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CHAPTER III

TRAINEE PERFORMANCE

A. Placement and Coordination

Industrial Placement at Yumamz takes a minimum of four months to complete. This starts on 23 January 2021, right the day after doing product testing. The writer is in a Marketing position as the primary responsibility. Apart from marketing, the writer and others coordinate with each other for Yumamz. There are two positions that coordinate with the writer, such:

1. Finance

The writer coordinates with Finance to help make a recapitulation of daily offline sales, then submitted to Finance to be recorded. Thus, the monthly sales recapitulation can be checked by both parties to find out the errors and minimize losses when they occur. Apart from that, as a Marketing in charge of making promotions, writer and Finance also coordinate regarding the promotional, talent and supplies budget used. This needs to be coordinated because the budget provided varies for each period due to different needs, so that it requires adjustments in determining the budget.

2. Operational

Apart from Finance, the writer is still obliged to regularly help carry out operational activities according to the schedule made. Writer and operational staff coordinate in creating good relationships with customers and communicate with each other regarding orders, suggestions, and customer assessments.

B. Job Descriptions

Industrial Placement for almost five months by being part of all existing positions, writer get a lot of lessons and experiences, there are:

1. The activities that the writer has done in Marketing:
 - a. Registering marketplace platforms for distribution such as Shopee, Tokopedia, Grab Food, and GoFood

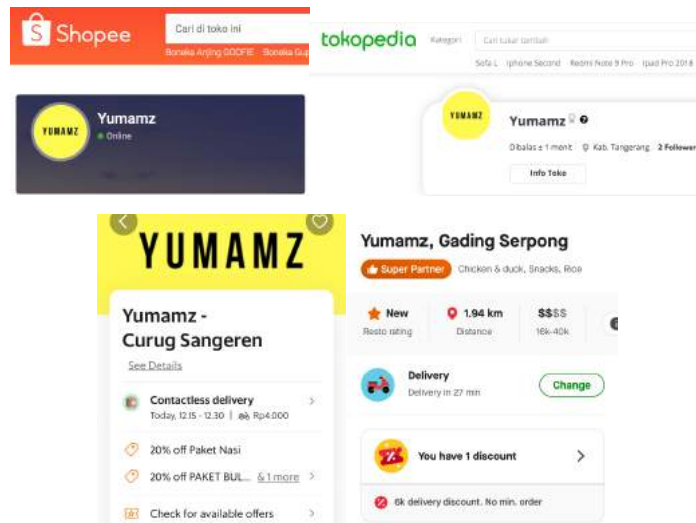


Figure 3.1. Yumamz's Marketplaces

Yumamz realizes that online transactions are needed during a pandemic to minimize meeting other people in person and thus reduce the chance of transmitting the virus. Therefore, Yumamz uses several marketplaces such as Tokopedia, Shopee, Grab Food, and GoFood as sales media. Registration on Shopee and Tokopedia only requires signing up and data verification, while Grab Food and GoFood have more stringent regulations before Yumamz can operate. Registration for Grab and Gojek took about one week for the application to run. As well-known marketplaces in Indonesia, the four marketplaces have a commission that needs to be given for each order. To make Yumamz easily visible to customers, Yumamz needs to have an earned rating after getting a minimum of 10 successful orders.

- b. Making promotion content for Instagram feeds, Instastory and Instagram Highlights then promoting through Instagram & Facebook Page by Facebook Ads Manager

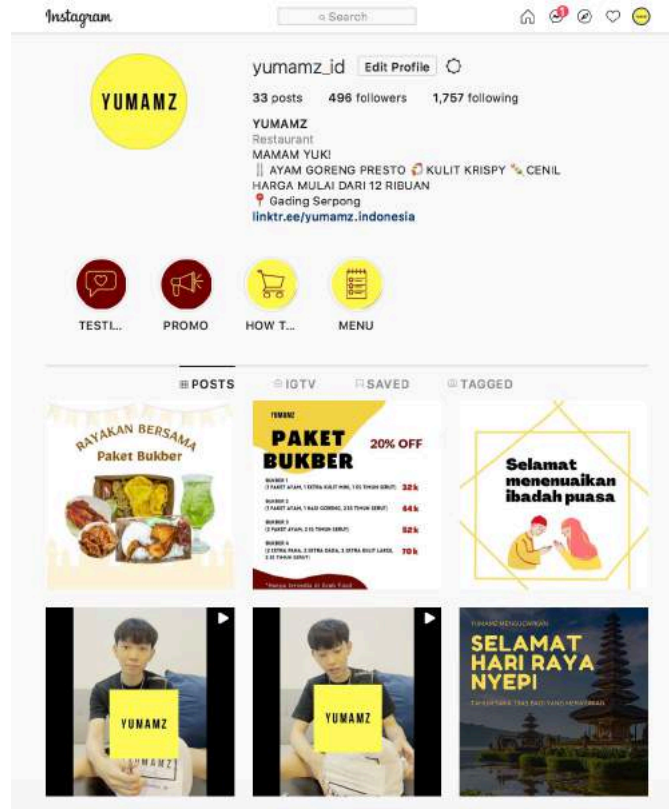


Figure 3.2. Yumamz's Instagram

The image above is the Instagram platform used to introduce Yumamz to users of the application. The writer creates Instastory about Yumamz products, orders, and games to increase engagement and product knowledge from Yumamz. Instastory itself is an abbreviation of Instagram Story to say something in 15 seconds per post for 24 hours. To make it easier for customers to review the history that Yumamz has shared, the writer makes a series of highlights with specific titles and is by Yumamz's theme. In addition to Instastory, the writer also fills out Instagram feeds to attract new followers. Feeds are the first and essential things because the customers will see the feeds before check the other. These Instagram feeds can also last indefinitely and can be archived to make the display more organized.

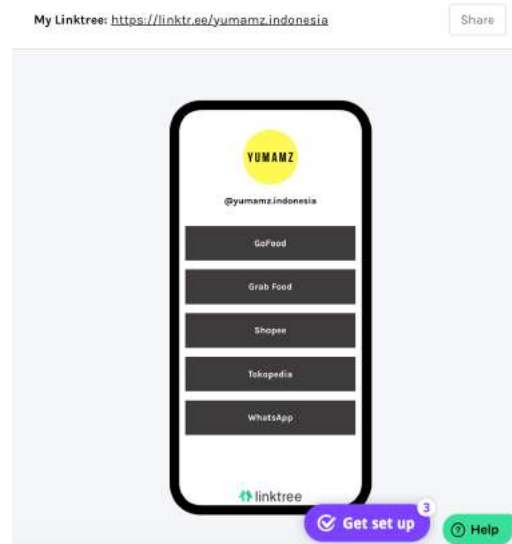


Figure 3.3. Yumamz's Linktree

Yumamz also attaches a link that can take customers to a website containing contact options or marketplaces, as in the picture above, which can be used for transactions or inquiries. By clicking one of the buttons, the customer will be directly connected to the target platform.

Kampanye Yumamz Serpong (171566597724886)				
Diupdate baru saja				
Cari dan filter				
Pusat Sumber Informasi Kampanye 1 Dipilih Set iklan untuk 1 Kampanye				
+ Buat Duplikat Edit Lainnya Lihat Penyiapan Kolom: Khusus				
<input type="checkbox"/>	Nama Kampanye	Penayangan ↑	Strategi Penawaran	Anggaran
<input type="checkbox"/>	Yumamz E	Nonaktif	Batas biaya	Rp 33.000 Seumur Hidup
<input type="checkbox"/>	Yumamz D	Nonaktif	Batas biaya	Rp 50.000 Seumur Hidup
<input type="checkbox"/>	Yumamz C	Nonaktif	Batas biaya	Rp 70.000 Seumur Hidup
<input type="checkbox"/>	Yumamz B	Nonaktif	Batas biaya	Rp 43.000 Seumur Hidup
<input type="checkbox"/>	Yumamz	Nonaktif	Batas biaya	Rp 43.000 Seumur Hidup
> Hasil dari 5 kampanye				

Figure 3.4. Facebook Ads Manager

Based on the results of webinars from several influencers on social media who are experienced in promoting their products, Yumamz decided to promote through Facebook Ads Manager because this platform can determine a more specific target market so that Yumamz can reach customers better than using Instagram Promotion. In addition, the writer can evaluate the results of promotions to improve settings when choosing an appropriate target market.

- c. Building and maintaining a good relationship for both Internal Customer and External Customer

Internal Customer: doing evaluation every day to week with staff to make the better service quality

DATE		FOLLOWERS		FOLLOWING		MEDIA
2021-04-30	Fri	494	→	1,757	→	33
2021-05-01	Sat	495	+1	1,757	→	33
2021-05-02	Sun	495	→	1,759	+2	33
2021-05-03	Mon	495	→	1,758	-1	33
2021-05-04	Tue	496	+1	1,758	→	33
2021-05-05	Wed	495	-1	1,760	+2	33
2021-05-06	Thu	496	+1	1,760	→	33
2021-05-07	Fri	495	-1	1,758	-2	33
2021-05-08	Sat	495	→	1,757	-1	33
2021-05-09	Sun	496	+1	1,758	+1	33
2021-05-10	Mon	496	→	1,758	→	33
2021-05-11	Tue	495	-1	1,758	→	33
2021-05-12	Wed	495	→	1,757	-1	33
2021-05-13	Thu	495	→	1,757	+3	36
Daily Averages		+1		+1		→
Last 30 days		+30		+30		→

Figure 3.5. Yumamz's Instagram Statistics

External Customer: following, commenting, liking, and doing other activities to increase engagement. Yumamz tends to do that since Instagram and other social media find the target market's information from people who are already engaged to Yumamz through followers and likers.

- d. Monitoring online order from Instagram, Shopee, Tokopedia, and Whatsapp Business

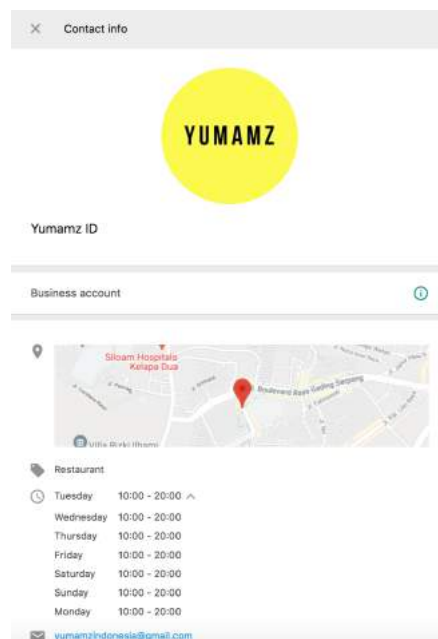


Figure 3.6. Yumamz's WhatsApp Business

Besides the marketplaces, Yumamz is also using WhatsApp Business. Usually, people who contact Yumamz's WhatsApp Business want to order and people interested in working with Yumamz.

- e. Finding talents and influencers to do the endorsement so that the video can be promoted on Facebook Ads Manager and other Social Media



Figure 3.7. Yumamz's Talent

The screenshot of the video above is one of Yumamz's talents reviewing several Yumamz products such as Presto Chicken Package, Tiwul Fried Rice, and Cenil. This video is a Yumamz video that has the highest percentage of engagement than other videos.

Yumamz is also looking for several talents who create ASMR content with a minimum engagement rate of 3% to make customers even more interested. ASMR itself stands for Autonomous Sensory Meridian Response, making listeners feel relaxed from whispering, tapping, and hand movements. According to one research journal, 83% of the sample watch ASMR video content to trigger a tingling sensation, and 51% of the sample watch the video every day or several days of the week.

2. The activities that the writer has done in Finance:

a. Helping the Finance to decide promotion budget

Since Marketing needs to make promotions, Marketing and Finance coordinate to calculate the appropriate promotion budget so that promotions are carried out without exceeding the available budget so that the business will continue to run, and the remaining budget can be used for other purposes.

b. Helping the Finance to find the suppliers and doing the purchase & procurement

The writer is in charge of helping Finance find suppliers who sell supplies at affordable prices for Yumamz. It helps Finance to determine the lower price.

c. Developing Yumamz's business format suitable for business operations such as Bookkeeping, Daily Sales Report, and Talent List for Endorsement.

No.	Tanggal	Keterangan	Debet	Kredit	Saldo
1	23/01/21	3 ayam (2 dada + 1 paha) & 1 sambal	Rp 45,000.00		Rp 45,000.00
2	25/01/21	1 paket ayam paha, 1 kulit, 1 cenil, 1 nasgor, 1 extra paha	Rp 77,000.00		Rp 122,000.00
3	25/01/21	2 extra ayam paha + 1 extra kulit	Rp 37,000.00		Rp 159,000.00
4	26/01/21	1 paket kulit	Rp 17,000.00		Rp 176,000.00
5	27/01/21	Sayurbox = Cabe merah & kriting, seroh, tomat, shallot		Rp 164,900.00	Rp 11,100.00

No.	Tanggal	Pembeli	Items	Debit
1	23/01/21	Tante (Chel)	3 ayam (2 dada + 1 paha) & 1 sambal	Rp 45,000.00
2	25/01/21	Fera (Joe)	5 paket ayam (3 dada + 2 paha)	Rp 105,000.00
3	25/01/21	Angel (Carol)	1 paket ayam dada & 1 paket kulit	Rp 38,000.00
4	25/01/21	Angel (Joe)	2 paket ayam (1 dada + 1 paha) & 1 paket kulit + 2 kreman	Rp 59,000.00
5	25/01/21	Gerald Nata	1 paket ayam paha, 1 kulit, 1 cenil, 1 nasgor, 1 extra paha	Rp 77,000.00

Figure 3.8. Bookkeeping & Daily Sales Report

From the table above, Bookkeeping is being used to do the recapitulation every week. Meanwhile, Daily Sales Report is a book that is calculating sales every day.

ENDORSEMENT CARD									
No	Name	IG			YT			Domisili	Rate Card
		Username	Followers	Post	Engagement Rate	Username	Subscribers		
1	Qoi	qoi_asmr	159,069	445	1.96%	Qoi ASMR	1,495	375	242,310,670
2	Yanita	yanita_asmr	1,833	103	5.30%	YANITA ASMR	156k	168	21,436,978

Figure 3.9. Talent List for Endorsement

The photo above is a talent list for endorsements by Yumamz. This is done to determine the talent that is suitable and by Yumamz standards. Some considerations in choosing talent are the price offered, the account engagement rate, domicile, and the influencers' conditions. The writer looks at an account's engagement rate with a website called Social Blade.

3. The activities that the writer has done in Operational:

a. Making job responsibilities to each staff

To be a smooth business, it requires focus during work. This focus can occur when staff members have their responsibility. The job responsibilities have gone through a voting process among fellow members so that the responsibilities held are by the staff's personality.

b. Scheduling staff every week




Yumamz is open from Monday to Saturday from 10.00 AM - 7.00 PM. Having four staff, Yumamz divides the schedule for each staff to work from the office for three days and work from home for three days. Yumamz's work from home is to carry out marketing activities by finding customers through creating content and communicating to inform Yumamz products. In addition, making basic spices for cooking at home is also done because it is more efficient than in the Yumamz. Yumamz shares this schedule because of the results of conducting experiments or tests to find out the best way to make customers feel comfortable when buying. In addition, this can have a tremendous financial impact on Yumamz because it can save expenses.




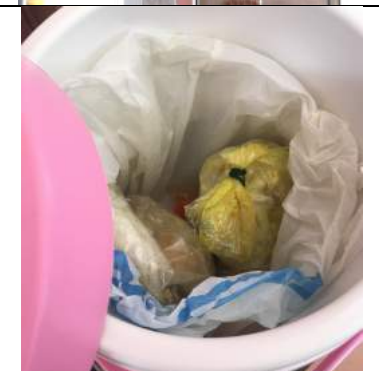


c. Creating guidelines for tracking supplies and stock using a FIFO system






Every day, the writer needs to pay attention to or track supplies to make some purchases with suppliers immediately. Yumamz uses the FIFO system or First In and First Out system to maintain food quality, which means that the first ingredients purchased will be used first.





d. Daily Routines:


Table 3.1. Daily Routine Schedule

No.	Picture	Description	Time
1.		When staff comes to work, the first thing to do is spray disinfectant on staff bags or tote bags and the bottoms of staff shoes. After that, the team also needs to wash hands before touching other items. Staff is required to comply with health protocols by using masks, face shields, apron, and hand gloves. Masks used should be changed every four hours. Staffs who have long hair must be in a ponytail or clipped if the hair is short. Then the hair is covered with a hat to prevent germs from falling into the food while working.	9.00 AM – 10.00 AM
2.		Opening: preparing and cleaning the storefront Note: staff does a deep cleaning on the storefront once a month.	
3.		Opening: preparing and cleaning the stove	

			
4.		Opening: installing the gas	
5.		Folding the food-grade boxes while opening the restaurant if the folded boxes are running out.	10.00 AM – 10.30 AM
6.	  	Fulfilling the rice bucket with frozen food, preparing the ingredients and supplies	




7.		Putting up the banner	
8.		Waiting for orders and preparing orders	10.00 AM – 19.00 PM
9.		Closing: doing a recapitulation Daily Sales Report	19.00 PM – 19.45 PM
10.		Closing: listing the item storage	
11.		Closing: cleaning the storefront	




12.		Closing: cleaning the stove	
13.		Closing: uninstalling gas	
14.		Closing: washing the equipment & cutleries, then cleaning the kitchen (swiping and mopping)	
15.		Closing: separating medical and non-medical waste and then dispose of it in an outside trash can.	


15.		Closing: storing back the equipment, storefront, and front-stove.
16.		Before leaving, staff must wash their hands and re-spray the bag or tote bag and the bottoms of staff shoes.

e. Cooking the Ayam Presto and Sambal:

Table 3.2. Cooking Process

No.	Picture	Description
1.		Buying the ingredients
2.		Preparing the ingredients
3.		Making the yellow seasoning and red seasoning before cooking the chicken and Sambal

																																																																																																								
4.	<table><tr><th colspan="6">Sambal Terasi di Paket Ayam/Kulit</th></tr><tr><th>Quantity Actual</th><th>Unit</th><th>Ingredients</th><th>Quantity Needed</th><th>Unit</th><th>Cost/Unit</th></tr><tr><td>100</td><td>gr</td><td>Cabe Keriting</td><td>100</td><td>gr</td><td>Rp7,500</td></tr><tr><td>1000</td><td>gr</td><td>Cabe Sejan</td><td>91</td><td>gr</td><td>Rp64,900</td></tr><tr><td>80</td><td>gr</td><td>Rawit Merah</td><td>85</td><td>gr</td><td>Rp8,000</td></tr><tr><td>120</td><td>gr</td><td>Shallot</td><td>26</td><td>gr</td><td>Rp5,000</td></tr><tr><td>1000</td><td>gr</td><td>Garlic</td><td>22</td><td>gr</td><td>Rp20,900</td></tr><tr><td>100</td><td>gr</td><td>Shrimp paste</td><td>17</td><td>gr</td><td>Rp11,000</td></tr><tr><td>400</td><td>gr</td><td>Tomato</td><td>145</td><td>gr</td><td>Rp8,000</td></tr><tr><td>1000</td><td>gr</td><td>Sugar</td><td>15</td><td>gr</td><td>Rp12,500</td></tr><tr><td>1000</td><td>gr</td><td>Salt</td><td>15</td><td>gr</td><td>Rp8,600</td></tr><tr><td>2000</td><td>ml</td><td>Oil</td><td>150</td><td>ml</td><td>Rp26,000</td></tr><tr><td></td><td></td><td></td><td></td><td>Sub Total</td><td>Rp30,486</td></tr><tr><td></td><td></td><td>yield</td><td>370</td><td>gr</td><td>Portion 25</td></tr><tr><td></td><td></td><td>per portion</td><td>15</td><td>gr</td><td>Cost/Portion Rp1,219</td></tr><tr><td></td><td></td><td></td><td></td><td>Misc 10%</td><td>Rp122</td></tr><tr><td></td><td></td><td></td><td></td><td>Total</td><td>Rp1,341</td></tr></table>	Sambal Terasi di Paket Ayam/Kulit						Quantity Actual	Unit	Ingredients	Quantity Needed	Unit	Cost/Unit	100	gr	Cabe Keriting	100	gr	Rp7,500	1000	gr	Cabe Sejan	91	gr	Rp64,900	80	gr	Rawit Merah	85	gr	Rp8,000	120	gr	Shallot	26	gr	Rp5,000	1000	gr	Garlic	22	gr	Rp20,900	100	gr	Shrimp paste	17	gr	Rp11,000	400	gr	Tomato	145	gr	Rp8,000	1000	gr	Sugar	15	gr	Rp12,500	1000	gr	Salt	15	gr	Rp8,600	2000	ml	Oil	150	ml	Rp26,000					Sub Total	Rp30,486			yield	370	gr	Portion 25			per portion	15	gr	Cost/Portion Rp1,219					Misc 10%	Rp122					Total	Rp1,341	Calculating the cost & profit percentage every restock day to prevent losses due to the more expensive cost of food than the selling price.
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7.		Storing chickens in the freezer
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C. Problem and Solutions

The writer is facing many problems to deal with since this was the first business the writer ran. Existing problems make the writer learn from experience and mistakes to be fixed for the better in the future. The following are the problems and solutions that the natural writer and do:

Table 3.3. Problems and Solutions

No.	Problems	Solutions
1.	The Pandemic caused the Tarakanita school located directly opposite the Yumamz location as the primary target market to close to prevent transmission of the virus. The school's closure made the streets seem deserted, making it difficult for Yumamz to struggle to cope.	Yumamz plans to encourage advertising and conduct endorsements so that Yumamz products remain known to residents. In addition, Yumamz also plans to move to a more strategic location when the facilities are adequate. However, Yumamz is still waiting for the Tarakanita school to open, which is expected to open in June. This is because previously, the staff, including the writer, observed that the school's influence was quite significant in supporting the location.
2.	There is a lack of support such as electricity since Yumamz only rents the terrace and does not get electric plugs because the shop being rented is closed, so that Yumamz does not have access to the shop.	Yumamz staff finally had to take turns in and out of the kitchen to refill the Yumamz Business Handphone battery to activate the marketplaces. Yumamz also buys Simcards since Yumamz does not get Wi-Fi access when outdoors.
3.	The Handphone used by Yumamz was damaged because of using an old edition of the Handphone.	Yumamz's staff decided to share marketplaces applications with Marketing, namely writer themselves and Finance. In addition, the writer also prepares a power bank so that the Handphone battery is sufficient without the need to go into the kitchen.
4.	Almost the same as the previous battery charging, the equipment, tools, and others are located in	Yumamz plans to buy more stoves so that if there are many orders, staff can immediately process them at the storefront

	the kitchen, quite a distance from the Yumamz sales place. This makes timeless efficient.	and do not have to go inside, so this is more effective and efficient.
5.	During Eid Mubarak day, many online orders have been processed but canceled because customers cannot find a driver to deliver the food.	Yumamz staff finally offered the canceled order to other people who passed by until someone bought it. Some ingredients can be stored again, such as Kremes and Crispy Chicken Skin packaged in sealed plastic and placed separately from rice and others.
6.	Doing business in a group of four members certainly has differences of opinion that affect the quality of Yumamz.	Even though previously the decisions had been made democratically, the writer realized that this method was not the right thing. The writer needs to see, observe, and learn how professional business people deal with existing problems. The writer finally learns from Social Media and webinars hosted by business people and influencers as speakers. In addition, the writer also filters every opinion and suggestion given to make a decision. The decision was also discussed carefully with all staff for Yumamz.
7.	At the beginning of the opening, all staff decided to come in and stand guard together at the booth. Meanwhile, the Yumamz team realizes that this is ineffective.	The writer decided to schedule each staff by making a schedule each week. In total, the staff will be logged in offline for three days and online for three days. Staff who work offline will carry out operational activities, while work from home will interact with customers to increase engagement rates, prepare cooking spices, find cheap suppliers, et cetera.
8.	The price of ingredients and supplies has increased and decreased differently every day. The worst increase occurred before and just before the fasting month.	Yumamz finally needs to calculate the cost and profit of each recipe made during restocking so that Yumamz will not suffer losses and the selling price remains cheaper than the cost.