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APPENDIX A

Press Release

Terkencang

A Combination of four elements that defeat the Avatar elements



Tangerang, November 15th 2019.

“Terkencang” founded by Saskia Putri Adhelia Ciwijaya student from Universitas Multimedia Nusantara, “Terkencang” establish since 2017. “Terkencang” words refer to *Teri Kentang Kacang*. “Terkencang” is *kentang mustofa*, Founder bring *kentang mustofa* to be more modern, because founder itself really enjoy eating *kentang mustofa* but founder find that the original packaging really not comfortable to bring anywhere. *Kentang Mustofa* is a thinly sliced potato, seasoned with spicy sweet balado. “Terkencang” has 2 levels of variant flavor; Level 1 (Normal) and Level 2 (Spicy).

Because of that case “Terkencang” using simple, modern and easy to carry packaging. “Terkencang” will available in standing pouch and bottle so customer can carry packaging easily to anywhere, nowdays people looking for processed foods and buy some stuff or food using online. ‘Terkencang’ will open in go-food, shopee and in any social media. For more info can check on Instagram @chiayu.foodndessert or contact using email chiayufood@gmail.com.

APPENDIX B

CV / RESUME

SASKIA PUTRI ADHELIA CIWIJAYA

Food and Beverage Service

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-ciwijaya

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RT/RW.010/017 kel.Pd.Benda
Kec.Pamulang



EDUCATION

Hotel Operation

Universitas Multimedia Nusantara

07/2017 - Ongoing

GPA
3.09 / 4.00

WORKING EXPERIENCE

Trainee Front Office Department

Grand Hyatt Jakarta

07/2018 - 01/2019

Part-time

IFA Ria Gemilang

07/2017 - 06/2017

ORGANIZATIONAL EXPERIENCE

Entrepreneurship Division

Himpunan Mahasiswa Perhotelan (HMP)

2017 - 2018 ♀ Universitas Multimedia Nusantara

Advocacy and Policy Division

Ikatan Pelajar Muhammadiyah (IPM)

2014 - 2017 ♀ SMA Muhammadiyah 25 Pamulang

Political Education of Students Division

Ikatan Pelajar Muhammadiyah (IPM)

2011 - 2014 ♀ SMP Muhammadiyah 22 Pamulang

General Treasure

Hizbul Wathan (HW)

2011 - 2014 ♀ SMP Muhammadiyah 22 Pamulang

CERTIFICATE

Participant of National Cooking Competition

07/2019

Hospitour UPH

Participate as an active committee in Food & Beverage department during seminar

07/2019

By Wonderful Indonesia

Speaker of Industrial Placement Seminar

07/2019

In Universitas Multimedia Nusantara

Training Program

07/2018 - 01/2019

In Grand Hyatt Jakarta

Certificate of competence in Front Office

07/2018

By BNSP

Participated in Table Manner

07/2017

At Santika Premiere Hotel

APPENDIX C



FINAL PROJECT ADVISORY FORM

NAME : Saskia Putri Adhelia Ciwljaya

STUDENT ID : 00000025351

ADVISOR : Yoanita Alexandra, S.E,B.A,M.Par

TITLE : Terkencang (Teri Kentang Kacang)

Date	Topic Discussion	Advisor's sign
28-Aug-19	Business Idea	af
09-Sept-19	Food tasting & review	af
08-Oct-19	Fixing Contents	af
02-Dec-19	Revision Detail	af
09-Dec-19	Exhibition	af
23-Dec-19	Final Project Report	af

Acknowledged by,

Oqke Prawira, S.ST.M.Si.Par

APPENDIX D

The Business Model Canvas		Designed for: Kentang Mustofa	Designed by: Salsikia Putri A.C	Date: 28-08-2019	Version:
Key Partners	 Key Activities <ul style="list-style-type: none"> - Creating standard recipe - Buying for ingredients - Making product - Distributing - Promotion - Selling Product 	 Value Propositions <ul style="list-style-type: none"> - Simple packaging that easy to carry everywhere - Good quality ingredients - Suitable as a side dish with variety foods - Can be enjoyed as a snack 	 Customer Relationships <ul style="list-style-type: none"> - Open public comment in social media - Hear, relay, and actualize guest comment 	 Customer Segments <p>Age: 16-70 yo Gender: Male & Female Job: -College Student -Housewives -A Boarding Child Location: Residents Pamulang & Surrounding Tangerang Area</p>	
Cost Structure			 Channels <p>Online:</p> <ul style="list-style-type: none"> - Instagram - Direct by Whatsapp - Go-Food & Grab Food <p>Offline:</p> <ul style="list-style-type: none"> - Home store - Bazaar/Event - Whole Seller 	 Revenue Streams <p>Packaging:</p> <ul style="list-style-type: none"> - Standing Pouch 50 pcs : Rp. 17.500 - Sticker Logo 10 pcs : Rp. 10.000 	\$
Key Resources	 Key Resources <p>Physical: - Blender - Ingredients - Sealer Impulse</p> <p>Non-Physical: - Brand ('Terkencang')</p> <ul style="list-style-type: none"> - Recipe <p>Financial: - Capital</p> <p>Human Resources</p>				

APPENDIX E

EXHIBITION PHOTOS



Figure E. 1 Visitor Tasting



Figure E. 2 Visitor Tasting 2



Figure E. 3 Visitor Tasting 3



Figure E. 4 Judging by Hotel Operations
Head of Department



Figure E. 5 Visitor Tasting 4



Figure E. 6 Judging by Lecturer

APPENDIX F

Research Chart

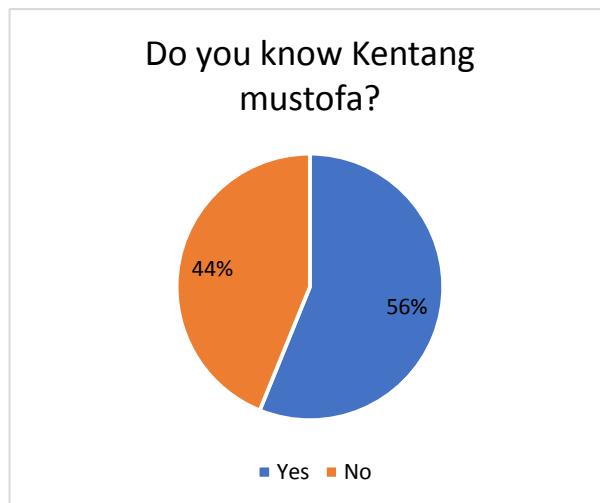


Chart E. 1 Product Research 1

Do you agree that mustofa potatoes are popular with many people?

113 tanggapan

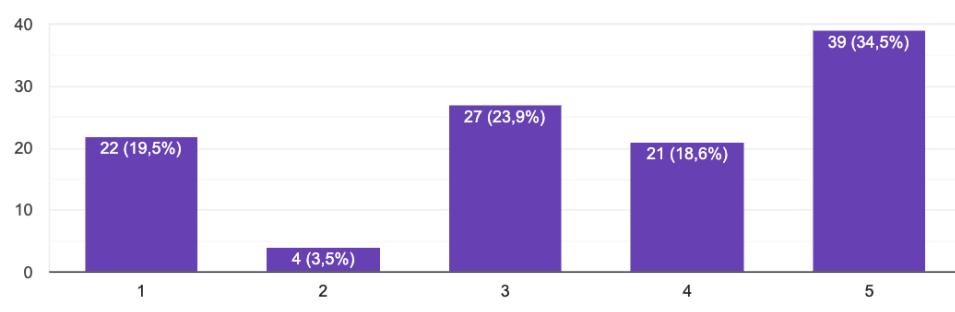


Chart E. 2 Product Research 2