

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The existence of the COVID-19 pandemic has forced the government to implement various policies to stop the spread of the virus, one of which is to limit people's mobility. One of the sectors affected by the COVID-19 pandemic is the tourism sector. In addition, the existence of the COVID-19 pandemic has made people afraid to travel and choose to stay at home except for important and urgent purposes since February 2020 (Anna S.R. et al, 2022).

Many sectors are experiencing difficulties when facing the pandemic situation, including the F&B sector. At the beginning of the Covid-19 pandemic, culinary and restaurant sales trends declined because the government applied lockdown. During the lockdown period, restaurants are prohibited from serving food and drinks on the spot or dine-in, but only accept delivery or delivery/takeaway orders (Sahara, 2021). In those difficult times, UMKM plays a role as the foundation of the Indonesian economy, which influences the wheels of the economy (Ezizwita & Tri Sukma, 2021). Therefore, the existence of UMKM must be supported by various programs that aim to develop them from the government. The lockdown, however, has made the entrepreneurs, be it micro, small and medium learn to survive by utilizing digital technology. Now that vaccination coverage has expanded, the businesses are starting to rise and recover.

Culinary business is one of the businesses that recovers faster than the other industry since the culinary business itself seems inseparable from people's lives,

considering that the consumption of food and drinks provided by the culinary business is part of people's daily needs (Sardanto & Ratnanto, 2016). In Indonesia, most culinary business are MSMEs. (Sari & Susilo, 2021; Priyono, Hakim, & Susanto, 2021) because the businesses are relatively simple, easy to set up and operated (Sancoko & Rahmawati, 2019). One of the famous culinary businesses in Indonesia is a traditional stall called 'angkringan'.

Angkringan generally sells simple traditional food and drinks, such as *nasi kucing*, *baceman*, various satays and fried snacks. The drinks that are generally served at *angkringan* are warm ginger, Ginger Milk Tea and Coffee (Melinda, 2014; Azizah, 2015; Sardanto & Ratnanto, 2016). What makes *angkringan* felt authentic with its tradition is not only the food, but also the way the customers consume the food and how the seller serve the food. The customers usually round up around the cart or sit down around the cart without chairs on a mat, something that is called as *lesehan* in Indonesia. The food is served on the cart, and the use of this cart has become the icon of the *angkringan* (Azizah, 2015).

Angkringan was famous in Yogyakarta and Surakarta in the past. But over time, *angkringan* has spread to a number of cities in Indonesia (Oktaviana & Hafizi, 2017; Fajar & Rismayati, 2021). *Angkringan* generally sell food and drinks at quite cheap prices (Fajar & Rismayati, 2021). *Angkringan* customers are also free to sit for hours without having to worry about being kicked out by the *angkringan* business owner. A number of *angkringan* are also equipped with facilities such as Wi-Fi, so that *angkringan* customers feel more comfortable to stay (Melinda, 2014).

Nowadays, *angkringan* transformed not only for a place to eat, but it also has become a public space to interact socially for certain groups of people, especially the lower middle class, or people with limited purchasing power, such as students (Iskhak & Affandi , 2018). *Angkringan* is a fairly egalitarian public space because everyone can enjoy food and drinks at quite cheap prices, can sit for hours and be free to socialize to one another between *angkringan* customers (Azizah, 2015).

Since the popularity of *angkringan* after the pandemic has risen up, the author wants to start an *angkringan* business. Even though there will be a lot of risks to be faced considering the many competitors that exist today, the author wants to open a new market with an innovative menu that is slightly different from other *angkringan*. With a modified healthy traditional drink, the author wants teenagers enjoy STMJ variants which have many health benefits. *Angkringan Mami Oca* twists the concept of *angkringan* with innovations in the food and beverage variants to suit the tastes of today's young generation.

1.2. Company Description

Angkringan Mami Oca is a business that provides affordable prices with good quality food and beverages such as STMJ drinks and Nasi Bakar. *Angkringan Mami Oca* is a business that is expected to be opened in start in 2024.

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



Figure 1.1 Company Logo

Source: Author Data

It was named Angkringan Mami Oca because the name *angkringan* comes from the Javanese language, which means a place to sell food. Mami Oca is the name of the owner. The meaning of the dominant orange color in the logo expresses energetic, happy and fun vibe (Kurniawan, 2021) The purpose of this color chosen by the owner is that the owner hopes that visitors will feel close and can cause feelings of joy when they are in this place.

1. Vision

“Become a fun and cozy hangout place for any social strata and to become an *angkringan* with high standards of cleanliness for the place and products.”

Angkringan Mami Oca aims to become a cool hangout place so that it can remain popular for young generations. Not only that, Angkringan Mami Oca is expected to maintain its high standard quality for the product and place, so it follows with the standard quality, hygiene, and sanitation. So the consumers are no longer worried about the pandemic effects. In addition to hygiene and product standards, we also hope that this product hygiene system can inspire other *angkringan* owners to improve the cleanliness of their products and place of business.

2. Mision

- a. Providing nutritious traditional food with standard hygiene.
- b. Providing affordable prices to consumers.
- c. Developing and innovating traditional food within 2 years.
- d. Strategizing in opening branches for other cities within 2 years.

3. Nature of Business

Angkringan Mami Oca is a small business with limited human resources because it has limited capital. According to UU No.20/2008 about the MSME criteria in Indonesia, small business asset (exclude the land and building for the business) in around 50 million to 500 million rupiah. Meanwhile the gross revenue is around 300 million to 2,5 billion rupiah in a year (Usaha Mikro dan Perindustrian, 2021).

4. Address of the Business

Angkringan Mami Oca is expected to be opened at Pasar Modern Paramount, Gading Serpong, Tangerang.

1.3. Product and Services

In Indonesian, *angkringan* means “a place to hang out”, “a location to meet”, or “a place to converse”. *Angkringan* is a concept a place to sell foods and drinks that are enjoyable to converse. *Angkringan* is a popular place to eat and discuss ideas, with only carts lighted by oil lamps. *Angkringan* has recently become the most popular spot to dine in because of the affordable prices that practically everyone can afford. The ambiance and location are ideal for some people to hang out at night.

Angkringan Mami Oca's target consumers has no limit; everyone can enjoy the product. The author focuses on producing good quality and hygiene food and place to hang out. This business is expected a good future prospect with a good marketing, strategic business model, a competitive management team, and a desire to explore.

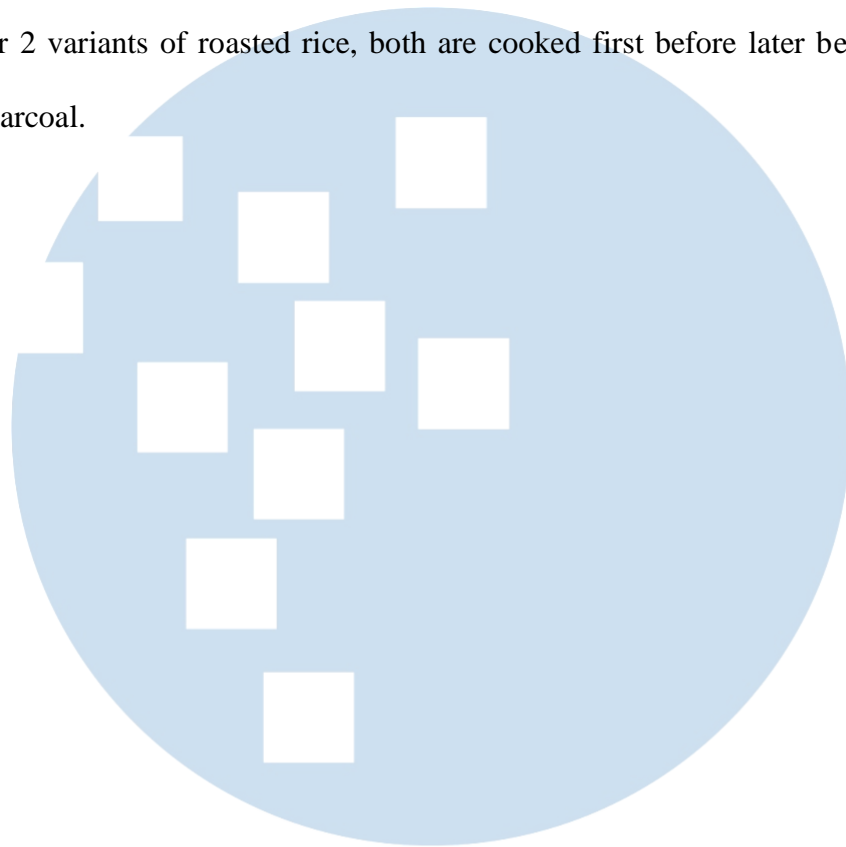


Figure 1.2 Angkringan Mami Oca Menu

Source: Author Data

Angkringan Mami Oca offers innovative food and beverages product variants such as *STMJ Original*, *STMJ Red Velvet*, *STMJ Taro*, *STMJ Green Tea*, *Nasi Bakar Tongkol Suwir*, *Nasi Bakar Ayam Suwir*, and *Nasi Bakar Cumi Petai*. *STMJ Original* is a variant of *STMJ* which does not contain a mixture of flavors, only a mixture of egg milk, honey and ginger, *STMJ Red Velvet*, *Taro* and *Green tea* are *STMJ* variants mixed with flavor powder. For food variants there are *Nasi Bakar Tongkol Suwir*, *Nasi Bakar Ayam Suwir*, and *Nasi Bakar Cumi Petai*. *Nasi Bakar Ayam Suwir* is a flavor variant in which the shredded chicken has been cooked using spices and seasonings and then basil leaves are added to make it more fragrant. For the rice, it uses *Liwet rice* so that when it is burned, the taste is even better and tastier. The rice and the shredded

chicken are wrapped in a banana leaf and then grilled using charcoal. Likewise, with the other 2 variants of roasted rice, both are cooked first before later being burned using charcoal.



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