

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The Covid-19 pandemic had an impact on the Indonesian tourism industry at the end of 2019. The Indonesian government promised to support the tourism industry with National Economic Recovery funds amounting to 13 trillion rupiah. Apart from that, the post-pandemic "tourism boom" also provides benefits for tourism actors. According to the World Tourism Organization, tourism has succeeded in increasing exports and Gross Domestic Product globally. One way Indonesia supports the tourism industry is by simplifying the business registration process. Tourism business founders can now obtain Business Permits and Tourism Permits through OSS based on Government Regulation Number 5 of 2021. With this new system, entrepreneurs can offer various tourism services such as lodging, travel agents, vehicle rentals, tour guides, translators, etc. -other. Lodging such as homestays and hotels is growing rapidly in Indonesia. By trying to improve the quality of tourists, we are also advancing the tourism industry apart from hotels. This is thanks to the rapid development of marketing applications and social media. Micro-influencers can partner with entrepreneurs and online presence is very important in marketing LEGAL NUSA (2023).

The food and beverage industry is a key focus for technology 4.0 development, with digital changes having a positive impact on investment, productivity, and workforce competence. According to the Ministry of Industry, the sector saw 8.16% growth from 2015-2019, surpassing the non-oil and gas processing industry's 4.69% growth. During a visit to PT Tirta Fresh indoJaya (Mayora group), the Director General of Agro-Industry at the Ministry of Industry, Abdul Rochim, expressed support for the company's industrial transformation 4.0 and hopes Mayora will continue to lead the sector. The Head of BSKJI at the Ministry of Industry also expressed active support for industrial players in Indonesia to partner with the

government in Industry 4.0 transformation. BSKJI and its 24 technical service work units throughout Indonesia are ready to assist companies in industrial transformation 4.0, from assessment to certification. With the changes in the world post-COVID-19, economic transformation can be encouraged through Making Indonesia 4.0, aligned with Indonesia's growth program. Information technology is crucial, along with efforts to accelerate licensing, simplify bureaucracy, and reform regulations Syana.S. (2021).

Besides hurting health, the COVID-19 epidemic has harmed the national and worldwide economies. Several industrial sectors, including the gastronomy industry. Many chefs and restaurant owners throughout the world were forced to close their doors for an extended period, and many went bankrupt. Disruptions in the culinary industry include raw material availability, product demand, labour shortages, and business instability Sukma (2021).

Nowadays people prefer to buy for food and home things to meet their demands. Culinary firms must be able to establish consumer confidence with safe, nutritious, and sanitary goods by applying health procedures, leveraging internet marketing, completing takeaway and delivery orders, innovating with healthy food and frozen meals, and enhancing product quality. People must continue to consume nutritious meals, particularly traditional foods that contain food elements that may give appropriate nutrition while also maintaining bodily fitness, such as oncom, which can be turned into tutug oncom rice Gading perkasa (2020).

Tutug Oncom rice is one of the culinary delights in Tasikmalaya, West Java, Indonesia. warm rice mixed with grilled oncom. The delicious dish of tutug oncom rice is served with a little fried onion, tofu, tempeh, chilli paste, and fresh vegetables, and the side dishes can be replaced with other proteins, such as chicken, fish, and salted squid. In the history of cuisine from Tasikmalaya, no one knows for sure the origin of tutug oncom rice. Apart from being a staple for Sundanese from its inception, tutug oncom rice has long been regarded as a delicacy Lawi (2020).

The oncom is burned and added with salt at first, without being given various spices. The grilled oncom is then used as a side dish to eat rice. Served with tea without sugar, grilled oncom is eaten as a breakfast companion in the morning. Oncom became a mandatory food as a part of the Sundanese customs. It's worth noting that, in the past, almost every home had a preference towards making tutug oncom rice. Aside from the savoury taste, making this tutug oncom rice is easy and inexpensive.

1.2 Company Description



Figure 1.1 logo

TUGCOM is a brand name that focuses on traditional Indonesian food. This brand only sells traditional Indonesian food which is rarely sold and found in Indonesia today. The meaning of TUGCOM is that the writer wants to raise traditional Indonesian food made from oncom which at present, oncom is rarely known by the public so that it can be known by the wider community to compete with other foods on the market. To make an F&B business survive, focus on product quality and consistent customer service. Learn and be responsive to market trends and continue to innovate. Manage finances wisely, ensure operational efficiency, and maintain good relationships with suppliers. Pay attention to marketing and promotions to become widely known. In addition, it is important to build customer

loyalty by providing a satisfying experience so that the business remains sustainable.

a. Vision

Selling the best food at a more affordable price so that everyone can enjoy it.

b. Mission

Provide the best service to all consumers

Provide Tutug Oncom rice which is innovative and different from other competitors

Provide Tutug Oncom rice that is clean, hygienic, and fresh

For address, TUGCOM will be available on Pasar Kemis area in Tangerang,
Banten

Email address: Tugcom@gmail.com Instagram: tug com. local

1.3 Product and Services

TUGCOM sells traditional Sundanese food. TUGCOM is made from a mixture of oncom and warm rice. For the selection of oncom itself, the writer uses Betawi oncom because the writer has been consuming it for a long time and has also processed it. TUGCOM serves protein and sambal variants as in the image below. Each Protein has a different price, this product can be consumed in the morning, afternoon, evening, or night. And TUGCOM can be made for breakfast, lunch, or dinner. This product can only last for two days in the chiller. The way of serving is very simple, remove the tutug oncom rice from the chiller. Then put it in the microwave for 5 minutes. For packaging, the writer chose a paper lunch so that the packaging can be recycled and is environmentally friendly.



Figure 1.2 Menu of TUGCOM



Figure 1.4 Nasi tutug oncom with fried



Figure 1.5 Nasi tutug oncom with

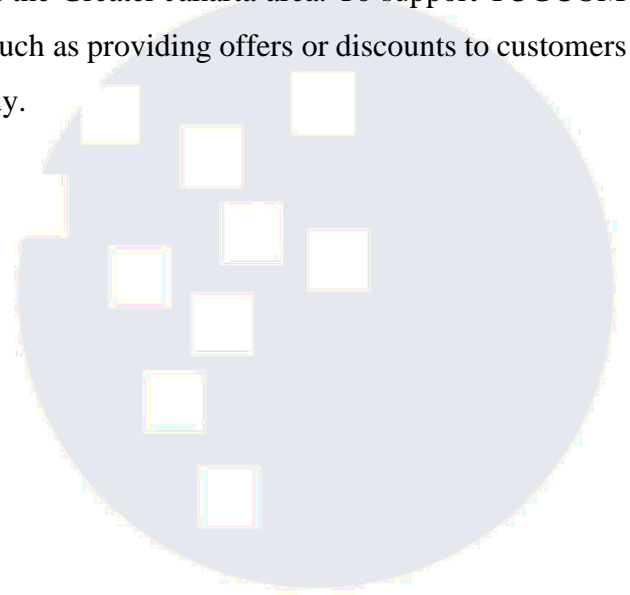


Figure 1.3 Nasi tutug oncom with sated fish



Figure 1.6 Packaging

The company uses Instagram and WhatsApp to post info such as new menu announcements/discounts and TUGCOM pre-orders. The company will sell its products at home. However, for now, this product is only available for pre-order. One admin will handle the TUGCOM business account. For now, reservations can only be made in the Greater Jakarta area. To support TUGCOM's business during this pandemic, such as providing offers or discounts to customers so that customers come back to buy.



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