

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

Indonesia located at Southeast Asia with tropical climate because the location of Indonesia is at the equator. Located on the equator make Indonesia special, Indonesia gets a high intense of rain, get the sunshine all year, only having 2 season (rainy and summer), high humidity, and tropical rain forest. (Maghfiroh, 2021) With this specialty, Indonesia filled with many types of herbs, plant, etc. Every region has their own herbs, plant, etc. that only can be found at their region. With having special herbs, plant, etc. from each region, all the food from each region has special taste to attract people from outside the region. Based on the Food and Agriculture Organization (FAO) (2016), Indonesia become one of the top countries that produce spice, Indonesia is on the fourth place as the biggest country to produce spice. From 400-500 spices that recorded, Indonesia has 275 spices from 400-500 spices. The most spice that are being export are pepper, clove, cinnamon, nutmeg, vanilla, ginger, and turmeric (Budiana, 2018). Indonesia exporting are also increasing on 2021, even with the pandemic, spices export is not affected. (Dihni, 2022)

The most famous food from Indonesia is Satay, Nasi Goreng and Rendang. In 2017, Satay, Nasi Goreng, and Rendang got chosen as the 50 Best food in the world. Satay rank 14th, Nasi Goreng rank 2nd and Rendang got the 1st place as the 50 Best Food in the World, based on “CNN’s World’s 50 Best Foods” in 2011. Rendang is one of Indonesia traditional food from Minangkabau, West Sumatra. Rendang got the 11th place for ‘CNN’s World’s 50 Best Foods’ in 2021 (Tiofani, 2021). Rendang are called rendang if the color of the spice is already dark brown to black, this rendang will be dry because all the water contain inside the coconut milk is already evaporate. While if the color of Rendang spice is not dark brown or black yet, that mean it’s not called Rendang yet, it’s called “kalio” the water contain inside the coconut oil are remain (Apriyani, 2019).

Now days, people like to eat simple to eat food as Ready-to-Eat food or RTE food. People like to buy RTE food because it's easier to eat and it's stay for long time. RTE is a meal or a food product that already prepared or cooked before, and the buyer who buy RTE food will not have to cook or prepare before eating the meal or product (C-A.Hwang, 2012). With covid-19 that happen, many Ready-to-Eat food developer start to think about the hygiene concern. This also one of the ways to attract the customer. Many people are too lazy to cook so Ready-to-Eat food is one of the choices that customer can get. Because of covid-19 many places are closed and people who usually eat outside can't buy food because most of the restaurant are closed. One of the solution for the customer is they can buy Ready-to-Eat food. The growth of Ready-to-Eat food are going to be increase by the time, because it simpler to prepare and enjoy (Ilya Rahkovsky, 2021). The development of Ready-To-Eat food is very developed, within two year of Covid-19 new type and new idea are develop, like a self-heating food in Indonesia (Faidah, 2021).

In the late of 2019, a virus called covid-19 is started to spread around the world, the first case reported in the early of December 2019 with pneumonia-like case in Wuhan, China. Indonesia first case for Covid-19 is on March 2nd, 2020, and other cases start to be confirmed one-by-one. On March 11th, 2020, WHO (World Health Organization) declares that Covid-19 is a Pandemic (Katella, 2021). With many cases that has been confirmed, many activities are forced to be done from home, like work from home (WFH) for office worker or School from home for student. Some country also has lockdown protocol, to forced people stay at home and only go outside from home only for buying groceries or other things that's allowed by the government. This protocol is to cut down the chain of transmission (Ihsanuddin, 2020).

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1.2. Company Description



Figure 1. 1 ReS'Tu Anda Logo

ReS'Tu Anda is a company that runs on the food industry. Rendang Sosis (Rendang Sausage) is the main product that ReS'Tu Anda sell. The Rendang Sosis may be a different type of sausage that the author like to introduce to the market. ReS'Tu Anda is a home industry company, that started from the author house. The company name is stand for “Rendang Sosis Tuk Anda” means, the company is making the product only for the customer. The company started the business on August 2021.

The logo is separated to three parts: company name, picture, and color. The company name (ReS'Tu Anda & Rendang Sosis Tuk Anda) is displayed on the logo to introduce the company brand to the customer. The picture that located inside the logo is to represent the company product, Rendang Sosis. And the last part is the color, the yellow color has a meaning of warmth, happiness, and also coziness.

1. Vision

To give warmth and happiness to all the customer by sending a good quality of product of Ready-To-Eat food

2. Mission

- Offering Ready-To-Eat food for the customer with familiar taste
- Introduce Rendang Sosis to the customer

ReS'Tu Anda is a home industry company with the capital under 50 million rupiah with cv (commanditaire vennootschap) as the company form. ReS'Tu Anda established in the owner's residence and the owner as the cook to maintain the food quality. The marketing of the brand is using social media, such as Instagram.

Address : Citra Garden 3, Kalideres, West Jakarta

Instagram : restuanda.id

WhatsApp : 0878 0803 3561

1.3. Product and Services

The product that being offer from ReS'Tu Anda is Rendang Sosis (Rendang Sausage). Rendang Sosis is not like sausage that people know. ReS'Tu Anda Rendang Sosis is a sausage that filled with minced beef, Indonesian rice vermicelli, and homemade rendang sauce. A different type of sausage with traditional taste that people like.

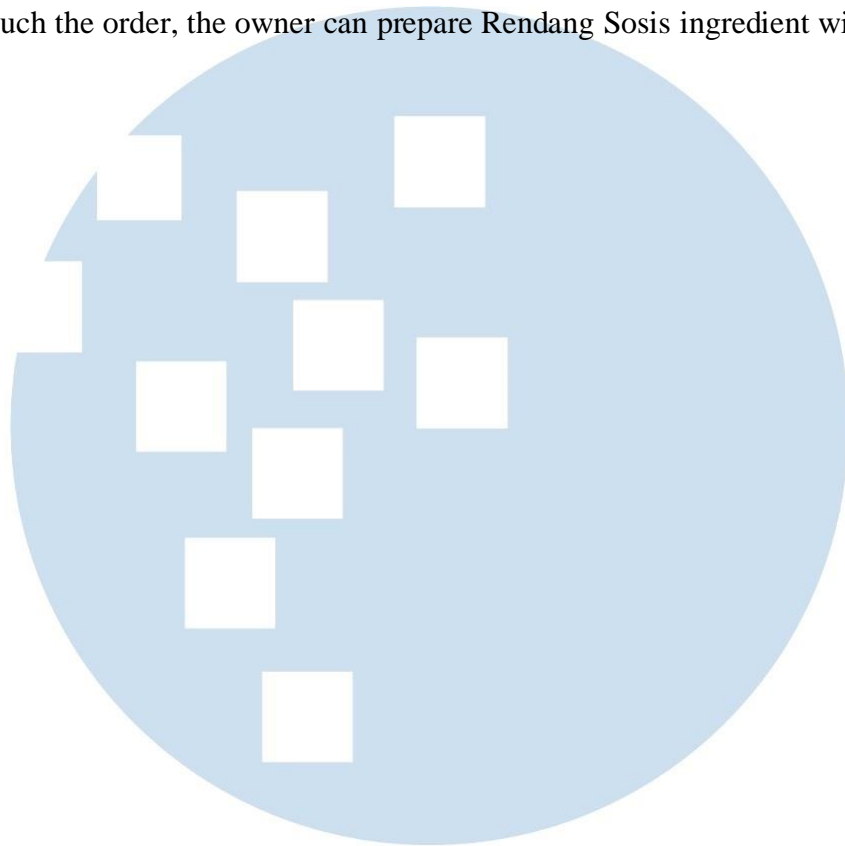


Figure 1. 2 Rendang Sosis

The Sausage will pack inside a vacuum plastic. The vacuum plastic will help Rendang Sosis longer because oxygen is taking part of the spoiling process of food, having food inside vacuum plastic will help Rendang Sosis stay longer. One package of ReS'Tu Anda is contain one (1) piece of Rendang Sosis. Each Rendang Sosis weight is 125gr. The price of ReS'Tu Anda is Rp 15.000.

The system of ordering is by using Pre Order System, where there are some time limits for customer to order ReS'Tu Anda Rendang Sosis. This kind of system

is helping for the owner make the Rendang Sosis based on the order. With knowing how much the order, the owner can prepare Rendang Sosis ingredient without any waste.



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