

CHAPTER I

COMPANY OVERVIEW

A. Industry Analysis

In this era of globalization, the food and beverage sector has increased rapidly and become a mainstay for business people, especially in Indonesia. This sector, create a national economy and manufacturing growth (Kementerian Perindustrian Republik Indonesia, 2017). Therefore, many people are competing to create a unique food product to attract customers.

Pempek is one of the typical Indonesian foods made from fish. This food that has a soft and chewy texture comes from Palembang city, South Sumatra. Pempek has a savory taste that can be enjoyed after being boiled, fried, or grilled. There are eight types of Pempek Palembang, such as *Pempek Lenjer*, *Kapal Selam*, *Keriting*, *Adaan*, *Pastel*, *Kulit*, *Tahu* dan *Lenggang*. Every kind of Pempek is different in terms of shape and content. Pempek is served with sauce namely, *cuko*, it has a sour, sweet, and spicy taste, making Pempek rich in flavor.

Furthermore, Indonesia is one of the countries that have the largest sea in the world. As a maritime country, Indonesia produced fish of around 6,10 million tonnes in 2019. There is a large amount of fish production, but there are fewer people who regularly consume fish. Based on (Suara.com, 2019), Indonesia people consume fish as much as 50 kg per capita, while the government target was 54 kg per capita in 2019. This proves that the fish consumption of Indonesian society is less attractive. Several reasons show a lack of social interest in consuming fish, such as the fishy taste that is released by fish and many thorns (Brilio.net, 2017). This encourages the writer to find the solution to make society eat fish without being hindered by these obstacles. The solution is by processing the raw ingredients of fish into fast food that can be consumed by all people. One of which is a traditional food from Palembang city is pempek. This food has been enjoyed by many Indonesian people, even foreigners who have traveled to Indonesia, especially to Palembang. But there are obstacles when this regional food will be brought as souvenirs to tourist countries because pempek can't stay at room temperature for a very long time.

So, the writer is looking for a solution again to solve this problem. By creating a pempek product that is durable at room temperature and can consume by old and young people. This concept has not yet appeared in Indonesia, so this product's application is very suitable and exciting to apply.

B. Company Description

Maofish is a company that engages in the production of pempek in different variations, which is located in Cluster Royal Palm, Taman Surya, West Jakarta. Maofish crunchy use CV for business legalities in the type of food. This selection is based on the writer's capital which is insufficient to make the company an incorporated company. Other than that, the terms provided are easier for the startup businesses. Since 2020, this company has appeared when the writer wants to find additional income during the COVID-19 Pandemic and encourage Indonesian society to consume more fish.

1. Vision

Traditional food from Palembang, especially Pempek, is remains known from generation to generation. Besides, it can promote Pempek abroad and penetrated the world market share.

Mission

- a. Developing traditional food into something more varied and interesting
- b. Make Indonesian people like to consume fish through this product
- c. Active in introducing the product through influencers and bazaars



Picture 1.1 Maofish Logo

The success of a product can't be separated from the appearance of the packaging. Every package has a logo that shows the characteristics of the product. Therefore the process of making a logo greatly affects the purchasing power of the consumers. The logo of the Maofish product consists of red and yellow colors. Based on (Jurnal Entrepreneur, 2020), the red and yellow colors can arouse and stimulate the appetite. Other than that, it can attract the customer's attention because of the bright colors in red and yellow. The fish image on the logo shows that this product is made from fish. Furthermore, there are two words such as "made with real fish" and "crunchy" to further convince customers about the product and the basic ingredients.

2. Timeline

Activities	SEPT				OCT				NOV				DES				JAN				FEB				MAR				APR			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Business Idea	■																															
Product selection		■																														
Research (Kualitatif and Kuantitatif Interview)			■	■	■	■																										
Determining the market segment						■	■																									
Counseling to the advisor								■																								
Establish and confirm product recipes									■																							
Preparation of equipment and raw materials									■	■																						
Practice making products										■	■	■	■																			
Production													■	■																		
Packaging														■	■																	
Double check the product															■	■	■															
Online selling																	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	
Join the bazaar																		■	■	■	■											

Table 1.1 Timeline of Maofish Crunchy

3. Team

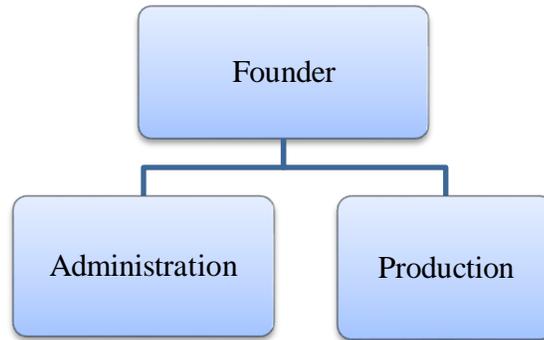


Chart 1.1 Company Organization Chart

Maofish's company organizational structure consists of Founder, administration and production, divided into five sections, such as manufacturing, forming, frying, seasoning, and packaging section. Every position has an important task to develop the company. The main tasks of founder in this company are take full responsibility with the company, determine the vision and mission of the company, determine the work procedures and duties of the supervisor and employees and make a strategy and targets for the company's success. Other than that, leading and responsible with employees in the company, charge of assisting and providing direction to employees, and designing additional jobs for each employee in the division. Then, the administration focuses on social media and online stores. The responsibility for promoting and serving online purchases by chat in e-commerce platforms. The development of online stores is very much influenced by the role of the administration. Meanwhile, in the production section, all employees are responsible for making the product from the beginning until the finished product.

C. Product and Service

1. Product

Pempek is a typical Palembang food that has often been heard and easy to find in Indonesia's area. Therefore, the writer took the initiative to convert pempek into a more varied, by producing *pempek kulit* into crackers easily consumed by all people in Indonesia and abroad.

Maofish company provides *pempek kulit* crackers with four flavors that are original, balado, cheese, and spicy. The original flavor, contains of *pempek kulit* crackers and thick *cuko* sauce. This variant is the mainstay and recommendation menu from Maofish company. Furthermore, the balado, spicy, and cheese flavor contains of *pempek kulit* crackers with a sprinkling of cheese, spicy, and balado powder. These variants are produced by the company to suit young people's tastes and adapt to the development of today's food. The spicy flavor can reach people who really like spicy taste, which most Indonesian people like the spicy taste.



Picture 1.2 Maofish Original



Picture 1.3 Maofish Balado



Picture 1.4 Maofish Cheese



Picture 1.5 Maofish Spicy

The cooking method is by frying, but there is a difference with foods that usually use the frying method. The company uses an air fryer to fry the *pempek kulit* into crackers. Therefore with this product can help consumers reduce excessive oil consumption. This is one of the advantages of the product in the way of manufacture. The packaging of this product is use flat bottom ecopack. This packaging material, it makes more attractive so that the consumer appetite increases. Besides that, flat bottom ecopack is very light so easy to carry everywhere and it can help to reduce plastic.



Picture 1.6 Maofish Packaging 1



Picture 1.7 Maofish Packaging 2



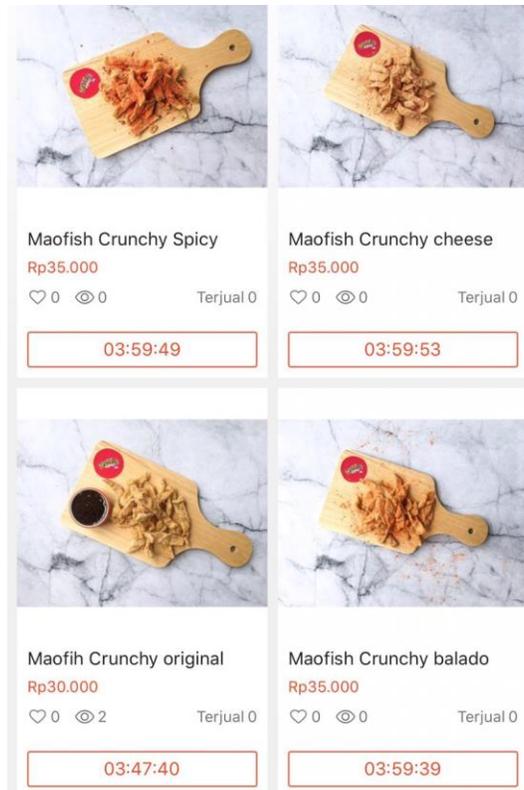
Picture 1.8 Sauce Packaging

2. Service

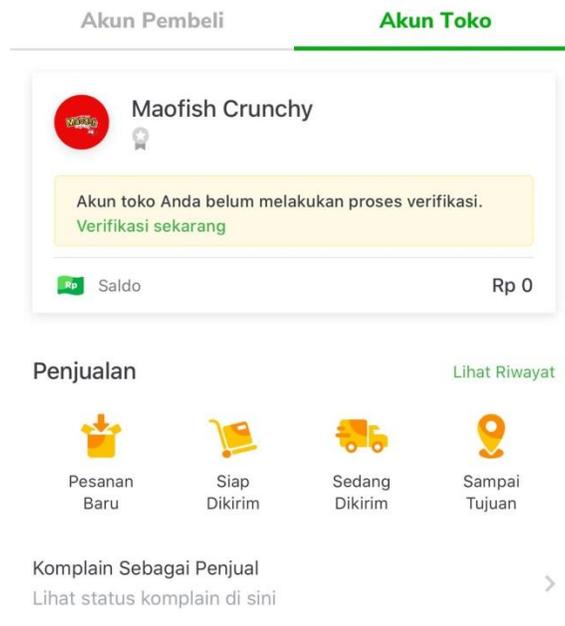
The company sell product through souvenir shops and restaurant in several areas such as Kartika Sari, Prima Rasa in Bandung, and Sari Sanjaya Resto. Besides that, the company uses online marketing through several E-commerce applications and social media like Shopee, Tokopedia, Lazada, and Instagram. Orders for this product are not pre-ordered but directly purchase too online stores. One admin will serve online services on each application, but there will be additional admins if the ordering power increases. Online purchasing services, will be open to all consumers in the country and abroad, thus helping this product be known slowly abroad.



Picture 1.9 Maofish Shopee Account



Picture 1.10 Shopee Account Feeds



Picture 1.11 Maofish Tokopedia Account