

CHAPTER I

COMPANY OVERVIEW

1.1 Industry Analysis

The tourism industry in Indonesia has grown significantly in the last several years. The industry generated around USD 14.63 billion in sales in 2023, accounting for 4.1% of the GDP. The government has set a lofty goal to raise this contribution even more, hoping to reach a 4.5% GDP share by 2024 (CRIF., 2024). 10.7 million foreign visitors visited Indonesia as of the third quarter of 2024, spending an average of USD 1,375.08 each time. In the third quarter of 2024, tourism revenues increased from USD 3,835 million to USD 5,164 million, largely due to the influx of international visitors. According to projections, the tourist industry would account for 5.3% of Indonesia's GDP, or around IDR 1,828 trillion, yearly by 2034. More than 17 million jobs, or one in nine employment nationwide, are anticipated to be employed in this area.

Indonesian tourism is one of the fastest growing fields and has become one of the main contributors to Indonesia's gross domestic product. The government has set a target of doubling the contribution of tourism to 5.5% of total GDP by 2019 (Kemenpar, 2018). In 2018, 15.81 million foreign tourists visited Indonesia. This figure shows a growth rate of 12.58% compared to 2017 statistics (Kemenpar, 2018). Food and beverages accounted for the second largest proportion (around 20.40%) of total international tourist expenditure (Statistics Indonesia, 2017).

The tourism industry in Indonesia is not only driven by its scenic landscapes and cultural heritage but also by its rich and diverse culinary scene, including traditional desserts that serve as a significant attraction for food-loving travelers. Indonesian desserts offer a unique gastronomic experience that reflects the country's rich culinary traditions. According to existing literature, food tourism, particularly dessert-based experiences, plays an essential role in enhancing Indonesia's tourism appeal. Travelers often seek out local dessert markets, participate in dessert-making workshops, or visit traditional confectionery shops to taste authentic Indonesian sweets (Wijaya et al., 2023). Culinary festivals and tourism campaigns, such as Wonderful Indonesia, further promote traditional desserts as an essential part of Indonesia's cultural identity. However, studies also highlight challenges in preserving traditional recipes and ensuring their global recognition amid modernization. By integrating dessert-based culinary tourism with cultural storytelling and digital promotion, Indonesia can strengthen its position as a world-class food tourism destination while preserving its rich dessert heritage for future generations.

A recent study examining international visitors' expectations of Indonesian cuisine identified key factors that influence their dining experiences. The findings suggest that traditional desserts, with their unique flavours and cultural significance, play a significant role in shaping tourists' perceptions and satisfaction (Wijaya et al., 2023). This will greatly assist local governments in developing strategies to promote culinary tourism in the local market and provide a more memorable culinary tourism experience for local residents.

A combination of tradition and modernity, which caters to the tastes of consumers and food enthusiasts who like to try many things (Najiya & Purwanti, 2018). As a result, businesses specializing in crepe rolls are booming, meeting the demand for diverse and high-quality desserts that suit today's fast-paced consumer lifestyle.

Rollie' Crepes has a variety of flavors that make consumers interested in Rollie Crepes products. One of the new innovations offered by Rollie Crepes products is the Rollie' crepes material with whipping cream from Korea which has good quality and is durable at room temperature. This product not only provides a variety of new flavors but also provides an interesting consumption experience. and with the rapid growth of the food industry, especially desserts which are currently popular among young people. Rollie' crepes can attract the attention of consumers and this is because people are interested in trying products with new innovations, therefore Rollie' crepes has a great opportunity to successfully introduce products with quality and innovation.

1.2 Company Description



2 Figure 1.1 Rollie Crepes Logo

(Source : Writer's data and Canva)

Founded in 2024 by Naila Shafa Hanifa, Rollie Crepes is a creative company that sells crepe rolls with various delicious flavors to suit everyone's taste. The unique concept of Rollie Crepes is to roll the crepe with delicious and attractive cream each roll is cut into five pieces, making it easy to share and enjoy. Rollie Crepes products will be sold at the branch location in the Taman Jajan Bintaro tenant.

Rollie Crepes introduces its unique logo that summarizes the essence of its signature product. The circular design of the logo symbolizes completeness and unity, reflecting the nature of rolled crepe, a perfect and self-contained treat. The centerpiece of the logo is an illustration of a rolled crepe, which directly communicates the core product of the business. This visual element ensures that the viewer is immediately.

A. Vision & Mission

Vision:

"To be the leading provider of delicious and innovative crepe roll that delights customer with our great taste, quality and customer experience."

Mission:

1. Develop new innovations and quality.
2. Increase customer satisfaction by providing the best products with customer standards.
3. Serving food by using quality ingredients.

B. Business Legalities

Rollie Crepes will start from a small business in the form of a tenant. The owner of Rollie Crepes is only one person and for the management of the Rollie Crepes business is assisted by several employees to help with operations. Rollie Crepes will be developed into a larger business so that more consumers are interested in Rollie Crepes products. Rollie crepes is a quality dessert and will register halal and BPOM labels to provide quality assurance for the products sold.

C. Business Location



Figure 1.2 Maps Taman Jajan Bintaro

(Source : Google.com)



Figure 1.3 Taman Jajan Bintaro

(Source : Google.com)

Based on the survey that was distributed, the most suitable place to sell Rollie Crepes is at Taman Jajan Bintaro because that place is visited by many consumers and Taman Jajan Bintaro has factors such as

environmental factors and good marketing. Taman Jajan Bintaro is one of the busiest culinary places in the Bintaro area and not many sell sweet foods such as Rolled Crepes.

Taman Jajan Bintaro is a popular culinary spot located in the Bintaro area. It is situated at 11/12 Jl. MH Thamrin, Banten, Indonesia. This location is known for its variety of food vendors and vibrant atmosphere, making it a favorite destination for both locals and visitors seeking diverse culinary experiences.

D. Job Description

a) Owner job description

1. Responsible for and managing the company.
2. Balancing the capital and profit of the company.
3. Managing policies in the company.
4. Organize the company's operational hours.
5. Designing the company concept.
6. Ensure that everything in the company is running and under control.
7. Conducting training for employees who want to work.
8. Managing marketing that is used for the company.
9. Ensuring all food quality is the best before being accepted to the customer.

b) Production operations job description

1. Responsible for producing products in accordance with standard recipes that have been determined by the

company.

2. Responsible for the quality and ingredients used.
3. Responsible for all kitchen cleanliness.
4. Responsible for making orders as ordered.

2.1 Product and Services



3 Figure 1.4 Rollie Crepes Menu

(Source : Writer's data and Canva)

Rollie Crepe is a dessert business that appeals to a variety of customers. The business makes crepe rolls, which offer deliciousness with a variety of flavors. These crepe rolls are designed to look like regular crepes, but have a delicious

cream filling inside and are topped with a variety of toppings. Consumers can enjoy the crunch of famous biscuits such as Lotus Biscoff, Oreo, and Regal, or the freshness of fruits. With the softness of the crepe that offers the perfect balance between filling and topping.

Designed as a versatile treat, this crepe roll is the ideal accompaniment to a cup of coffee or tea, making it the perfect choice for a delicious snack or dessert at any time of the day. The Rollie Crepes experience is further enhanced by its convenient serving options. Whether purchased in a full portion or in neat slices, this crepe roll is ready to be served and enjoyed immediately. This ease of enjoyment underlines Rollie Crepes commitment to quality and customer satisfaction.



Figure 1.5 Rollie Crepes Product and Packaging

(Source: Writer's data)

Rollie Crepes products will only be sold at their physical store in Taman Jajan Bintaro. The focus on selling offline improves the customer experience by allowing them to enjoy freshly made crepe rolls in a selection of delicious flavors.

The packaging itself is made with the Rollie Crepes Logo and with an attractive design so that it attracts the attention of consumers. The product will be promoted on social media and sold in offline stores. In addition to selling items individually, Rollie Crepes intends to sell in a large quantity, with one box including more than one item. Also, Rollie Crepes will offer hampers for special events. Rollie Crepes wants to get in touch with the target demographic.

