



Original Article

Mapping of Child-Friendly Culinary Product Innovation in Surabaya City: Literature Review (2020–2025)

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Abstract:

The growth of the culinary industry in Surabaya encourages the need to develop child-friendly culinary innovations that not only prioritize taste and visual appearance, but also ensure food safety, nutritional balance, and cultural relevance. However, many children's food products today still focus on taste and aesthetic aspects, while nutrition and food safety standards are often overlooked. This study aims to map the forms, trends, and determinants of child-friendly culinary innovation in Surabaya in the 2020–2025 period. The method used is Systematic Literature Review (SLR) by synthesizing 27 relevant national and international articles. Analysis refers to Tidd and Bessant's four-dimensional innovation framework, i.e. product, process, packaging, and marketing innovation to identify patterns of findings. The results of the study show that product innovation is dominated by the use of local ingredients, nutritional fortification, and the transformation of traditional culinary such as clover into a child-friendly form. Process innovation emphasizes hygienic production practices, low-fat processing techniques, and school-based nutrition education. Packaging innovations stand out in the use of environmentally friendly materials, child-appropriate portion sizes, and educational visual elements. Marketing innovations utilize digital platforms and support Surabaya's city branding efforts. Driving factors include increased parental awareness, availability of local ingredients, as well as global nutrition guidelines. Meanwhile, the main obstacles include low hygiene literacy of micro business actors, high costs of innovative packaging, and rampant promotion of unhealthy food. Surabaya has great potential to become a center for child-friendly culinary innovation. Collaboration between MSMEs, the government, and educational institutions is needed to build a sustainable culinary ecosystem that supports child nutrition, food safety, and local cultural identity.

Keywords: Child-Friendly Culinary Innovation, Food Safety, Local Ingredients, Nutrition Education, Eco-Friendly Packaging, Digital Marketing.

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Introduction

The development of the culinary industry in Indonesia in the last five years shows increasingly rapid dynamics, especially in metropolitan cities such as Surabaya. This development intersects with a global trend that emphasizes the importance of child-friendly culinary innovation, which is food that is not only delicious and visually appealing, but also safe, nutritionally balanced, and supports children's growth and development. This principle is in line with international nutrition guidelines that emphasize the balance of macronutrients and micronutrients, food safety, and portions appropriate to the child's developmental stage ([WHO, 2023](#); [sNetselaar et al., 2021](#)). Increasing parental awareness of healthy eating makes the need for practical and nutritious children's food even higher.

However, the reality on the ground shows that many children's culinary products are still oriented towards taste and aesthetics, while aspects of nutrition, food safety, and educational value are not yet a priority. In fact, eating habits from an early age have been shown to affect taste preferences, consumption behavior, and long-term health risks. A number of studies confirm that the food safety literacy of school children in Indonesia is still low and requires continuous educational interventions ([Indriasari et al., 2021](#); [Maryati et al., 2022](#); [Desi et al., 2025](#)).

In the context of Surabaya, the potential for child-friendly culinary innovation is actually very large. The use of local food ingredients such as cereals, beans, moringa, rosella, and clover has been proven to be able to increase the nutritional profile of products while supporting the sustainability of local food ([Fetriyuna et al., 2021](#); [Ma'arif et al., 2024](#)). School-based nutrition education programs have also been proven to be effective in improving healthy eating behaviors of children and adolescents, which can be an important foundation in developing child-friendly culinary ([Indriasari et al., 2021](#); [Maryati et al., 2022](#)). In addition, traditional Surabaya culinary specialties such as clover have cultural, economic, and urban identity values so that they have the potential to be transformed into child-friendly food variants that support city branding ([Rindawati, 2024](#)).

This view is in line with various international studies that emphasize the importance of interactive nutrition education, food innovation based on local wisdom, and food literacy in children. For example Samad et al., (2024) explained that school-based nutrition interventions are effective in improving adolescents' healthy eating behaviors, while Medeiros et al., (2022) Affirming the role of nutrition education in changing students' food consumption behavior. Study Kim et al., (2023) shows that community-integrated school interventions can improve healthy eating habits, while Ares et al., (2024) emphasizing the importance of food literacy from school age. Ares et al., (2024) highlighting the need for food system-based nutrition education, and Muzzioli et al., (2025) Explain how the right nutrition education tools can improve children's knowledge. Findings ([Pierre et al., 2024](#)) shows that experiential learning can strengthen children's understanding of healthy food.

Other research confirms that traditional foods and local foods play an important role in shaping children's healthy diets. ([Sharkey & Smith, 2023](#)) shows that cooking programs based on local products are able to increase children's acceptance of healthy food. Yasmeen & Fischer, (2024) emphasizing the importance of combining traditional and contemporary foods in nutrition education, while Loy, (2024) underlining that a culturally based culinary approach can increase children's interest in healthy food. Mbhatsani et al., (2024) It shows that the promotion of local vegetable consumption in schools is effective in increasing children's nutritional intake. Aggarwal et al., (2025)

presents the potential of traditional foods of various countries as a source of nutrition, while Pereira et al., (2019) highlighting the role of chefs as agents of change in popularizing traditional foods for the younger generation. Moreover Haynes et al., (2025) discussing local food consumption interventions, Octavia et al., (2025) emphasizing the importance of local foods in sustainable healthy diets in Indonesia, and Susanto et al., (2017) shows that MP-ASI based on local food is able to improve the nutritional status of toddlers.

Although various studies have shown the potential for children's culinary innovation, comprehensive mapping related to the form of innovation, development trends, and its driving and inhibiting factors in Surabaya is still limited. Some studies only highlight the nutritional aspects or the potential of traditional culinary, while process aspects, such as hygiene standards in urban culinary production, are still a challenge for MSMEs (Wijaya et al., 2022). This condition shows the need for a systematic study to understand how product, process, packaging, and marketing innovations in child-friendly culinary develop in the local context, while also identifying opportunities and barriers in their implementation. Systematic Literature Review approach as outlined Mitchell & Rich, (2022) is the right method to map the direction of research, identify gaps, and formulate a child-friendly culinary development model that is relevant to Surabaya.

On this basis, this study aims to map child-friendly culinary innovations in Surabaya in the 2020–2025 period through a comprehensive synthesis of scientific literature. The results are expected to make a theoretical contribution to the development of the concept of culinary innovation based on children's needs, as well as a practical contribution for MSMEs, local governments, educational institutions, and parents in strengthening a healthy, safe, sustainable, and competitive child-friendly culinary ecosystem.

Method

Types of Research

This study uses the Systematic Literature Review (SLR) method with a qualitative descriptive approach. The selection of the SLR method is based on its ability to map research trends, identify patterns, and synthesize the findings of various studies in a comprehensive and structured manner (Mitchell & Rich, 2022). The qualitative descriptive approach allows the researcher to conduct an in-depth interpretation of the empirical evidence related to child-friendly culinary innovations in Surabaya, including the trends, variations, and context of the development of these innovations (Fetriyuna et al., 2021). This methodological framework is also reinforced by the SLR guidance of the Jacob et al., (2021), Flores-Vázquez et al., (2024), Mohammadi & Koo, (2025), Berkowitz et al., (2025) and Ranisavljev et al., (2025), which emphasizes the need for a systematic and transparent literature selection procedure.

Data Source

The data sources used in this study include several categories of literature, namely:

1. National and international journal articles published in 2020–2025 that discuss food innovation, child-friendly culinary, and nutrition education (Indriasari et al., 2021; Desi et al., 2025).
2. Publications of international institutions that provide guidelines for healthy diets for children (Organization, 2023).
3. Research on Surabaya's traditional cuisine, especially clover, which highlights its cultural value, economic potential, and bioactive content (Rindawati, 2024; Ma'arif et al., 2024).
4. A study on the implementation of hygiene protocols in culinary centers in Surabaya, which affects children's food safety (Wijaya et al., 2022).

Data Collection Techniques

Data collection was carried out through literature search on several academic databases, namely Google Scholar, Scopus, DOAJ, and ResearchGate. The search was conducted using the keywords child-friendly food innovation, child-friendly culinary, healthy school snacks, and Surabaya street food hygiene.

The literature selection criteria are set as follows:

1. Inclusion criteria: articles published in 2020–2025, peer-reviewed, available in full-text format, and have direct relevance to the research topic.
2. Exclusion criteria: articles published before 2020, duplicate, or have no relevance to the theme of child-friendly culinary innovation.

Research Instruments

The research instrument is in the form of a data extraction matrix that contains the core information of each article, including the identity of the publication, the focus of the research, the form of innovation (product, process, packaging, marketing), the main findings, and its relevance to the development of child-friendly culinary ([Indriasari et al., 2021](#); [Desi et al., 2025](#)). This matrix functions to maintain the consistency of the data recording process and facilitate the process of synthesis of findings.

Data Analysis Techniques

Data analysis was carried out using content analysis techniques according to the guidelines ([Mitchell & Rich, 2022](#)). The analysis procedure involves several stages, namely:

1. Identify innovation categories based on four dimensions: product, process, packaging, and marketing ([Fetriyuna et al., 2021](#)).
2. Grouping findings related to the use of local ingredients and traditional culinary transformation as child-friendly food innovations ([Rindawati, 2024](#); [Ma'arif et al., 2024](#)).
3. Analyze the driving factors, including nutrition education and healthy lifestyle trends that affect children's culinary development ([Indriasari et al., 2021](#); [Maryati et al., 2022](#)).
4. Analyze inhibiting factors, such as hygiene issues, food safety of school snacks, and production barriers in MSMEs ([Wijaya et al., 2022](#); [Desi et al., 2025](#)).
5. Synthesize all findings to identify research gaps and formulate opportunities for the development of child-friendly culinary innovations in Surabaya.

Validity and Reliability

The validity and reliability of research are maintained through several strategies, namely:

1. Triangulation of sources, by comparing findings from different databases and types of publications to ensure consistency of information ([Mitchell & Rich, 2022](#)).
2. Peer debriefing, which is a discussion with culinary and child nutrition experts to check the accuracy of data interpretation and the consistency of the analysis framework ([Indriasari et al., 2021](#)).
3. Trail audit, in the form of systematic documentation on the entire process of searching, selection, coding, and literature synthesis so that transparency and repetition of research can be accounted for ([Desi et al., 2025](#)).

Results

1. Literature Mapping Results

Based on the analysis using the Systematic Literature Review (SLR) method on 27 articles published in the period 2020–2025, a comprehensive picture was obtained of the trend of child-friendly culinary innovation research in Indonesia, with a significant focus

on urban contexts including Surabaya. Mapping was carried out using an innovation framework Rachmad, (2024), which classifies innovation into four main categories: product, process, packaging, and marketing.

The mapping results showed that product innovation was the most researched category, with a total of 9 articles or 33% of the overall studies. Process innovation took second place with 6 articles (22%), followed by marketing innovation with 7 articles (26%). Meanwhile, packaging innovations were found in 5 articles (19%), which shows that this aspect still receives relatively less attention than other categories.

The findings indicate that the focus of research is still dominant on the development of child-friendly food products, especially those based on local ingredients, nutritional fortification, and the reduction of additives such as sugar and MSG. On the other hand, the packaging aspect—which actually has an important role as an educational medium, nutritional information, and visual attraction for children—is still a research space that needs to be expanded. In general, this distribution reflects that child-friendly culinary innovations tend to develop in terms of product formulation and processing, while supporting dimensions such as packaging and marketing require more intensive research attention.

2. Mapping of Articles

To reinforce the SLR findings, the mapping of 27 articles was arranged in the form of a matrix describing the innovation category, research focus, number of articles, key findings, and related bibliography. The matrix provides a structured picture of how each aspect of innovation is studied in the literature for the 2020–2025 period.

Table 1. Child-Friendly Culinary Innovation Mapping Matrix (2020–2025)

Categories Innovation	Article Focus	Sum	Key Findings	Bibliography (APA 7)
Product	Innovation of healthy local ingredients; low-sugar/MSG menu; food fortification of children; A Typical Regional Fusion Cuisine	9	Child-friendly black sticky rice mochi donuts; moringa granola bars; banana heart vegetarian crumbs; fruit salad; Rosella drink	(Sandhya & Kanniammal, 2024), (Fetriyuna et al., 2021), (Lucas et al., 2020), (Ma'arif et al., 2024), (Nugroho & Wulandari, 2023), (Bridha et al., 2024), (Mahmouda et al., 2024), (Maulida et al., 2024), (Abdel-Ghany, 2025)
Process	Hygienic processing technology; R&D method; Organoleptic Test & Sensory Preference	6	Medium school HACCP; <i>low-fat</i> steam-bake technique; <i>sensory evaluation</i> ; Probiotic drinks	(Indriasari et al., 2021), (EL GHAZA et al., 2023), (El Haque et al., 2023), (Ayoub et al., 2021), (Poelman et al., 2021)
Packaging	Eco-friendly design; small portions for children; Educational visuals	5	<i>Eco-packaging</i> ; <i>Smart packaging</i> ; educational nutrition labels; biodegradable packaging	(Rahman et al., 2024), (Elliott & Truman, 2021), (Gamage, 2021), (Taylor et al., 2024), (Sono et al., 2021)

Categories Innovation	Article Focus	Sum	Key Findings	Bibliography (APA 7)
Marketing	Healthy culinary branding; digital promotion; Child-Friendly City Branding	7	Instagram/TikTok Marketing; <i>co-creation</i> with parents; city branding Surabaya based on culinary	(Rahmawati et al., 2024), (Guo et al., 2025), (Velázquez et al., 2022), (Fitrianto et al., 2023), (Kumar et al., 2025), (Altıntepe, 2021)

Discussion

The results of the analysis of 27 articles showed that child-friendly culinary innovations in Surabaya developed through four main categories, namely product, process, packaging, and marketing innovation. Product innovation is the most dominant category, as shown by nine articles emphasizing the development of healthy foods based on local ingredients, nutritional fortification, and the reduction of the use of sugar, MSG, and synthetic additives. These findings are in line with research Fetriyuna et al., (2021) which proves that the use of cereal and nut-based composite flour is able to increase the content of proteins and important micronutrients for children. Product development is also seen in functional snack innovations such as moringa granola bars ([Sandhya & Kanniammal, 2024](#)). As well as modern snacks made from black sticky rice such as child-friendly mochi donuts ([Nugroho & Wulandari, 2023](#)).

In addition to focusing on materials, research Ma'arif et al., (2024) adding a health dimension through the exploration of bioactive compounds of clover leaves that have the potential to be functional food for children. The findings of this product are strengthened by a nutritional education study from Maryati et al., (2022) and Desi et al., (2025), which confirms that nutritional interventions can increase children's preference for healthy foods. The local context of Surabaya is also seen through research Rindawati, (2024), which highlights the opportunity to transform the traditional culinary of clover into a child-friendly variant that is not only healthy, but also relevant in strengthening the city's culinary identity. The hygiene aspect of the product is also a concern, as identified by the Wijaya et al., (2022), while normative guidance on a balanced diet for children from Snetselaar et al., (2021) remains a reference in the development of product innovation.

The process innovation category, which includes six articles, emphasizes the importance of hygiene standards, food safety, healthy processing techniques, and nutrition education as an integral part of the child-friendly culinary innovation process. The implementation of a simple HACCP system in school canteens is considered a strategic step in improving children's food safety ([EL GHAZA et al., 2023](#)). Meanwhile, nutrition education in schools has been proven to be able to improve breakfast behavior and adolescent consumption patterns ([Indriasari et al., 2021](#)). Healthy processing technology such as steam-bake developed by Ayoub et al., (2021) It is an example of process innovation that not only maintains the quality of taste, but also reduces the fat content in children's snacks. Interactive educational interventions that encourage changes in maternal and child consumption behaviors ([Maryati et al., 2022](#)). Increasing food safety literacy through educational media by Desi et al., (2025) shows that process innovation goes hand in hand with educational strategies. Through a methodological approach to systematic literature review, Mitchell & Rich, (2022) provide a relevant analytical basis in understanding the pattern of process innovation and the validity of findings between studies. In addition, the practice of digital

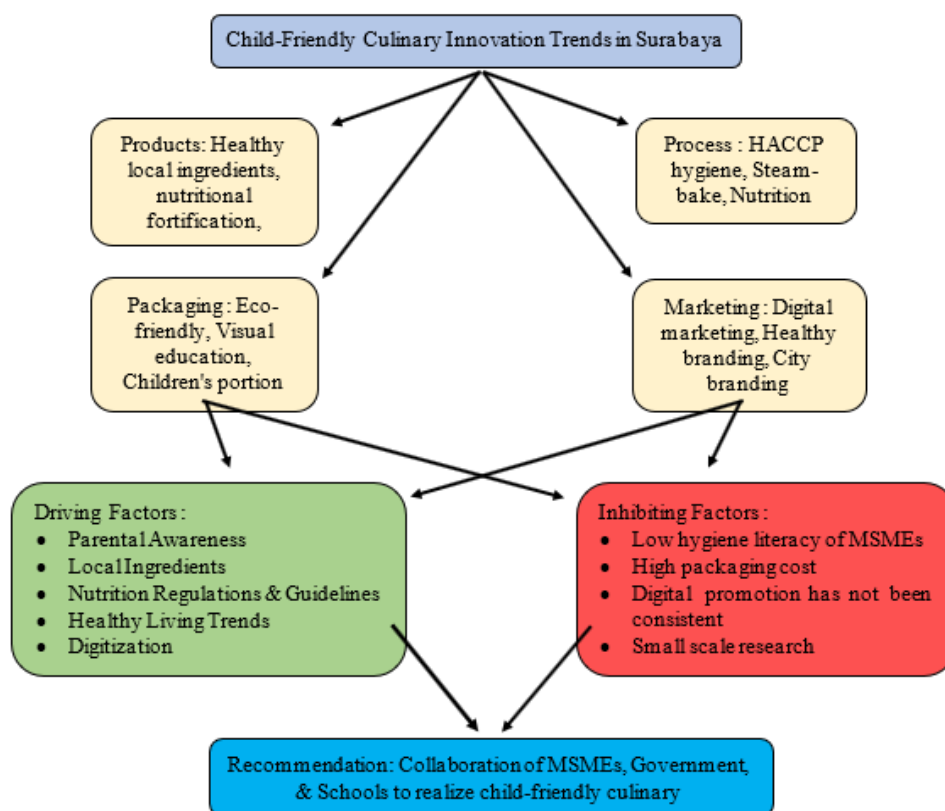
innovation in the halal logistics sector shows that strengthening supply chain standards and the use of technology can improve food safety and product quality consistency. The findings provide relevant lessons for efforts to improve hygiene and child-friendly culinary safety, especially in the context of MSMEs in urban areas ([Nurhayati, 2023](#); [Nurhayati et al., 2025](#)).

Packaging innovation has also emerged as an important aspect in the development of child-friendly culinary, as seen in five articles that highlight the function of packaging as a means of education, marketing instrument, as well as sustainability solutions. The design of educational packaging with nutrition labels has proven to be effective as a literacy medium for children. Meanwhile, the concept of biodegradable packaging was introduced Sono et al., (2021) provide environmentally friendly alternatives in response to rising sustainability issues. WHO, (2023) It also emphasizes the importance of visual regulation of packaging in protecting children from exposure to unhealthy food marketing, so that packaging is no longer seen solely as a container, but as a strategic tool in building healthy eating behaviors. This perspective is reinforced by Rachmad, (2024) that include packaging as a key element in the product innovation framework, as well as the findings of the Wijaya et al., (2022) which emphasizes that hygiene standards on packaging are an important part of building the perception of children's food safety.

The marketing aspects discussed in seven articles show a significant shift towards digital marketing, the use of social media, and the strengthening of city branding as the main strategy in introducing child-friendly culinary in Surabaya. The use of Instagram marketing has proven to be effective in reaching young families and promoting child-friendly culinary products ([Fitrianto et al., 2023](#)). While Guo et al., (2025) emphasizing the importance of digital promotion strategies for healthy snacks for children. Study Rahmawati et al., (2024) shows that Surabaya's city branding can be strengthened through the development of child-friendly culinary, especially by making clover a local icon that has cultural value. Rindawati, (2024) It also supports this narrative by highlighting the potential transformation of clover as an element of city branding. Wijaya et al., (2022) He added that the marketing aspect is highly dependent on hygiene standards applied by culinary actors, which has a direct impact on the perception and competitiveness of the product. WHO, (2023) providing a global perspective on the negative impact of unhealthy food marketing on children, so that marketing strategies based on nutrition education and food safety become increasingly relevant. The methodological approach of SLR used Mitchell & Rich, (2022) It also helps to strengthen the synthesis of child-friendly culinary marketing findings in various contexts.

In general, the literature findings reveal that the trend of child-friendly culinary innovation in Surabaya is rooted in the use of healthy local ingredients, hygienic food processing, the development of environmentally friendly educational packaging, and digital promotion that is integrated with the city branding strategy. This trend is reinforced by increasing parental awareness of healthy diets, the abundant availability of local ingredients, and the support of nutritional guidelines from health institutions. However, there are still a number of challenges such as low hygiene literacy of MSMEs, relatively high production costs of environmentally friendly packaging, limited consistency of digital promotion, small research scale, and dominance of unhealthy food advertising in the market. Therefore, collaboration between MSMEs, the government, schools, and other stakeholders is needed to create a healthy, safe, and sustainable child-friendly culinary ecosystem, while supporting the identity and competitiveness of the city of Surabaya. An overview of the relationship between innovation trends, driving factors, inhibitions, and development opportunities is presented in the following Diagram 4.1:

Figure 2. Synthesis Diagram of Results of SLR Child-Friendly Culinary Innovation (2020–2025)



Conclusion

Based on the results of a systematic review of 27 articles analyzed, this study concludes that child-friendly culinary innovation in Surabaya develops through four main dimensions, namely products, processes, packaging, and marketing. Product innovation focuses on the use of healthy local ingredients, nutritional fortification, and traditional culinary transformation to better suit the nutritional needs and preferences of children. Process innovation emphasizes the importance of hygienic processing, food safety, and the application of processing techniques that support children's health. Packaging innovation is directed at the use of environmentally friendly materials, educational visual design, and appropriate portion sizes for children. Meanwhile, marketing innovation is developing towards the use of digital marketing and strengthening city branding through Surabaya's culinary specialties. The findings show that Surabaya has great potential as a center for child-friendly culinary development, supported by increasing public nutritional awareness and the abundant availability of local ingredients, although it still faces challenges in the form of low hygiene literacy of MSMEs, high costs of environmentally friendly packaging, inconsistency in digital promotion, and strong penetration of unhealthy foods in the market.

Based on the results of the synthesis, collaborative efforts are needed between MSMEs, local governments, and educational institutions to strengthen the child-friendly culinary ecosystem in Surabaya. MSMEs need to increase capacity in maintaining production hygiene, adopting healthy processing technology, and implementing digital marketing strategies consistently. The government can play a role through supporting policies, the provision of hygienic production facilities, and nutrition education programs

that are integrated with MSME development efforts. Schools have a strategic role in building children's nutritional literacy from an early age through the provision of healthy food in the canteen and learning materials related to healthy consumption patterns. With effective multi-stakeholder collaboration, child-friendly culinary innovations are not only able to meet children's nutritional and health needs, but also become part of the city's identity and competitive city branding strategy for Surabaya.

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