

domestic product (GDP) in the third quarter of 2017. In comparison to other sub-sectors, this performance result places the sector as the largest contributor to industrial GDP. Furthermore, when compared to the same period in 2016, this achievement increased by 4%. Meanwhile, its contribution to national GDP in the third quarter of 2017 was 6.21 percent, up 3.85 percent from the same period the previous year. (Kementrian Perindustrian Indonesia, 2017)

It is undeniable that Indonesia has the highest number of Micro, Small, and Medium Enterprises (MSMEs) and is a major economic driver. According to the Ministry of Cooperatives and SMEs RI, MSMEs account for approximately 99.99 percent (62.9 million units) of total business actors in Indonesia 2017, while large businesses account for only 0.01 percent or approximately 5400 units. Micro Enterprises employ approximately 107.2 million people (89.2 percent), Small Businesses employ approximately 5.7 million (4.74 percent), and Medium Enterprises employ approximately 3.73 million (3.11 percent), while Large Enterprises employ approximately 3.58 million people. This means that MSMEs account for approximately 97 percent of the national workforce, while large businesses account for only about 3 percent of the total national workforce. (Hidayah, 2018)

The Covid -19 Pandemic, which began in 2019, had a significant impact on the food and beverage industry. According to Detik Travel, using data from Internal Moka, 13 of the 17 cities observed experienced a significant decrease in daily income as a result of the Covid-19 pandemic. The government's decision to implement micro-scale Community Activity Restrictions (PPKM) on the islands of Java and Bali affects MSMEs. There are operating hours restrictions, and visitors automatically reduce the amount of money earned each day.

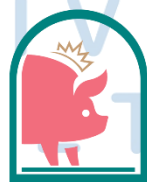
According to SidoNews, the provision of accommodation and food and drink contracted or decreased by 10.71 percent in the third quarter of 2020, and according to the Covid-19 impact survey, 92.47 percent of accommodation and eating and drinking businesses experienced a decrease in income. The COVID-19 pandemic has prompted MSMEs to sell online via a variety of existing applications.

According to the findings of a survey conducted by Katadata Insight Center (KIC) on 392 MSMEs in several cities in Indonesia, namely Jabodetabek, Bandung, Semarang, Surabaya, Yogyakarta, and Medan from March 24 to April 9, 2021, 86 percent of MSMEs use one to three marketplaces to market their products, and 77 percent of respondents say the marketplace is very helpful to them. (Jayani, 2021)

MSMEs in Indonesia provides a wide range of restaurants and food, including meat sellers, frozen food, snacks, desserts, and appetizers. It is undeniable that many Indonesian MSMEs sell various types of protein, such as meat and eggs. In 2019, Indonesia's total meat demand was 686,270 tons. (Statistic Indonesia, n.d.) Meat sales in Indonesia are increasing; the most popular types of meat in Indonesia are chicken, beef, goat meat, buffalo meat, and pork. Beef production in 2020 was 515,627.74 tons, chicken meat production was 293,139.53 tons, goat meat production was 69,803.55 tons, and pork production was 241,353.88 tons.

With the large amount of pork produced in Indonesia each year, there is an increasing number of restaurants and food vendors selling pork. Pork is notorious for accumulating fat, cholesterol, and being "not very nutritious," but Plus One's 2015 research using 1,000 raw foods as test materials proves otherwise. According to the findings of these trials, lard is one of the ten foods that provide the best balance for human nutritional needs daily, ranking eighth. Pork fat contains oleic acid and is composed of 60% monounsaturated fat. Butter, on the other hand, contains 45 percent monounsaturated fat. This monounsaturated oleic acid is beneficial to heart health, arteries, skin, and hormone regulation.

1.2. Company Description



**SAMCAN
WONG**

Figure 1.2 Company Logo

Samcan wong is a restaurant that serves a variety of dishes made with pork. Samcan wong creates flavors by combining different types of rice, pork, mozzarella, sambal, and fresh vegetables. With a high level of consumer interest in pork in the Tangerang, Banten area, the total amount in 2020 is 4,073.25 tons. Samcan Wong offers unique Rice Bowl packaging for dine-in and take-away, as well as packaging that can be inserted into a microwave for a heated return.

The Samcan Wong logo is the presence of pigs at the door, which means that if customers want to enjoy the food sold by Samcan Wong, the customer can smell the distinct and delicious aroma of pork curd when they enter the entrance. while the owner's preferred color is pink Pink is the color of love, according to psychology, as is the Tagline used, "Excellent Taste for Excellent Customer." The food made by Samcan Wong staff is made wholeheartedly so that customers feel the image of the taste that is included in the Rice Bowl. Samcan Wong will not run well without a Vision and Mission, here is Samcan Wong's vision mission:

1.2.1 Vision

“To be Tangerang City's Best Samcan Restaurant,
with the best flavors and spices.”

Samcan Wong will prioritize customer satisfaction, employee welfare, and becoming a restaurant with the main ingredient Pork as one of the best restaurants in Tangerang City.

1.2.2 Mission

“To be Tangerang City's Best Samcan Restaurant,
with the best flavors and spices.”

Samcan Wong will prioritize customer satisfaction, employee welfare, and becoming a restaurant with the main ingredient Pork as one of the best restaurants in Tangerang City.

Samcan wong has a mission to continue to implement and ensure that the vision made can be realized properly, Samcan Wong's mission is:

1. Always provide the highest quality materials for any materials that will be used. Always provide the highest quality materials for any materials that will be used.
2. Following applicable SOPs, provide the best service for customer satisfaction.
3. Provide the best prices and a welcoming environment for customers to enjoy their meals.

1.2.3 Nature of Business

Samcan Wong operates as a sole proprietorship. It is a business entity in which the entire capital is owned by one person, and the consequences of the respondents are also borne by that person, according to the Law (UU) of the Republic of Indonesia. The owner hopes that the business will continue to grow in the coming year and that will be able to open branches in various areas so, in the future, Samcan Wong can become CV (Commanditaire Vennootschap) and collaborate with investors.

1.2.4 Address of the Business

SAMCAN WONG

Ruko Jl. Kiasnawi Pasar Lama Kota Tangerang (LN)

Tangerang, Banten

Instagram : @Samcan_wong

1.3. Product and Services

Samcan wong uses only the best pork, which is personally selected by the owner to maintain the highest quality. Tangerang residents enjoy eating pork. Pork, according to Sehatq, has several health benefits, including:

Samcan Wong's main ingredient for product sales is pork, or more precisely samcan. The available menu has a variety of flavors, based on the type of rice, type of pork, and type of chili sauce. Not only that, but Samcan Wong also has extra mozzarella; the Samcan Wong menu variants are as follows:

Samcan wong is available in two meat varieties: pork and chicken. Customers can select from four types of pork variants: Red Pork, Pork Chop, Crispy Samcan, and Sweet Samcan. There are four flavor variants for the chicken menu: Chicken Curry, Chicken Black paper, Chicken Teriyaki, and Chicken Katsu. Samcan wong offers three rice variants, including Original, Uduk Rice, and Dry Seaweed Rice, in addition to meat variants. Rice, Meat, Sambal, and fresh vegetables are included in the Rice Bowl.

Additional toppings for the Rice Bowl Samcan wong include sausage, egg, mozzarella, and salted vegetables soup. Samcan Wong offers a variety of beverages, including Ice/Hot Sweet Tea, Mineral Water, Ice/Hot Lemon Tea, Iced Orange Juice, and Ice/Hot Green Tea. Samcan Wong is open for dine-in; food will be ordered through the cashier desk, payment will be made first, and the customer will be able to immediately find a seat, and the food ordered will be delivered by the staff. Samcan Wong also offers Takeaway and Online Food, including Grab Food and Shoppe Food.

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