

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Korean food (K-food) and snacks have gained a lot of attention in Indonesia as well as all over the world. People's interest in K-food has grown a lot due to Korean culture, music, fashion, movies, dramas, etc. The consumption of Korean popular culture, including dramas, music, and food, has been increasing in Indonesia since the early 2000s. The way the Korean people make Korean food can survive from generation to generation and cannot be separated from the culture of food development in that country. Korean food is built on much history with agricultural traditions, ritual ceremonies, and the sharing of affection. In 2017, about 24% of respondents in Indonesia reported that K-pop was popular for the attractive appearance and style of K-pop artists. People in Indonesia become curious and want to try what they see Korean people eating and drinking. According to research done in 2021 by Lidwina, Indonesia is the fourth country in Southeast Asia that uses the most South Korean products. South Korea often use their cuisine as a cultural bridge to increase relations with other countries and promote Korean food in Indonesia (Asy'ari et al., 2024). This includes transportation, drugs, drinks, and food.

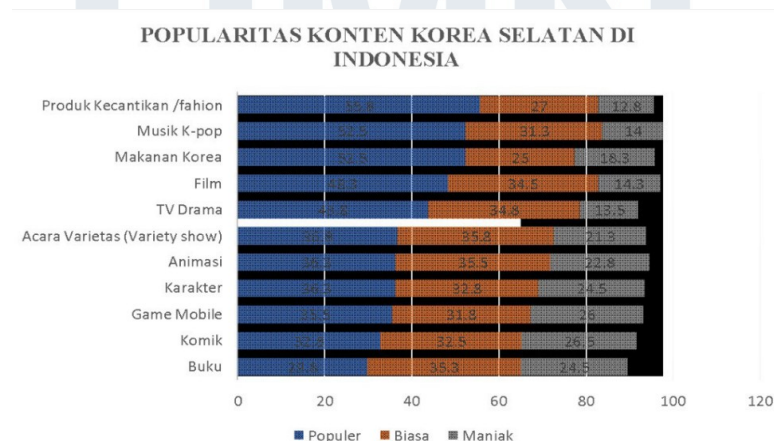


Figure 1. 1 Popularity of Korean content in Indonesia

Ever since the Korean culture wave hit Indonesia, the market in Indonesia has risen significantly. Currently, there are more than 200 Korean restaurants in

Indonesia and it is predicted to keep increasing as the popularity of the foods is also increasing. More people are getting into the trends, and there are more Korean celebrities that come to Indonesia to do concerts as well as meet and greets. That is why there will be an increase in demand for Korean foods and snacks in Indonesia. One of the snacks that has reached Indonesian audience is hotteok, hotteok is a pancake filled with nuts and brown sugar that is usually found in street food areas in South Korea.



Figure 1. 2 Hotteok

## 1.2 Company Description

The largest number of business groups in Indonesia are Micro, Small, and Medium Enterprises or MSMEs (Alexandra et al., 2022). Hochib is a new snack kiosk business that specializes in hotteok being a base for several snack menu variations. The business will start with a kiosk in a street food area that is easily accessible by customers, specifically in Paskal Food Market, Bandung.

There will be several menu of the hotteok and each has its own specialties. The brand name “Hochib” comes from the Korean words “호떡(hotteok)” and “집(chib)”. Hotteok itself is a popular Korean dessert/snack that consists of a flour dough pancake filled with a sweet syrup, typically made with brown sugar and cinnamon that is crispy and chewy and is usually filled with nuts. Chib/jib itself means house, so “Hochib” comes from hotteok chib which means house of hotteok or hotteok shop. This is the logo of the business:



Figure 1. 3 Logo hochib

The logo has the dominant color of coral pink that represents cute, with the writing “Hochib” which is the brand name and a mascot of a girl with heart eyes which represents how customers will feel after they eat Hochib products. Hochib is going to launch in 2025, the first kiosk will be located in Paskal Food Market, Bandung. There are lots of people in Bandung who love Korean culture, in Bandung itself there are several cafes and restaurants that are Korean-themed. Hochib's first kiosk will open in Paskal Food Market, a street food area in Bandung, which will gain customers who love Korean snacks and it's also great for a warm snack at night when it's cold. The company vision is to be a preferred Korean snack option in Indonesia. Meanwhile the mission is to create an approachable brand that people can buy easily, as well as an affordable, delicious, and comforting snack.



Figure 1. 4 Organizational chart

The opening team will consist of 5 members, the owner, three cooks who will also work as the cashier, as well as sales and marketing personnel who will also

be the purchasing personnel. The owner will be responsible for the overall business starting from getting the employees, training them, seeing the possibilities for the future, and enlarging the business. The cooks will be responsible for preparing the dough and filling, cooking when the order comes, being the cashier, and tidying up the kiosk. Sales and marketing will be responsible for the marketing of the business, holding the social media accounts, making content and as the purchaser they will be responsible for buying ingredients, data inventory, and making sure ingredients arrive.

### 1.3 Product and Services

Hochib offers a delicious snack that you can eat with ease, it has the sweetness and crunch that Indonesians often crave. Added with the variety of toppings, the combination of sweet and salty that never goes wrong. While strolling around in the street food area in Bandung which has a cold climate at night, it is best to fill the mouth with warm and sweet Hochib. Hochib offers a better experience than regular hotteok, we add comfort to each bite and create a new eating experience for the customers. Hochib not only has better taste, but it also has trendy packaging that is very necessary for this generation where a social media-worthy food is another plus point for the experience. The per-piece packaging will be paper cups and the bundle packaging is a box.



Figure 1. 5 Original



Figure 1. 6 Hotdeog



Figure 1. 7 Sweetest



Figure 1. 8 Tacoed



Figure 1. 9 Cheezy

Hochib have variety of menus that could satisfy several cravings of customers, but these menu are our main focus for the opening, which are original, hotdeog, sweetest, tacoed, and cheezy.



Figure 1. 10 Menu Hochib

The hotdeog variant will be a savory option that have the hotteok bun filled with mozzarella cheese and a sausage on the outside like a hotdog, topped with preferred sauces like ketchup, mustard, and mayonnaise. Sweetest will have the hotteok bun filled with brown sugar, cinnamon, and crushed nuts, which then will be served

with ice cream on top and drizzled with preferred sauces like chocolate sauce, maple syrup, caramel sauce, etc. Tacoed variant represents taco, the hotteok bun will be filled with cheese and there will be meat, guacamole, tomatoes, lettuce, and hot sauce on the outside. Lastly the Cheezy variant will imitate grilled cheese, the hotteok bun will be filled with several cheeses and the outside of the bun will also be sprinkled with cheese flavorings. Other than these five, hotteok will also have more menu that are great for a snack and are unique, and as time goes on there will be more variations.

