

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The Covid-19 pandemic which has been going on since the beginning of the year, has caused the economy to decline, including that of Indonesia. The economic sector, including the food and beverage industry, has been hit the hardest by this pandemic. Therefore, termination of employment is unavoidable. Based on data from the Ministry of Manpower and Employment of BPJS, there were 2.8 million workers affected, consisting of 1.7 million formal workers who were laid off and 749.4 thousand people whose employment relations were terminated. In addition, there are 282 informal workers whose businesses have been disrupted.

CORE Indonesia predicts that the open unemployment rate for the second quarter of 2020 will be up to 8.2% in a mild scenario. For other scenarios, it is 9.79% in the moderate scenario and 11.47% in the severe scenario. The Indonesian Monetary Fund (IMF) also projects Indonesia's unemployment rate in 2020 to be 7.5%, up from 2019 when it was only 5.3%. Unemployment is one of the highlights resulting from the Covid-19 virus at this time. Therefore, people must start having a private business in order to stabilize the family economy. In running a business, it takes someone who has the creativity to create something new, different and can develop their business to be bigger.

Through this business innovation, one can produce products both for oneself and for the environment. One of the innovations that can be done is to build a home business that takes advantage of the potential of the area around the house. The innovation created by the writer is developing Indonesian food. Indonesia is a country that has abundant natural resources and a very diverse culture. In fact, every region in Indonesia has its own natural and cultural wealth that can differentiate it from other regions. In every region in Indonesia, almost all of them have characteristics that mark or become icons of the city, be it culture, art, or even culinary.

In Indonesia, regional specialties are among the superior products with the most potential. Regional specialties food are all types of authentic local food, ranging from full meals, snacks, and drinks, that have sufficient nutritional value and are commonly consumed by the locals. Using a variety of basic ingredients, various types of special foods can be produced in order to qualify as regional specialties, delicious and nutritionally balanced (Elvian, 2011).

In the province of East Java, to be precise, in the city of Madiun, there is one of its specialties, Madiun *pecel*. *Pecel* is usually made from boiled vegetables such as spinach, bean sprouts, long beans, basil, turi leaves, cucumbers, or other vegetables served with *sambal pecel*. The concept of this *pecel* dish is similar to salad dishes in general. The spicy and savory taste of the chili sauce is what makes Madiun *pecel* famous, which is why many business people sell Madiun *sambal pecel*.

Sambal Pecel Madiun is very famous and often becomes the main target of tourists visiting the city of Madiun to make souvenirs (Dinas Penanaman Modal, Pelayanan Terpadu Satu Pintu, Koperasi dan Usaha Mikro Kota Madiun, 2018). *Sambal pecel* itself is a peanut sauce condiment made from a mixture of chilies, garlic, aromatic ginger, lime leaves, and brown sugar. According to (Alexandra, Putra & Christie, 2017), consumers in the civilized era seem to be more aware of the products they buy, and products are also developing. Therefore, the writer was inspired to innovate the development of *sambal pecel* which usually uses peanuts as a base ingredient, by changing them to almonds, cashews, and soybeans.

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1.2. Company Description

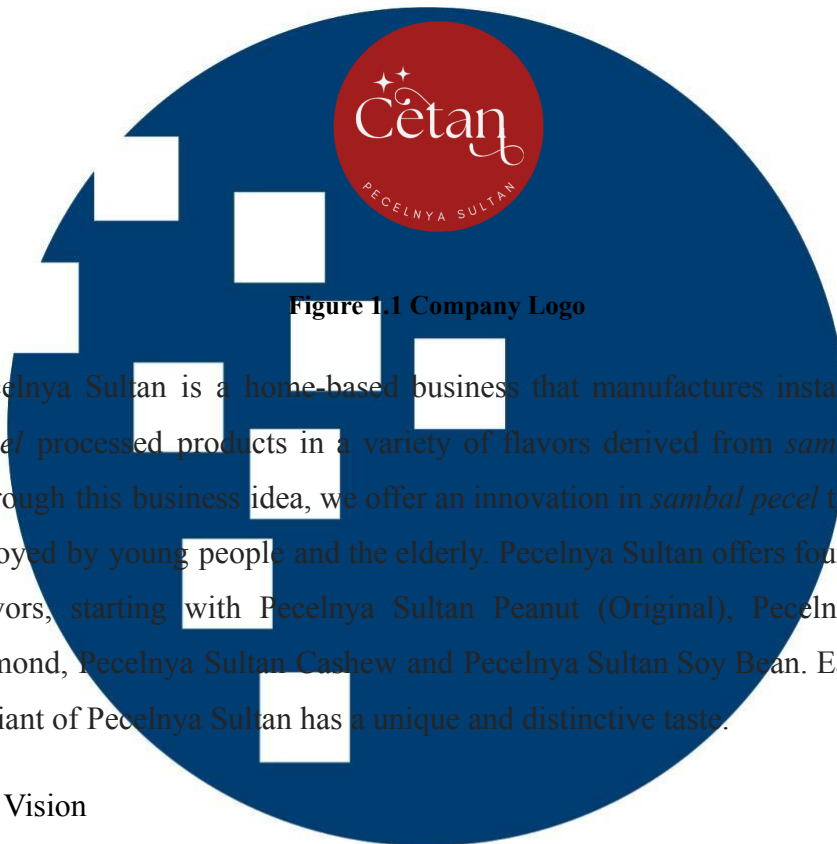


Figure 1.1 Company Logo

Pecelnya Sultan is a home-based business that manufactures instant *sambal pecel* processed products in a variety of flavors derived from *sambal pecel*. Through this business idea, we offer an innovation in *sambal pecel* that can be enjoyed by young people and the elderly. Pecelnya Sultan offers four different flavors, starting with Pecelnya Sultan Peanut (Original), Pecelnya Sultan Almond, Pecelnya Sultan Cashew and Pecelnya Sultan Soy Bean. Each flavor variant of Pecelnya Sultan has a unique and distinctive taste.

1. Vision

Become a distinctive *pecel* production company that everyone may recognize and comprehend.

2. Mission

- a. Develop new variant of *Sambal Pecel*
- b. Provide customers with high-quality ingredients
- c. Gain customers satisfaction by providing the excellent service

3. Nature of Business

Pecelnya Sultan is a home-based food stall business that focuses on selling variants of *sambal pecel*. Pecelnya Sultan is a home-based business that is managed by one owner, one production and operational staff member, one marketing staff member, and one finance staff member. Moreover, Pecelnya Sultan will register its products under the BPOM and the halal label.

4. Address of the Business

Cetan (Pecelnya Sultan)

Gang Kosambi No. 25

Jl. KH Hasim Ashari, Cipondoh, Tangerang, Banten

pecelnyasultan@gmail.com

IG: @pecelnyasultanid

1.3. Product and Services

Pecelnya Sultan is a home business food stall that serves *nasi pecel* with a wide selection of *sambal pecel*. Customers can choose the type of *sambal* they want, starting from *Sambal Pecel* Original, Almond, Cashew, and Soybean. Pecelnya Sultan also offers *sambal pecel* instant in a practical packaging that allows customers to use it easily.

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