

# CHAPTER I

## COMPANY OVERVIEW

### 1.1. Industry Analysis

The food industry is one of the most influential industries when the pandemic hit since 2020, this is proven through The State of Snacking 2020 Survey conducted by Mondelez International. Where the corona virus pandemic caused the lockdown to change the habits of Indonesian people to consume and buy snacks. Indonesian people consume an average of 3 snacks per day which exceeds the global average jump. The habit of snacking has been part of the tradition of Indonesian society for a long time, according to research of Devie's Social Observer, it is not surprising that snacks are widely chosen including in terms of filling spare time and eliminating boredom during lockdown. it turns out that 60% of Indonesians consume snack more during the pandemic than before (Sajian Sedap, 2021).

In addition, Indonesian people themselves also consume an average of 3x snacks per day, which exceeds the global average. Not only that, snacking is also considered to be very important during the pandemic. In the Mondelez International survey, its also revealed that the number of online snack transactions increased by 33 percent compared to before the pandemic. Several percent of respondents from the study felt more secure and comfortable by buying snacks online. Meanwhile, in terms of finding new types of snacks, social media occupied the top choice with 54% of respondents chosen (RM.id).

Therefore, the consumption patterns of Indonesian people is more likely to enjoy crisp or snacks. Based on the type of Indonesian snacks, its divided into two, which is wet snacks and dry snacks. Chips or crackers are an example of a dry snack. Currently, chips have become a snack that is very popular with the public because it has a crunchy texture and can be enjoyed as a snack or side dish. Until now, crackers and chips are a type of snack that is very popular and in demand by most Indonesian people.

According to the data statista web in 2020, the consumption of snacks per capita in Indonesia is 4.4 kg per person per year. Then in 2021, the average consumption of these snacks increased to 4.6 kg. Meanwhile, in 2022, this figure is predicted to increase by 6.5% to 4.9 kg per capita per year. This shows a positive growth trend in the snack food industry in Indonesia itself. (Islandun, 2022). The data indicates the high consumption of the snack in Indonesia and also the prospect of its development as a potential industrial product. Crackers and chips in Indonesia are very diverse, ranging from fish crackers, shrimp crackers, onion crackers, as well as various fruit and vegetable chips. And until now, the types of chips are already very diverse, ranging from crackers made from vegetables and fruits.

Based on the growth of Indonesian consumption of snacks on these past years, the writer decided to create a business brand called “Kriug” which provide fried chips or snacks by selling with the concept of booth stand to the customers on the spot. Kriug contains Oyster Mushroom and Spinach by frying it in the flour and serve it in the same portion. Where the mushroom and the spinach is covered with wet flour, then dry flour, and fry. This snack serves with several kinds of flavors come from seasoning powder such as BBQ, Balado, Seaweed, and Original. This product also can be serves as a side dish with rice or snack that can be eat directly.

## 1.2. Company Description

Kriug is a crisp or a snack which contains Oyster Mushroom and Spinach by frying it in the flour and serve it on one portion. The concept of this business begin with direct production which using booth stand so the customers can enjoy the chips while its still warm and crispy. The location of the booth stand of Kriug will be took place at Pasar Lama, Tangerang. This snack or crisp serves with several kinds of flavors which come from seasoning powder, such as BBQ, Balado, Seaweed, and Original, Kriug packaging will provide with 12 oz paper cup, which contains 300 gram per serving in a cup. And the packaging provide chopsticks to the customers so the customers can grab the crisp easily.

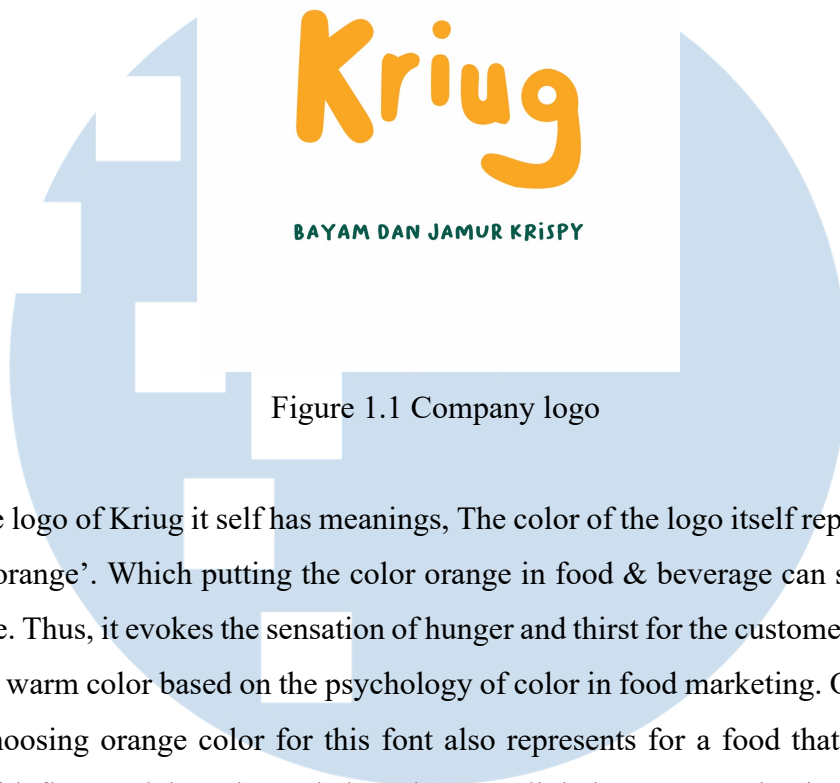


Figure 1.1 Company logo

The logo of Kriug itself has meanings, The color of the logo itself represent the color 'orange'. Which putting the color orange in food & beverage can stimulates appetite. Thus, it evokes the sensation of hunger and thirst for the customer eyesight due the warm color based on the psychology of color in food marketing. Other than that, choosing orange color for this font also represents for a food that has been fried with flour and the color ended up change to light brown, meaning its well done to be cooked. Referring to the views of that, the author thinks choosing orange color as the food & beverage logo on Kriug is the right choice.

As a company, Kriug needs mission and vission. This will aims to determine the company goal to provide the products of what people wants. By using missions, this can be the tool to achieve the goals of the company.

1. Vision :

- a. Becoming a snack company that can be enjoyed by snack lovers and widely known by the public.

2. Mission :

- a. Selling Kriug product to the wider community and expand franchise
- b. Developing more innovation to the product

### 1.3. Product and Services

Kriug is a business brand that serves freshly fried crisp or snacks that contains Oyster Mushroom and Spinach by frying it in the flour and serve it in the same portion. The production of this food will be taking place in a booth stand. To give the customers the best experience to eat the crisps, Kriug will provides the product to the customers with 12 oz paper cup and chopsticks so the customers can grab the crisp easily. The price will be Rp. 15.000 per cup and this price is available for every flavours. The flavours would come from seasoning powder which includes BBQ, seaweed, original, and balado. The customers can find Kriug at offline store with the booth stand itself, and also can be found on Instagram & Tik Tok, and also available to order online at Grab food and Gojek.



Figure 1.2 Kriug product example

U N I V E R S I T A S  
M U L T I M E D I A  
N U S A N T A R A