

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

The hospitality and tourism industry has always been known to be one of the biggest industries that has an impact on the country's economic state. According to Veni (2020), it will not be a problem to rely on the hospitality and tourism sector of the country in order to become the engine of the economic growth of Indonesia especially because the tourism sector has been the supplier to most of the country's income. According to the website of Badan Pusat Statistik (2020), the total of foreign visitors in Indonesia by the year 2020, right before the pandemic started, reaches up to 4.052.923.

It all went downhill after the pandemic started. In the first quarter of 2020, the spread of the COVID-19 virus started. In order to minimize the spread, the government decided to put the country on a lockdown where any activities were abruptly stopped. This downhill lasted for another year and by the end of 2021, the total of foreign visitors in Indonesia only reached 1.557.530. But in 2022, as the number of COVID-19 cases lessened, the hospitality and tourism industry started their recovery. Badan Pusat Statistik gathered more data of the visitors each month in Indonesia and it has been known to have a significant increase every month.

Even though the hospitality and tourism industry experienced a big drop during the pandemic, it is still known to be the most impactful sector. One of many parts of hospitality and tourism industry, the culinary sector, has been claimed to be the biggest donor in the development of economics in Indonesia by Mrs. Sri Mulyani as the minister of finance. This could be seen from the statistics of the first quarter of 2021, when the number of COVID-19 cases are still high, the increase reached 2.45% and in the second quarter of 2021, it reached 2.95% (Badan Pusat Statistik, 2021). Seeing how the food and beverage industry holds on even in the middle crisis, many entrepreneurs then see it as an opportunity.

Following the start of the pandemic era, people started to find ways on how to stay healthy so that they can prevent themselves from getting the virus. According to Mustafa et.al, the limited access of Covid-19 medication then became a concern in society and people started searching for alternatives to stay healthy. The alternative that comes into mind was jamu, that is made from traditional and herbal ingredients that are believed to be able to improve the immune system. This belief then spread quickly by the help of social media, which is a platform that is used mainly in the pandemic.

The culture of drinking jamu has already been well known in Indonesia since a long time. According to Saptaningtyas (2017), jamu is already known since the Majapahit era in which was written in the Madhawapura inscription that stated that there was an occupation for those who make jamu called Aracaki. The word jamu itself came from a Kromo Inggil Javanese word 'jampi' which means healing by using medicinal herbs. The word 'jamu' was introduced to the society by shamans. Jamu itself has been well known for its healthy nutrients. According to Setyaningrum (2022), an editor of one of the new portals in Indonesia, Kompas, jamu like 'kunyit asem' and 'beras kencur' can help by reducing menstrual pain as well as refreshes the body and get rid cough. As we were in the pandemic era for the last few years, it is known to be able to increase body immunity so that it is not easy for us to catch the virus (Mawardika, Istiqomah 2021)

Knowing how nutrient jamu can be, Anggirum is eager to sell traditional drinks. Even though most of the consumers of jamu are adults, Anggirum wants to open a new market for teenagers to be able to enjoy the traditional drinks for its nutrients. According to detikhealth, jamu have yet to be popular within teenagers. This happens due to the impression that consuming jamu have. Teenagers believe that maintaining health can be done by consuming vitamins while the consumption of jamu is only for those who are sick. In order to do so, Anggirum is going to twist the concept of traditional drinks and make it suitable for the taste of the young people of the generation.

1.2 Company Description

Anggirum is a brand that sells Indonesian traditional beverages. The business will take place in several areas since different stands are opened in different areas. This way, Anggirum will be able to reach more and more customers and will be able to give customers easier access since it is spreaded in several areas.

The name 'Anggirum' is taken from two different languages, Sanskrit and Indonesian. According to a Sanskrit-Indonesian Dictionary (2008), the word 'Anggi' which is Sanskrit, means "spices" and 'rum' is taken from an Indonesian word, 'harum' that means "scentful" or "fragrant". Together, the word 'Anggirum' means "fragrant/scentful spices". The color green is seen to be dominant in the company logo as it is a representation of the herbs that are used in the making of the traditional drinks.

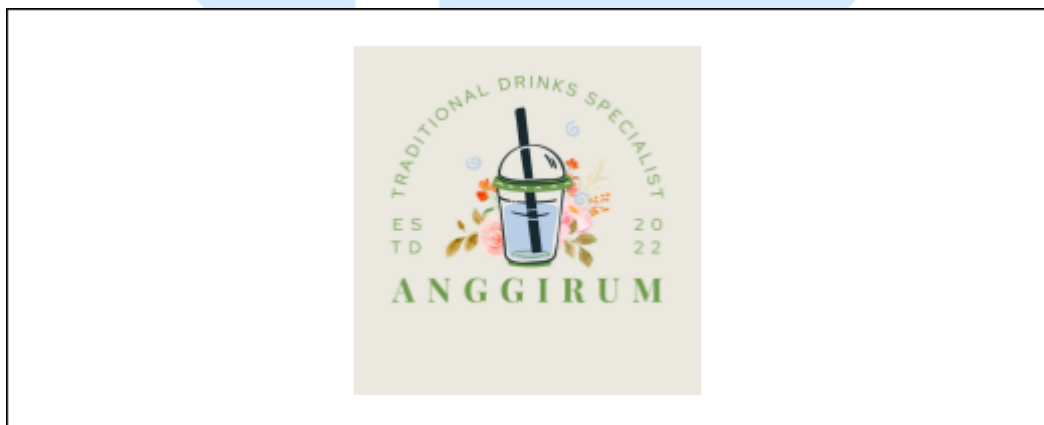


Figure 1.1 Company Logo

The logo is made mostly out of earthy color - soft green, brown and a tint of blue. There is also a flower behind the cup. These represents the natural aspect of Anggirum's ingredients. The products of Anggirum are all made out of natural and fresh ingredients. The cup with the straw represents the modern concept that Anggirum is trying to achieve. Thus everything symbolizes Anggirum's main vision which is:

- a. Vision

Anggirum is bound to provide the customers with easy-access healthy traditional drinks that are fresh and suitable for young people's taste with excellent customer service

b. Mision

1. Uses fresh products to make the drinks
2. Gives the customers access to our brand by having several stands that are spread throughout different areas
3. Serves the customers with extraordinary service in order to satisfy the customers' needs.

1.3 Product and Services

Anggirum will be selling Indonesian traditional drinks which are more familiar by the name 'jamu'. But unlike the traditional 'jamu' that are sold by ladies on their backs, Anggirum develops not only a new way of selling 'jamu' but also recipes that are friendly to the teenagers' taste without making it less nutritious.

There will be three different products that are sold and each of them has a different nutrition and use. The first product is called Suwa Gurnita. Suwa Gurnita contains lemongrass that is believed to be able to control cholesterol, ginger and lime that is believed to be able to improve the body's immune system. Other than Suwa Gurnita, there is also a product called Suwa Artati which contains lemongrass, lime leaves that are known to be able to maintain the digestive system, and butterfly pea that is known to be an antioxidant. Lastly, there is Arum Kamalagi that contains pandan leaves and tamarind that is believed to be able to reduce the risk of cancer and also rosemary that is believed to be able to lower blood sugar levels.

Anggirum will provide places that will make it possible for the customers to reach the products. Anggirum will be having a kiosk where the customer can buy Anggirum's product by takeaways. The product itself will be wrapped in the most convenient way possible to make it easier for the customers to bring.