

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Covid-19 pandemic has greatly affected the income of a country, especially in Indonesia. In the first semester of 2021, Indonesia's state income grew 9.1 percent compared to 2020, with total state income reaching Rp. 886.9 trillion. This statement was expressed by Sri Mulyani Indrawati as the Finance Minister of Indonesia (2021). It can be seen from the growth in the first quarter of 2021 in the food and beverage industry sector, it only reached 2.4 percent, and it is predicted that in the second quarter of 2021 the growth of the food and beverage industry will reach 5-6 percent, this statement was revealed by the Ministry of Industry (Ayu, 2021). It is hoped that new industries can play a role in the growth of the food and beverage industry in the second quarter of 2021.

According to Millah (2019), the interest of the Indonesian population in consuming snacks is at an average point of 2.7%, and 2.5% choose to consume heavy food, the data was taken with the number of participants as many as 6,068 with a target of 18 years and over from 12 countries. (Millah, 2019). In Indonesia, there are many types of snacks, which are commonly consumed and in demand by the Indonesian people are mochi, tofu meatballs, bakwan, fried bananas, batagor, and chips. Each region in Indonesia has snacks, one of which is West Java, which has mochi as a snack which is in great demand by the surrounding community and the Indonesian people.

According to Camsyah (2021), the mochi product typical from Sukabumi is one of the foods that visitors are looking for when they come to West Java. The mochi product is very unique as it used the Cilembu sweet potato as the base. According to Nuraini (2019), Cilembu sweet potato has a unique taste unlike other types of sweet potato, because it has a sweet taste like honey. Besides that, it has a soft texture when it is roasted or cooked unlike other types of sweet potatoes. The mochi products are loved by many people in Indonesia, start from the children to the elderly, as it is easy to be eaten because of its soft texture. Especially for this

Cilembu sweet potato mochi, it will be loved by Indonesian as it has a unique taste as the used of Cilembu sweet potato as the product base which is suitable to Indonesian taste.



Chart 1.1 Mochi Rating Percentage

According to Chart 1.1 about the rating percentage, there are the research data that the writer has done in consumer behavior research by distributing quantitative questionnaires filled out by 213 people to represent the Tangerang, South Tangerang, and Tangerang Districts, as many as 59.2% or about 126 people answered like mochi, as many as 33.8 % or as many as 72 people answered that they liked it, and 7% or as many as 15 people answered that they didn't like mochi. From these data, it can be concluded that there are quite a lot of mochi enthusiasts in Tangerang Raya. Therefore, the author wants to make a mochi business which is expected to be easily accepted in the Tangerang market.



Chart 1.2 Survey Found Shops Selling Mochi

According to Chart 1.2 about the rating percentage, there are percent from 213 respondents who answered the question “How often do you find shops selling mochi around their house”, around 72.8% or about 155 people answered that they

rarely find shops selling mochi around their homes, 15.5% or about 33 people answered never, and 11.7% or about 25 people answered often. It can be concluded that in the Tangerang Raya area there are not many shops that sell mochi, and seldom find a shop that sells mochi. Based on these data, the writer decided to make food innovations from Mochi, because it is liked by many people but is rarely found in areas outside West Java. Therefore, the author wants to create an online shop that sells mochi products in Tangerang which is expected to become a mochi shop with the largest variant of Cilembu sweet potato in Tangerang to meet market needs in Tangerang.

1.2 Company Description



Figure 1.1 Company Logo

Mochi Gembul is a cottage industry founded by Endah Mutiara Stevani as the owner of Mochi Gembul itself, which was founded in 2021. A home industry that focuses on mochi products that are innovated with Cilembu sweet potato filling which has been roasted and added other fillings, which can be consumed every day. This industry is produced by hand by its employees. This industry is located in the owner's house in its operations and focuses on online sales through social media such as Instagram, Facebook, and WhatsApp. That way the market area will be wider.

The Covid-19 pandemic requires us to strictly implement Large-Scale Social Restrictions (PSBB) in the Java and Bali areas, so that people cannot travel outside the city. Therefore, the owner has an innovation to make a product that

when the buyer eats it, the buyer will feel like he is eating mochi from West Java. Indonesian people think that mochi is one of the typical souvenirs of West Java. In Tangerang, especially in Cipondoh, there are not many who sell mochi, therefore the owner wants to open a mochi business in Cipondoh so that he can introduce it outside the West Java area.

This company has the name Mochi Gembul because the products sold are in the form of mochi, and so that it is easy for customers to remember. In the KBBI or Big Indonesian Dictionary which means eating a lot, so if you eat this mocha you will feel like eating again and again. It can also be interpreted Gembul as a call for looking big. So it is hoped that Mochi Gembul can be easily remembered by customers because of the choice of its name.

The shape of the logo of Mochi Gembul is taken from 3 parts, namely the color, the animation of the mochi shape, and the initials of MG's name, namely Mochi Gembul. The choice of red and white colors symbolizes the combination of the state flags of Japan and Indonesia. Mochi-shaped animation depicts the products being sold. And the selection of black warrants on writing is expected to be able to see the name and initials of the company.

a. Vision

1. To promote and introduce the Cilembu sweet potato mochi from Sukabumi to wider audience.
2. To become the largest mochi and gift shops in every city of Indonesia and International.

b. Mission:

1. Continue to provide new variants and innovations, and the quality of the product remains stable.
2. Serve and satisfy customers by providing the best service and products to customers.

3. Able to sign cooperation with offline cake shops that have been established before, such as Hollandbakery, and Dapur Chocolate in 3 years.
4. Able to open a physical store in Jabodetabek in 5 years.
5. Can develop into a large manufacturing company, and can open a physical store in every province in Indonesia within 10 years.

As previously explained, Mochi Gembul is a cottage industry that operates in the owner's house. But in the future, this home-based business will become a PT or Limited Liability Company, and cooperate with other companies.

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The location is close to several housing estates, schools, health institutions, offices, traditional markets, supermarkets, shops, terminals, stations, and toll access. With a strategic location, it is hoped that this company can grow rapidly.

Mochi Gembul has 2 staff, there are management staff and production staff, which are expected to work together as well as possible to develop the company. The owner who is also the manager of the company has the responsibility to develop, make decisions, monitor, and assist operations, marketing product, and make cash flow. The production staff in charge of making products, and packaging them.

1.3 Product and Services

The writer innovated to make mochi with the Cilembu Sweet Potato variant, which has a sweet taste, with additional flavors such as chocolate, cheese, oreo, cinnamon, and original. By using different recipes and doses, it is hoped that the products made are not easy to imitate. Each mochi is wrapped in plastic to keep it clean, then put into a box that can contain 5 pcs of mochi. Cilembu sweet potato

mochi can not only be consumed immediately but can be stored at the refrigerator temperature for 2-3 days, and if stored at room temperature it can last for a day. This product can also be used as a gift for a special event.

This company is one of the manufacturing industries that sell Mochi Ubi Cilembu products, and focuses on selling online through social media such as Instagram, Facebook, or ordering via WhatsApp and via telephone. For beginners, Mochi Gembul only focuses on delivery service, sales are made on a pre-order. Open pre-order system for one batch carried out on Monday to Friday, and the manufacturing and delivery process on Saturday. Delivery can be done via Grab, Gojek, and the COD system for the Tangerang and surrounding areas.

The following are examples of packaging and products from Mochi Gembul with various variants in 1 box, namely Mochi Ubi Cilembu with chocolate, cheese, oreo, cinnamon, and original variants.



Figure 1.2 Mochi Gembul product and packaging

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