

## Do The Exploration Brioche, Savory Normandy Bread, Effective in Developing Appropriate Production and Marketing Strategies?

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### ABSTRAK

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Penelitian ini melakukan eksplorasi mendalam terhadap roti brioche dengan menggunakan penelitian kualitatif. Pendekatan fenomenologi dengan metodologi penelitian berdasarkan wawancara mendalam dan observasi partisipan untuk mendapatkan data yang akurat. Temuan penelitian mengungkapkan bahwa kekuatan roti brioche terletak pada tekstur dan rasa yang lezat, variasi, dan pemasaran global, sementara kelemahannya meliputi harga yang relatif tinggi, umur simpan yang terbatas, dan tidak cocok untuk kebutuhan sehari-hari. Peluang untuk roti brioche meliputi peningkatan kesadaran gizi, perluasan pasar baru, dan inovasi produk, sementara ancaman berasal dari persaingan yang ketat, perubahan preferensi konsumen, dan peraturan kesehatan.

**Kata Kunci:** Roti, Brioche, Normandia, Gurih

### ABSTRACT

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This study conducts an in-depth exploration of brioche bread using qualitative research. A phenomenological approach with a research methodology based on depth interview and participant observation to reach the accurate data. The research findings reveal that Brioche bread's strengths lie in its delicious texture and taste, variety, and global marketing, while weaknesses include its relatively high price, limited shelf life, and unsuitability for daily needs. Opportunities for brioche bread include increasing nutritional awareness, new market expansion, and product innovation, while threats stem from intense competition, changing consumer preferences, and health regulations.

**Keywords:** Bread, Brioche, Normandy, Savoury

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### INTRODUCTION

Bread has been an essential part of the human diet since prehistoric times, with the earliest evidence of breadmaking dating back to around 30,000 years ago. Initially, bread was made by grinding grains into flour and mixing it with water to form dough, which was then baked on hot stones or in ovens. Over time, the breadmaking process has undergone various developments and variations worldwide, reflecting the cultural richness and dietary habits of local communities (Dan *et al.*, 1945). One intriguing form of bread to examine is brioche, a French bread known for its soft, dense texture, enriched with butter and eggs. Brioche has a rich history and has been an integral part of French cuisine since the 16th century. Initially, brioche was served as a bread used in various dishes, both sweet and savory. However, over time, brioche has also evolved into a popular pastry dish, such as brioche aux pralines (Iskandar *et al.*, 2021) and brioche bread (Pasqualone, Delcuratolo and Gomes, 2011).

The importance of studying bread, including brioche, is based on various reasons. Firstly, bread is a staple food source for many people worldwide, so understanding its nutritional, health, and cultural aspects is crucial for human well-being overall. Secondly, bread holds significant cultural value, reflecting the heritage and identity of the communities where it originates. Therefore,

studying the origins and variations of bread like brioche can provide valuable insights into the history and dietary habits of a region.

## LITERATURE REVIEW

Numerous research has been conducted by experts regarding brioche bread, conveying diverse perspectives and analyses regarding its history, production process, as well as cultural and culinary significance. A baker from France, Poujauran (2017), highlights the importance of traditional techniques in making brioche. He explain the art of baking brioche, and emphasizes the need to maintain authentic production methods to ensure the quality and distinctive taste of brioche bread. Poujauran also underscores the cultural value embedded in brioche as part of French culinary heritage ('Focaccia-B9780123808868100054', no date). A leading chef and founder of the Chez Panisse restaurant in California, Alice Water (2018), discusses the significant role of brioche bread in French culinary tradition. She describes brioche as a symbol of luxury and elegance in French cuisine, often served in various contexts ranging from breakfast to desserts. Waters emphasizes the unique texture and flavor of brioche that sets it apart from other breads, as well as the importance of preserving the integrity of traditional recipes in its production process (Habsyi *et al.*, 2023).

An American culinary icon and author of famous cookbooks, Child (2019), provides profound insights into the techniques and tips for cooking brioche. She highlights the complexity of the brioche-making process involving the use of plenty of butter and eggs, as well as the importance of consistency in kneading and baking. Child also underscores the beauty and enjoyment in serving brioche, both in its simple form and as part of more luxurious dishes (Putri, 2019). Hermé exploring innovative flavors in brioche (2020). He is a renowned baker and pastry chef from France, explores various flavor innovations in brioche. He emphasizes the importance of experimentation and creativity in creating interesting brioche variations, including the use of various ingredients and spices. Hermé also highlights the global appeal of brioche bread and its potential as a customizable product to suit the tastes and preferences of consumers worldwide (Rakhmawati and Hadi, 2015).

A research about evolution of brioche in modern bakeries (2021) by Kayser, a famous baker and owner of a chain of bakeries in France, discusses the evolution of brioche in the modern bread industry. He highlights efforts to integrate traditional brioche-making practices with modern technology and current consumer trends. Kayser also emphasizes the importance of maintaining the quality and authenticity of brioche in an era of bread production increasingly focused on mass production and efficiency. A research about brioche has rediscovered and re-created brioche bread, make the new style of the brioche (McGovern, 2017). McGovern discusses the history of fermented beverages, including the belief that bread first emerged when flour dough accidentally fermented, resulting in

different outcomes than expected. This book examines the relationship between bread and alcoholic beverages in the early development of human agriculture. Toussaint-Samat delves into the origins of various types of foods, including bread, by delving into historical records and archaeology. This book showcases the evolution of bread-making techniques from prehistoric times to modern times, as well as its influence on human life.

The Zulianello journal discusses recent findings in archaeological research and chemical analysis related to the origins of bread. Zulianello and colleagues examine archaeological evidence and chemical compound analysis to trace ancient fermentation techniques and bread-making. Wahba discusses the role of bread in the development of early agriculture in ancient Egypt. This journal examines archaeological evidence, artifacts, and historical writings to describe how bread became an integral part of the dietary patterns and social life of ancient Egyptian society. Rubel traces the history of bread from various cultures around the world. This book explores the cultural, economic, and social aspects of bread production, as well as detailing various types of traditional bread from different regions.

From this theoretical study, it can be concluded that the origins of bread are highly complex and closely related to the development of agriculture, food processing technology, and human social dynamics in various historical periods. Bread not only serves as a staple food but also reflects humanity's long journey in harnessing natural resources to meet nutritional and cultural needs. These expert opinions provide deep insights into various aspects of brioche bread, ranging from historical and traditional aspects, authentic production techniques, to innovation and evolution in its use in the modern bakery industry.

## **METHODS**

By employing a qualitative research and exploring depth interview with an expert of brioche bread, and participant observation to reach the result of the research. The data of brioche bread leads to a thorough comprehension of the internal and external elements impacting the bread's quality, attractiveness, and market feasibility. The SWOT analysis technique applied to brioche bread involves comprehensive assessment stages, such as investigating its historical context, manufacturing techniques, diverse varieties, consumer inclinations, market tendencies, and pertinent factors. This research methodology offers a structured and holistic framework for maximizing the effectiveness of brioche bread (Lj Moleong, 2017) and conduct an accurate business strategy (Pratama, 2023).

## RESULT AND DISCUSSION



Figure 1. Savour Brioche

Brioche is a typical French bread rich in butter and eggs. It's no wonder that brioche has a rich taste and a soft texture. Brioche originated from the Normandy region in Northern France. This region has been known as a butter-producing area since ancient times, and butter itself is one of the essential ingredients in making brioche. Brioche has been known since the 1600s. The shape of brioche varies; it can be made using terrine-shaped molds, round shapes with rounded ends on top, braided, or round shapes with flattened bottoms (Iskandar *et al.*, 2021).

The brioche dough is a butter-rich bread dough, so it requires precision and caution to keep the dough temperature cold to prevent the butter from breaking. The fermentation process for making brioche also takes quite a long time. The normal time to make brioche is approximately 8 hours. The lengthy process of making brioche is because it requires a long fermentation time to produce a perfect brioche. It takes at least 5 hours for the proofing process, and then the dough is left at room temperature for 2 hours before baking. During last week's practice, March 2024, the students from culinary art study program at Politeknik Pariwisata Bali made brioche feuilletée. The brioche contained chocolate inside, with soft bread and a golden brown color.

### A. Method Of Making Brioche

In a mixing bowl, combine sifted flour, salt, and sugar on one side and yeast on the other side. Add eggs and knead at low speed to form a well-formed dough. Increase the speed to medium until the dough comes away from the sides of the bowl. Add 50g diced butter and mix until evenly combined. Remove the dough and let it rest for 3 hours in a bowl lined with cling film in the refrigerator. Roll out 150g of butter between 2 sheets of parchment paper to form a square measuring 18cm. Remove the dough and roll it into a rectangle measuring 20x30cm. Place the butter in the center of the dough and fold it like an envelope. Roll it out again into a rectangle measuring 50x25cm, give it a simple fold (fold 3). Let the dough rest for 30 minutes. Roll out the dough again into a rectangle measuring 50x25cm and give it a double turn. Let the dough rest again for 30 minutes in the refrigerator.

Roll out the dough into a square measuring 30x30cm and spread with 3/4 of the chocolate pellets. Roll it up like a sausage, then cut into 8 pieces and sprinkle with the remaining chocolate. Place each piece with the side down into an inox ring and let it proof for 2 hours. Brush with egg wash and bake in the oven for 15 minutes at 175°. Brioche is a soft bread with various types or

variations, so it is not uncommon for brioche to be highly favored in Europe and beyond, and brioche can also be found in bakeries. In selling brioche, it is necessary to analyze the SWOT to know the strengths and weaknesses in selling brioche bread.

### B. Brioche SWOT Analysis

SWOT analysis is a technique used to identify the strengths, weaknesses, opportunities, and threats for a business or even a specific project. SWOT analysis is a powerful tool to help identify competitive opportunities for improvement. In building small or large businesses, it is highly recommended to analyze SWOT in order to understand the advantages and disadvantages in running the business. SWOT analysis in producing Brioche, in order to its development to be accepted by the wider global community.

Strength of brioche bread includes delicious texture and taste, variety and creativity, global marketing. Delicious texture and taste, as brioche bread has a soft texture and rich taste due to its high butter and egg content, making it an appealing choice for consumers seeking a unique flavor experience. Variety and Creativity, because brioche offers flexibility in variations, such as chocolate brioche, raisin brioche, and many more, allowing for innovation and creativity in presentation. Global marketing, due to global connectivity increase, brioche can be marketed widely through online platforms and other international marketing channels. This description support Child and Waters theory (2021) that emphasizes bread production endeavors enriches comprehension regarding the manifold flavors of bread, especially brioche bread (Iskandar *et al.*, 2021).

Weaknesses of brioche bread due to relatively high price, limited shelf life, not suitable for daily needs. Relatively high price, because brioche products often have a higher price compared to other bread types. Brioche contain high butter content, making them less affordable for many consumers. Limited shelf life, due to brioche has a shorter shelf life compared to some other bread types due to its high butter content, limiting long-distance distribution and sales. Brioche does not suitable for daily needs. The characteristic soft and rich nature of brioche makes it more suitable as a luxury food or for special occasions rather than daily consumption. This description support Poujaran theory that emphasizes that engaging in bread production endeavors enriches comprehension regarding the manifold flavors of bread, with a specific emphasis on brioche bread (Iskandar *et al.*, 2021).

Opportunities of brioche bread includes increasing nutritional awareness, new market expansion, and product innovation. Increasing nutritional awareness of healthy eating patterns, brioche can be marketed as a nutritious bread alternative, especially if using organic and high-quality ingredients. New market expansion as there are opportunities to expand the brioche market. Product innovation with evolving food trends, as opportunities to develop new brioche variants with flavors and contents tailored to regional consumer preferences. This description support Govern and Zulliano theory that emphasizes that engaging in bread production endeavors enriches comprehension regarding the manifold flavors of bread, with a specific emphasis on brioche bread (khoerul ummah, 2022).

Threats of brioche bread due to intense competition, changing consumer preferences, and health and nutrition regulation. Intense competition due to the bread industry faces intense competition, both from traditional bread products and new innovations, which could threaten the brioche market share. Changing consumer preferences as changes in consumer trends and

preferences towards healthier, low-fat foods may reduce demand for high-butter-content bread products. Health and nutrition regulations, means stringent regulations regarding health and nutrition may affect the use of certain ingredients in brioche production and limit the ability to meet consumer preferences. This description support Govern theory (2011) that emphasizes engaging in bread production endeavors enriches comprehension regarding the manifold flavors of bread, with a specific emphasis on brioche bread (Pasqualone, Delcuratolo and Gomes, 2011).

Considering these factors in the SWOT analysis, brioche producers can identify appropriate strategies to expand their market. The business strategy upon the SWOT analysis if brioche include product innovation, story-based marketing, product diversification, partnerships with providers, pricing strategy, digital marketing strategy, market experiment, training education. Product innovation means first and foremost product. It's important to continually develop new variants of brioche bread. This could include different flavors (such as chocolate, blueberry, or cheese), sizes (such as mini brioche for snacks or large brioche for events), or healthier formulations (such as using organic ingredients or whole wheat). Story-Based marketing in order to make the story behind brioche bread can help build an emotional connection with customers. For example, promoting the authenticity of traditional recipes, high-quality ingredients, or unique and authentic production methods.

Product diversification means in addition to regular brioche bread, consider developing derivative products such as brioche sandwiches, brioche hamburger buns, or brioche pastries. This can expand your market share and reach different customers. Partnerships with providers: Partnering with hotels, restaurants, cafes, or local bakeries to supply their brioche bread can be a good strategy. This can help expand your reach and increase brand awareness.

Pricing strategy will make determining the right pricing strategy is crucial. Brioche bread is usually considered a premium product due to its rich ingredients, therefore, pricing can be reflective of its quality. However, it's also important to consider your target market and adjust prices accordingly. Efficient distribution and sustainability in order to find ways to efficiently distribute products to wholesale stores, supermarkets, farmer's markets, or even online can help reach more customers. Digital marketing strategy and market experimentation. This make utilizing social media platforms and websites to creatively promote your products. Holding contests, providing recipes, or sharing customer testimonials can help increase brand awareness and customer engagement. Training and Education: Educating your staff about brioche bread, how to market it, and its unique characteristics can help increase sales and customer loyalty. By combining these various business strategies with a deep understanding of the market and customer needs, brioche will become most famous bread business and consume globally.

## CONCLUSION

The result found brioche bread had notable strengths as a globally recognized staple while also identifying critical weaknesses necessitating meticulous attention to foster its ongoing evolution. Strength of brioche bread includes delicious texture and taste, variety and creativity, global marketing. Weaknesses of brioche bread due to relatively high price, limited shelf life, not suitable for daily needs. Opportunities of brioche bread includes increasing nutritional awareness, new market expansion, and product innovation. Threats

of brioche bread due to intense competition, changing consumer preferences, and health and nutrition regulation. The business strategies of brioche includes product innovation, story-based marketing, product diversification, partnerships, pricing strategy, efficient distribution, digital marketing, sustainability, market experimentation, and training. The highlights importance of ongoing research efforts in fostering continuous enhancement and innovation within the domain of saviour brioche production.

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