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CHAPTER I

INTRODUCTION

A. Background

At the end of 2019, one of the viruses had attacked the city of Wuhan, China. Even though it has carried out a Lockdown, the virus has spread to various countries in just a few days until it has spread widely to almost all over the world. The Covid19 virus makes Covid sufferers have difficulty breathing, loss of smell and taste, and others. Many things are experienced because a virus that enters the body will infiltrate a cell and replicate so that the virus will spread, and the worst can cause a person to die. This virus has a significant impact because it is easy for people to catch it only from droplets or splashes of an infected person's saliva. Thus, a person can minimize transmission by complying with the health protocols that the government has made according to World Health Organization standards.

Illness, job loss, bankruptcy, economic crisis, death cases, shortages of medical equipment and ingredients, the increasing number of infections, and various other things continue to occur. All state governments have taken various ways to reduce this transmission, but until May 2021, the Covid virus cannot be resolved until it has mutated into various types. The mutated virus is also considered to be easier to transmit the virus and more dangerous than the virus discovered at the end of 2019.

The situation is getting worse because of people who do not believe in the Covid virus. The non-believers expressed that they thought one person who was tested multiple times would count towards the number of Covid cases. The cases were counted only once for one person. In addition, they also thought that the only people who could die were older and even for the benefit of the hospital to get more money. This has led to new opinions of other people regarding the Covid19 virus. (USA Today, 2020).

Since 2020, the Pandemic has changed the average person's life, both in terms of health and an economic contraction of up to 5.32% year-on-year. The Food and Beverage Industry also experienced an economic contraction of up to -22.02% due to the increase in food prices, which caused an increase in the selling price of food. (The Jakarta Post, 2020). According to the International Labour Organization, young people get innovation to make businesses fight against the Pandemic and hone new skills and obtain new experiences that are useful in the future.

The business in the Food & Beverage industry is the most popular with young people since eating is a primary need, which of course everyone can be the target market. Besides, technological advances that continue to develop, such as the existence of a takeout-delivery system, help facilitate the smooth running of the food business, especially during a pandemic. Thus, customers can keep the distance from other people that can minimize contracting the virus.

The thing that is a challenge for the writer is to maintain and survive this food business. The large-scale easing of Large-Scale Social Restrictions or Pembatasan Sosial Berskala Besar (PSBB) is an opportunity for the writer to reach more customers. It is because offline sales contribute more than online sales, as seen in the following chart from one of the articles on Deloitte.

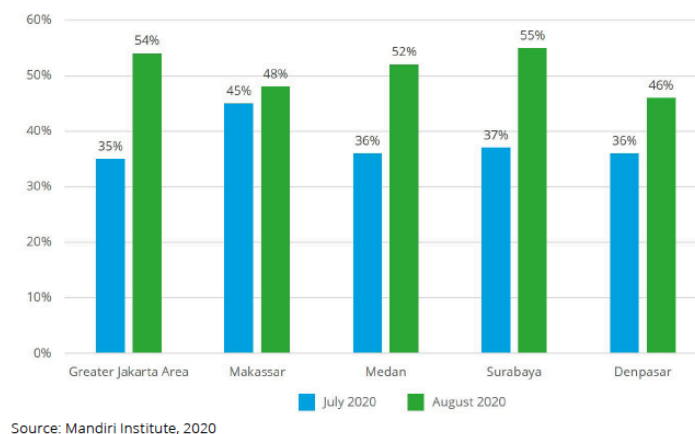


Chart 1.1. Increase In Dine-In Activities In Big Cities During Transitional Period in July and August 2020

The chart above explains that several examples of Indonesia's region experienced increased dine-in activities after the transitional period. Also, the implementation of vaccines that have primarily been implemented represents a great opportunity in the future. Thus, the writer can also obtain different experiences in normal conditions, such as before the Pandemic, even though it will take a long time to recover.



Figure 1.1. Writer with the Product

Entrepreneurship is an activity to create a new business by an entrepreneur who takes responsibilities and risks also can enjoy the rewards of opening a business. To compete with many competitors, Entrepreneurs need to have several things. It is constantly able to innovate, be thorough, have good leadership skills, know the products nicely, have visions to achieve and flexible, or know the situation. One example is during this Pandemic. This is useful so that the business built can keep up with the times and struggle with other businesses.

As a Hotel Operations student in the last semester, semester 6, the writer and colleagues as a team are building a business as a substitute for an Industrial Placement at the Hotel called Entrepreneurship due to Pandemic. Yumamz is the chosen food business name that opened in January 2021 by implementing health protocols to maintain hygiene. This business is expected to run for a long time to open up occupations for people in need.

B. Purpose

As a substitute for Industrial Placement activities at hotels, Entrepreneurship has a big challenge in gaining experiences by supported lessons from campus. This activity dramatically hones soft skills and hard skills. The following are the skills that are honed:

1. Leadership

Determining a decision in various things from most minor to biggest by taking responsibilities for the determinations as a leader is one example of sharpening skills. Also, leaders need to monitor or control the team performance and overcome various things that will be faced by thinking critically to get the best results.

2. Teamwork

The developed teamwork can help run the business even though there are differences of opinion. The process and being tolerant and honest in the team are essential to building good relationships with each other, which can also affect sales.

3. Creativity

Forming or introducing a business requires creativity to get buyers' interest, both from the main idea to using software to make designs as promotional media or as recording essential data in Microsoft Excel or other software.

4. Good Behavior

In addition to teamwork, good behavior also needs to be sharpened to make many decisions, so that writer also needs to practice how to be patient and others to maintain business development.

5. Work Ethic

Being a good time management person with high dedication to business, making good plans, or even multitasking while working and other things.

In conclusion, although the benefits obtained from Industrial Placement and Entrepreneurship are different in several aspects, Entrepreneurship still has tremendous benefits for training soft skills and hard skills. Also, the writer will obtain new experiences from the team and knowledge from the lecturers as well as from webinars such as Youngpreneur Mindset, Ergonomi di Masa Pandemi, Career Preparation Training, How to Survive as a Young Entrepreneur: The Journey of El Granola, and Webinar Commfest 2020: How to Be Creative on Social Media that the writer has joined. The things the writers learn from these webinars are as follows:

1. How to instill thoughts to shape plans and goals for young business people. To be successful, not only own a job, but business people need a system that can help organize things by focusing more on each part. In addition, investing can also help someone get passive income, which is also beneficial for both parties between the company and partner.
2. Teaches about the Growth Mindset, which explains that failure is an opportunity to grow as long as people dare to try something new and realize that feedback is constructive.
3. Understand the current situation and condition of the world during the Pandemic in order to adapt to something that is more needed by the community
4. Learn about personal branding, the Ikigai Concept, and self-awareness
5. Learn how to compete with other business people today who use marketplaces rather than offline sales
6. Utilizing social media as a platform to sell and promote the best possible products to stay up to date with the times

C. Period and Procedures

Table 1.1. Period and Procedures

Procedures	Time
Making CV	November 2020
Planning & Making the Proposal	November – December 2020
Doing Presentation	January 2021
Product Testing	January 2021
Running the Business	January – June 2021
Doing Evaluation	March 2021
Reporting	June 2021
Assesment	July 2021
Last Process	July 2021

Below is the description from the table above about procedures and time from making a plan to assessment.

1. Making Curriculum Vitae (CV)

Before starting, the writer makes a CV based on the writer's own experience and skills that have been learned. It is effective for finding out a suitable field in determining a position in setting up a business.

2. Planning and Making the Proposal

The writer and others planned Yumamz from November 2020 with guidance from the advisor and other lecturers. The advisor and lecturers gave advice differently based on knowledge and experience.

3. Doing Presentation

The proposal that has been made was presented to all Hospitality lecturers to get approval before running the business. This presentation runs for about an hour, which discusses concepts and financial calculations made by the team to determine the smooth running of the business when it has been run. Then, all lecturers also gave suggestions to improve the concept or add ideas to accept the proposal.

4. Product Testing

Before the business was launched, all products were tested by all lecturers right a few days after the presentation. The lecturers assess various aspects of the products sold, such as taste, packaging, selling price, quality, texture, size, and others. Thus, the products prepared will not disappoint other customers at launch.

5. Running the Business

After being approved, the business is finally opened and started running in late January 2021. This business will run in expectation June 2021 by the provisions given by campus for a minimum of 80 or a maximum of 144 active working days. The calculation of one active working day is eight working hours. The writer and team are following the government regulations about health protocols to avoid exposure to viruses.

6. Doing Evaluation

During the business, the advisor and writer hold an online meeting to discuss business developments until March as the middle of the period. Also, advisors monitor the writer in solving problems while the business is running. If there are problems, the advisor will also provide advice to help the writer.

7. Reporting

Every activity that is carried out needs to be recorded in the report for lecturers' assessment materials. The activities start from planning the proposal until the completion of running the business in June. It is recorded along with evidence of work in each section so that the lecturers can assess each person's performance in the team.

8. Assessment

After reporting, the writer must register for the assessment to be carried out in July 2021. Then, the writer can participate in the assessment activities with the head examiner, examiner, and advisor. It is the last activity that is carried out before finished. The writer needs to submit the report and form that have been provided to get the assessment.

9. The last process

After the assessment is completed and has received all signatures from the Head of Hotel Operations Program, Head Examiner, Examiner, and Advisor, the writer can be declared finished and passed this Entrepreneurship activity.