

JELLY AMBUYAT

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Abstract

Abstract: Jelly Ambuyat is product made from ambuyat or linut, a traditional dish from Borneo region. Ambuyat is converted into a jelly dessert while preserving the texture and nutrients in the ambuyat. The objective of this project is to increase the awareness about ambuyat in the local area, to evaluate the level of acceptance if ambuyat becomes dessert (Jelly Ambuyat) and to examine either Jelly Ambuyat can be commercialize in the local market. The research scope includes Jelly Ambuyat in three flavours: apple pandan, dragon rose and ocean lychee. The samples were evaluated based on the chewy texture of ambuyat, the acceptance as a dessert and the potential of product commercialization. The survey was conducted in the community at Medan, Betong Sarawak with 65 respondents participated in the testing process including staffs and students in Politeknik METrO Betong Sarawak (PMBS). In conclusion, all the respondents recommend Jelly Ambuyat as a dessert and majority agreed that this product can be commercialize in the market.

Keywords: Ambuyat, Dessert, Linut, Traditional dish

INTRODUCTION

Ambuyat or another name we called as linut made from sagu starch is a traditional dish of the Borneo Sarawak community which is a traditional food for the people of Brunei, Bisaya and Melanau. This ambuyat is also the main dish after rice and can also be a food that is replaced with rice. In the past local residents served ambuyat as a daily menu or a mandatory dish during festivals, family gatherings, and cultural events, demonstrating the importance of food in bringing people together. Health-wise, sagu is an excellent source of energy, packed with carbohydrates and low in fat, making ambuyat a great choice for those who want sustenance without overloading on calories (Jayaweera, 2023)

The Jelly Ambuyat dessert will incorporate natural fruit flavors, sweeteners, and coloring. It will create a visually appealing and palatable dessert option. The texture will remain reminiscent of traditional ambuyat but with a flavour like apple pandan, dragon rose and ocean lychee. This project designed to introduce this dessert among the Politeknik METrO Betong Sarawak (PMBS) community and in our campus area which is Medan Betong. Sarawak. Educational content will highlight its cultural significance while showcasing its modern twist. This project aims to preserve cultural heritage while diversifying the culinary landscape. This innovation has the potential to attract new customers and create a memorable dessert experience that honors tradition.

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However, nowadays there is decline in interest in this traditional food. The lack of effective promotion of traditional food such as ambuyat causes the young generation to lack knowledge and awareness of the importance and cultural value of the food. Traditional food education or promotion

programs are rarely highlighted, causing foods such as ambuyat to be less well known. Ambuyat traditionally eaten with soup, Lalap (fried seasoned meat), ulam, sambal belacan, cacah and other side dishes (Ali, 2009). This kind of conventional way of eating does not appeal much to younger generation, making ambuyat a dish predominantly enjoyed only by the older population. Lastly, limited commercialization of ambuyat among local community. Restaurants that serve ambuyat are usually located in certain areas only and rarely found in big cities in Borneo.

Significant for this project is to increase the awareness about ambuyat in the local area as this traditional food becoming less popular among today's generation. Secondly, this project also able to evaluate the level of acceptance if ambuyat becomes dessert and lastly to examine either Jelly Ambuyat can be commercialized in the local market.

LITERATURE REVIEW

Sago starch was the staple carbohydrate source in Sarawak (Bugam *et al.*, 2023). Jayaweera (2023) said ambuyat, though simple in appearance, embodies the complex tapestry of cultural identity, tradition, and togetherness. It is a dish that invites exploration and conversation, urging you to dive into a deeper understanding of Borneo's heartlands. According to Dogan *et al.*, (2015), in order to maintain or expand their market share and profitability, traditional food sector should be also forced for innovations. Innovations include the improvement of product, process, and distribution of traditional foods in the ways of nontraditional foods, except keeping natural identity of traditional food products such as usual, familiar, authentic, typical, and inherited.

RESEARCH METHOD

This research used quantitative method. The research scope includes Jelly Ambuyat in three flavours which are apple pandan, dragon rose and ocean lychee. According to the quantitative method our team had use questionnaire as one of a quantitative method. The study involved 65 randomly selected participants from community of Medan Betong, staffs, and students of PMBS who were asked to evaluate the three different flavours of Jelly Ambuyat.

To produce this Jelly Ambuyat dessert, the sago starch is first mix with the hot boiled water until the texture becomes sticky and mix it with the food colouring (green, blue and red). Then, the ambuyat were cut into square shape and soak it in cold water in order to maintain the shape. Lastly, mix the shaped ambuyat with fruits, milik and syrup water according to the flavor which are pandan, rose and lychee.

Method of data analysis using QR Code Scanner form distributed to the respondents. The respondent consists of female 35 persons while the remaining 30 persons are male. If count by different target, students (PMBS) are 46 person, staffs (PMBS) are 8 person and community Medan are 11 persons. Total 65 person tested the Jelly Ambuyat in three different flavour.

RESULTS AND DISCUSSION

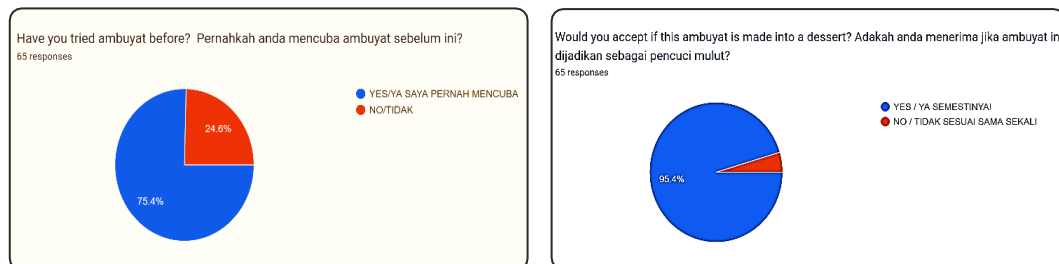


Figure 1 : Respondent answer – Have you try ambuyat before and would you accept if ambuyat is made into a dessert

In terms of the awareness base on the table 1, 75.4% of respondents have tried ambuyat before, while 24.6% have never tried it. It shows almost 25% of the respondent never taste ambuyat in their lifetime even though they live in Sarawak, Borneo region. the survey on the acceptance of the respondent about if this ambuyat can be converted into a dessert 95.4% of respondents accept if ambuyat is made as a dessert, while 4.6% disagree. Only 3 respondents disagree on this project of Jelly Ambuyat.

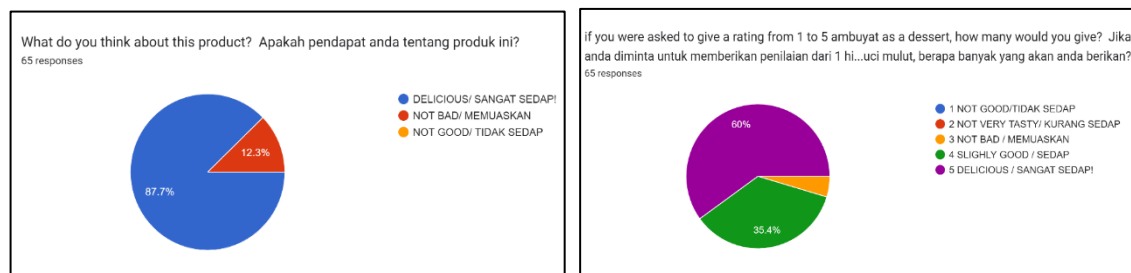


Figure 2. Respondent answer – the taste of the Jelly Ambuyat and rating given to the dessert

According to the table above, a total of 87.7% of respondents thought that this product was tasty, while 12.4% considered it not bad and no respondent gave a "bad" rating (0%). Besides, majority of the respondent 60% rate 5 which is so delicious, while 35.4% respondent said it is slightly good and 4.6% said it is not bad. The result shows positive feedback after taste the Jelly Ambuyat.

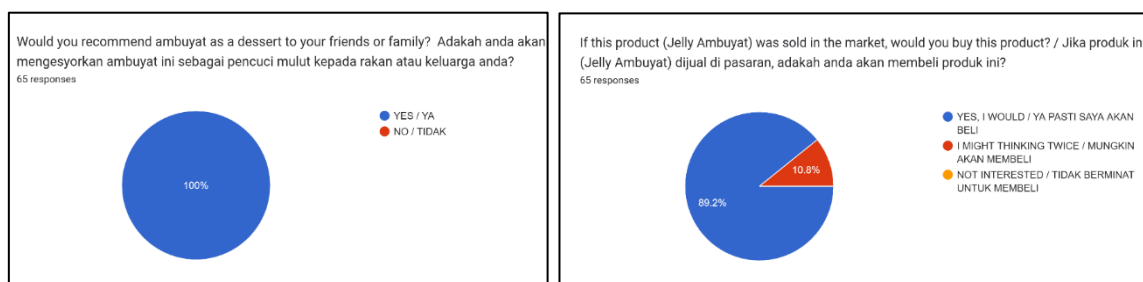


Figure 3. Respondent answer – Recommendation about Jelly Ambuyat and question about their opinion if this product can be commercialized.

Through this analysis as in table 3, 100% of respondents would recommend this ambuyat as a dessert to their friends or family. Moreover, there are as many as 89.2% of respondents who choose "yes, I would" and there are also 10.8% who choose "I might thinking twice" to buy this product if this product (Jelly Ambuyat) is sold in the market.

CONCLUSION

In conclusion, turning ambuyat into a jelly-like dish enhances its unique culinary appeal, particularly within Southeast Asian cuisine. Ambuyat has its unique value in the local community. Based on the survey conducted, majority of the respondent agreed where ambuyat can be converted into dessert. It also can be commercialized and has the potential to attract tourism. In terms of cultural significance, ambuyat in jelly form remains a symbol of heritage and community, often enjoyed in social settings, which strengthens its importance as a cultural food. Environmentally, sago cultivation can be relatively sustainable, adding an ecological benefit to this traditional dish. Altogether, Jelly Ambuyat represents a unique and versatile food that carries both nutritional and cultural value in the regions where it is enjoyed.

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