

# CHAPTER I

## COMPANY OVERVIEW

### 1.1. Industry Analysis

The pandemic started in Indonesia on March 2020 and still happen in 2022 around the world (detik.com). As people, part of the wider community, we must live to adapt to the Corona Virus pandemic. It is cannot imagine that we have to live and limit our space for movement, as a result of the Corona Virus pandemic. Corona Virus pandemic has made us dependent on digital technology, which was previously cannot imagine. The pandemic has also made our business behavior and businesses very dependent on digital technology.

During the Corona Virus pandemic, all government policies limited space for people to move. People cannot go anywhere and must have a special permit and strict health checks by government regulations. The result of such government policies affects the hotel and food business. This resulted in many hospitality and food businesses experiencing losses. Because people cannot do traveling, not many hotels had visited by tourists and many layoffs occur in the hotel business sector. Digital sales can have a positive impact in the form of additional sales turnover.

Likewise with the food & beverage business during the Corona Virus pandemic, many food & beverage businesses experienced loss, because people experienced reduced income due to government policies that limited human movement space. Many business sectors were closed including the hotel and food businesses. And people are more aware of healthy living behaviors, so they would not buy food that is of poor quality. Many food & beverage businesses had closed due to changing human habits and behavior. Even though the pandemic limits people's space for movement, we are still trying as usual with advances in digital technology by selling food delivery applications such as GoFood, GrabFood, and ShopeeFood.

Likewise, businesses outside the home no longer need extensive business people, because online sales pandemic has made people adapt more quickly to digital technology, digitization is a necessity.



Figure 1.1 Trend data Food & Beverage

Source: Data Industry, (2021)

Sales growth increases in every year. Looking at the behavior habits of people who purchase a lot for food & beverage online, the opportunity to create a food & beverage business is very promising. Because it can be sold in a small business location or even at home, make production costs are cheap. A lot of costs can be saved that way such as :

- a. Rent a small space at home by online.
- b. Does not require many employees and can be done with other family members.
- c. Selling at home alone can save costs for electricity, water, transportation, and including rental costs.
- d. It can provide cheaper prices and more benefits.

Every culinary business definitely utilizes digital media for promotion (instagram, tiktok) and sales, because it can increase customers to provide more profits. Liwet rice is a profitable business choice. Even though there are quite a lot of people running the liwet rice business, this business opportunity is still quite promising.

Besides that, liwet rice business is a business that can be run easily. By selling in the Jabodetabek area where many people come from West Java, it is hoped that this business can become a trend.

Liwet rice is the choice for selling because it is a traditional Indonesian food that has a delicious taste, a habit of people during the Corona Virus pandemic, with bowl packaging so that more hygienic and seems more modern.

Liwet rice is a food that is liked by many people. Liwet rice originally came from West Java. The savory and delicious taste makes Liwetan Carani wants to try making liwet rice product to be sold.

Liwet rice is a practical food and is also sold with a variety of toppings. Liwetan Carani wants has to make liwet rice with a contemporary and traditional taste, for example, nasi liwet fried chicken, nasi liwet chicken katsu, nasi liwet ebi furai, nasi liwet tuna rica, nasi liwet spicy sour squid, etc. Also with a choice of sambal matah, sambal geprek, sambal rica, etc.

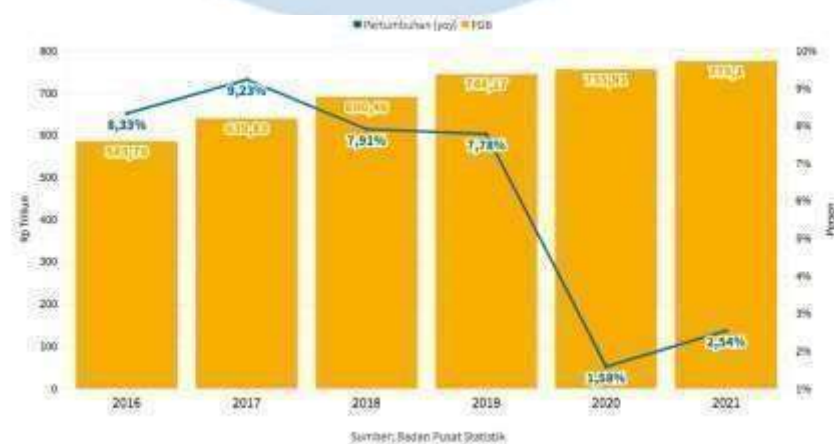


Figure 1.2 Data Result Selling Food & beverage

Source : UkmIndonesia, (2020)

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Indonesia is a large country consisting of 17.000 islands and inhabited by 1.340 tribes, and 742 languages. The many tribes that inhabit Indonesia have given birth to various cultures, one of which is culinary culture. Indonesian is very rich in culinary culture.

Culinary is an integral part of human life, each region has its characteristics in its culinary culture. As a student in hospitality, it is an excellent opportunity to work in the culinary field.

The choice to sell liwet rice has been through good consideration, because liwet rice is a typical food from West Java that has a delicious taste and can be consumed by all ages. According to the owner, the liwet rice culinary business will develop well when it is managed professionally.

## 1.2. Company Description



Figure 1.3 Logo Liwetan Carani

The circle shape means continuous effort, the green chef's hat means the ingredients are very fresh and of high quality, Liwetan means the product name, and Carani means the abbreviated name of the company owner. The reason for choosing to sell liwet rice products is that liwet rice is still much sought after by people and can be eaten anywhere in a practical package. The place of this company is located at Jl. Scientia Square Utara, Curug Sangereng, Kec. Klp. Dua,

Kabupaten Tangerang, Banten, and for a while because the company is just running, the owner of this company can do itself without employees.



Figure 1.4 Location Liwetan Carani

This company have a vision and mission as follows :

1. Vision
  - a. To be a leading company in providing Indonesian specialties, especially liwet rice.
  - b. Become a company that can spread to all big cities in Indonesia.
2. Mission
  - a. Always innovating and presenting new and different variants.
  - b. Giving affordable prices for all customers.

### 1.3. Product and Services

#### 1. Product

Liwetan Carani sells liwet rice with three topping variants, there are shredded chicken chili matah, tuna rica, and squid salty spicy. The compliment gave with cucumber and scrambled egg. The liwet rice is made from premium rice.

These products have liwet rice, 3 topping variants, and condiments from 3 topping variants as follows :

##### 1. Liwet Rice

Made from rice cooked with shallots, garlic, lemongrass, red chili, green chili, anchovy, and bay leaf.

##### 2. Shredded Chicken Chili Matah

Made from chicken breast fillet boiled, fried, and shredded, for chili matah made from shallots, lemongrass, bird eye chili, lime leaf, lime then give with hot oil. And can add salt and sugar to taste.



Figure 1.5 Shredded Chicken Chili Matah

### 3. Tuna Rica

Frying tuna and stir fry with chili rica made from shallots, garlic, red chili, bird eye chili, galangal, lemongrass, ginger, and lime leaf. For optional, can add sugar or salt to taste.



Figure 1.6 Tuna Rica

### 4. Squid Salty Spicy

Stir fry with chili made from shallots, garlic, bird eye chili, red chili, lemongrass, lime leaf, and galangal.



## 5. Condiments

### a. Shredded Chicken Chili Matah

Shallots, lemongrass, lime leaf, lemongrass, bird eye chili, lime, and hot oil.



Figure 1.8 Shredded Chicken Chili Matah Dish

### b. Tuna Rica

Shallots, garlic, red chili, bird eye chili, lime leaf, galangal, lemongrass, ginger, and bay leaf.



Figure 1.9 Tuna Rica Dish



c. Squid Salty Spicy

Shallots, garlic, bird eye chili, red chili, lemongrass, lime leaf, and galangal.



Figure 1.10 Squid Salty Spicy Dish

2. Services

During a pandemic, people are used to depending on digital technology. Addiction creates new habits, namely buying food online more often. However, as a growth-oriented company, Liwetan Carani will also provide offline sales in a comfortable and clean place. So that it can provide increased profits every year.

For promotion use Instagram and WhatsApp social media, while for sales use GoFood, GrabFood, and ShopeeFood because the application is the most widely used by people.

Operational hours Liwetan Carani :

- a. Monday- Friday (Weekdays) : 08.00 - 20.00
- b. Saturday- Sunday (Weekends) : 08.00 - 22.00