers come to pick up and forget to pay. **(interview conducted on Friday, 16/12/2022).**

Based on the above explanation, the research team concludes that the challenges that street vendors face in their daily business are sometimes culinary food is not expensive, so it also affects the vendors' business income.

Successful New Product Innovation Influences Consumers/Public.

According to Mrs. Angelita Cardoso, said: The success of the innovation of the new product that we are going to make for sale is yellow rice and *sedok* has a very good influence on consumers. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Sonia Ramos Xavier, said: The success of this new product innovation does not reach consumers / public because when we sell sometimes all sometimes not all. **(interview conducted on Wednesday, 09/11/2022).**

According to Mrs. Josefina de Araujo, said: Successful product innovation to influence consumers is always cooking good cooked satay and making sauces with flavor, so they can always come closer to our place. **(interview conducted on Sunday, 04/12/2022).**

Based on the above clarification, the research team concludes that the innovation of culinary production by street vendors gives a positive signal to their business, because the innovation creativities that street vendors offer are always different every day, to make their regular customers and guests are always happy with the menu that is offered.

Motivate To Buy Culinary Food from Street Vendors.

According to Mr. Jose da costa (buyer) said: Because the price is cheap and there are many vegetables sold at prices from 0.25 cents to 1 dollar. That's why I like to come and buy here. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Maria Orleans Soares, (buyer) said: I always come every night to buy cooked vegetables because the price is relative and a place with only \$.1.00 and can consume for 2 to 3 people. And you can also buy food + vegetables starting from \$.0, 25 cents to \$.1.00. **(interview conducted on Sunday, 04/12/2022).**

According to Mr. Armando mosquito,

(buyer) said that: The price is relative and everyone can afford to buy because as a student who lives in a dormitory happy because rice package sold from \$.0.50 *centavos* to \$.1.50 *centavos* that put rice and modo also many. **(interview conducted on Monday, 05/12/2022).**

Based on the above clarification, the research team concludes that the price and portion that is large always has the opportunity to gain interest from buyers to be able to move to buy culinary food production offered by street vendors.

Perspective On the Presence of Culinary Street Vendors.

According to Mr. Jose da Costa, (buyer) said that: The presence of food street vendors is very helpful to us who are husband and wife working all the time because we return at noon do not have to worry about what to eat. Because their presence helps us, but as buyers also feel sad because the vendors do culinary business is blocking the public road for pedestrians. **(interview conducted on Monday, 07/11/2022).**

According to Mrs. Maria Orleans Soares, (buyer) said: As a buyer I feel happy and sad all at once. Happy because it can help people who are preoccupied with some activities and cannot drink and make vegetable, but sad because they sell to make money also block the road that we walk to pass back and forth. **(interview conducted on Sunday, 04/12/2022).**

According to Mr. Armando Mesquita, (buyer) said: As a student I am very happy because I do not have to bother to make food to eat. Another thing is that these vendors sell

from 6 pm to 11 pm. So, the presence of the culinary street vendors in this place helps us a lot who shop in this place. **(interview conducted on Monday, 05/12/2022).**

Based on the above clarification, the research team concludes that the presence of culinary street vendors is very helpful to people who carry out activities both civil servants, private and students, who can help others through offer culinary food at a relative price to gain the trust of consumers, at the same time on the other hand buyers are not satisfied with the implementation of business that blocks public roads for pedestrians.

4. CONCLUSIONS

When Timorese food street vendors to compete with foreigners is the main step must have a strategy and potential for sustainable economic growth with investors, marketing plan. The first plan is to use accounting software, so that the vendors of Timorese culinary food can compete and promote the original Timorese culinary food to consumers in the country as well as from abroad.

Based on the above conclusions, the research team would like to suggest:

1. Government.

- a. To continue Pay attention to culinary food mobile vendors by giving credit.
- b. Identify and promote culinary innovations that Flying Vendors offer to the public.
- c. Continue to socialize to culinary food street vendors so that businesses cannot be on the sidewalk or on the sidewalk and still love the environment by throwing garbage in its place.

2. Street Vendors

- a. Continue to foster creative spirit and innovation to develop special culinary production of original Timorese cuisine.
- b. Always take care of culinary food stay healthy and hygiene.
- c. Always love the environment by throwing garbage in its place.

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