

# CHAPTER I

## COMPANY OVERVIEW

### 1.1 Industry Analysis

Micro, Small, and Medium Enterprises (UMKM) play a vital role in Indonesia's economy, contributing significantly to employment and gross domestic product (GDP). The UMKM sector has shown remarkable resilience and growth, particularly in the food and beverage (F&B) industry, which is one of the fastest-growing segments within UMKM (Armielia, et al., 2023). According to Statistics Indonesia (BPS), the F&B sector recorded an annual growth rate of 4.90% in 2022, reaching an output value of IDR 813.062 billion. This growth is expected to continue at around 5% in 2023, driven by population growth, rising purchasing power, and industry adaptability. Furthermore, the adoption of Industry 4.0 technologies and innovative business practices has enhanced competitiveness and efficiency within this sector (Setiawan et al., 2022; Muhajir et al., 2024).

Alongside technological advancements, consumer lifestyle changes have significantly influenced food consumption patterns in Indonesia. With the shift toward a faster-paced lifestyle and increasing busyness, there is a growing demand for simple and convenient solutions to support daily activities, particularly in food consumption. Imtiyaz et al. (2023) highlight that time scarcity caused by multiple responsibilities and hectic work schedules significantly influences consumers' intention to purchase and consume convenience foods. Despite possessing cooking skills, younger generations and full-time employees prefer convenience foods to minimize the time spent on meal preparation and cleanup. The rising demand for simple and convenient food reflects changing lifestyles and time constraints faced by many individuals today (Imtiyaz et al., 2023). This trend is expected to continue as simplicity and ease become key factors in food choices (Rajiv D. et al., 2023).

However, although simple foods are favored by many, consumers remain selective, especially when it comes to breakfast options. In Indonesia, despite the wide variety of breakfast menus available, rice remains the main component for many people's breakfast. According to (Anggraini et al. 2023), cereal grains

predominantly rice constitute 74.9% of breakfast food intake among Indonesians. This preference underscores the cultural significance of rice in Indonesian cuisine, particularly during breakfast.

Rice remains one of the favorite breakfast choices among Indonesians because, firstly, it is considered filling and provides energy for daily activities, breakfast contributes approximately 26% to daily energy intake among Indonesian adults, emphasizing its role in providing essential nutrients for daily activities. The research suggests that a balanced breakfast, including rice, can help meet energy requirements and support overall health (Khusun H et al. 2023). Secondly, cultural habits and traditions strongly influence rice as the preferred breakfast menu, rice remains a fundamental part of Indonesian culture and cuisine. It continues to be a staple for the majority of the population, particularly in rural areas and among older generations who maintain traditional eating habits, rice's cultural and nutritional significance ensures it remains central to Indonesian food culture (Hakim, D. L. 2023). Rice continues to be a favored breakfast option in Indonesia due to its cultural significance and nutritional value, rice-based dishes such as nasi uduk and gado-gado are commonly consumed during breakfast, These traditional meals are not only culturally ingrained but also provide essential nutrients, contributing to their popularity as a breakfast choice, (Anggraini et al. 2023).

In addition to traditional rice-based dishes, rice-based foods from other countries have also gained popularity among Indonesians. For example, sushi and onigiri are now commonly found and have become well-accepted in local tastes, the increasing acceptance of Japanese cuisine, including sushi and onigiri, among consumers in Indonesia. Highlights how Japanese food has been adapted to suit local tastes, with Indonesian variations of sushi and onigiri becoming more prevalent in the market. The findings suggest that these Japanese dishes have been successfully integrated into the Indonesian culinary scene, reflecting a shift in consumer preferences towards international cuisines (Akhni, G. N. 2020). With rice as the main ingredient and a variety of fillings, these foods have become popular choices among the Indonesian population.

In addition to traditional rice-based dishes, rice-based foods from other countries—such as sushi and onigiri—have also gained popularity among Indonesians. (Akhni, G. N. 2020) notes the increasing acceptance of Japanese cuisine, highlighting how sushi and onigiri have been adapted to suit local tastes. These Japanese dishes have successfully integrated into the Indonesian culinary scene, reflecting a shift in consumer preferences toward international cuisines. The widespread availability and affordability of these foods in convenience stores and street food stalls in major cities have contributed to their acceptance (Situmorang, H., 2022).

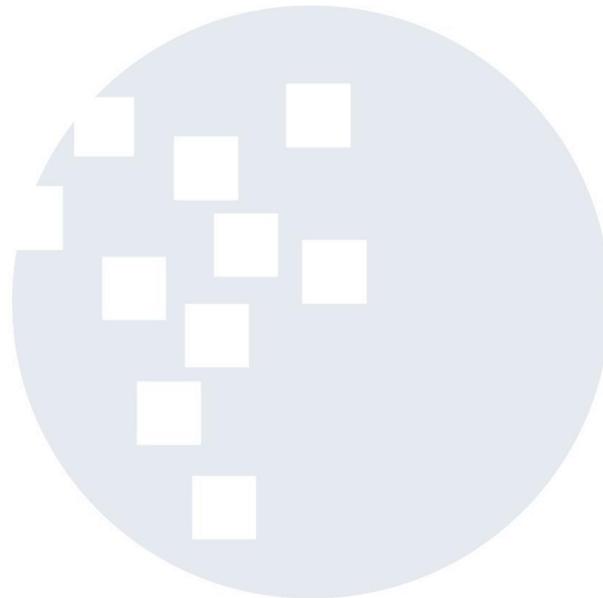
Besides products like onigiri and sushi, there is also a similar type of food called musubi. Musubi is a fusion dish combining Japanese and Hawaiian cultural influences. Musubi can become a new option for the community, as it shares similarities with sushi and onigiri, making it easier for people to adapt to its taste.

This is the reason for the owner to choose this business (MusuBite'S) which is based on musubi food products which are easy to consume, with a shape that is almost similar to onigiri or sushi making Musubi a food product that can be said to be simple but also can be selected as a breakfast choice.

Another reason why the owner chose this product is because there are still minimal competitors involved in Musubi products, however Onigiri and Sushi are still the main competitors for this product because with almost the same shape with the typical of Indonesian people that more familiar with onigiri or sushi. The limited number of musubi brands presents an opportunity for business owners to introduce new innovations in musubi products, offering more options for the community to choose from.

Based on the findings above, it can be concluded that the shift toward a faster-paced lifestyle has increased the demand for simple and convenient food options. While traditional rice remains the preferred choice for breakfast in Indonesia due to cultural and nutritional factors, foreign rice-based foods like sushi, onigiri, and musubi are gaining popularity as alternative options. The musubi product presents a promising opportunity in the food market, especially given its similarity to familiar rice-based foods and the relatively low competition in this segment.

Additionally, the rapid growth of the food and beverage industry, supported by innovation and technological advancements, provides a favorable environment for new food businesses to thrive. Overall, consumer preferences, cultural influences, and industry trends all contribute to a dynamic and expanding market for convenient rice-based foods in Indonesia.



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## 1.2 Company Description

The product developed is named MusuBite'S, derived from the combination of "Musubi" and "Bite." Musubi is a traditional Hawaiian snack consisting of rice, typically accompanied by chosen ingredients, and wrapped in seaweed. The term "Bite" denotes the product's appropriately sized portion, designed to be consumed easily in a few bites, thereby meeting consumer demand for simple, convenient food. MusuBite'S offers various menu options featuring different menu selections, allowing consumers to choose according to their preferences. By expanding beyond the conventional Musubi, MusuBite'S provides a diverse range of flavors while preserving the simplicity and ease of consumption characteristic of this popular snack.

Although it shares similarities with sushi and onigiri, MusuBite'S aims to offer a new option for the public. With the limited number of brands currently offering Musubi, this presents an opportunity for MusuBite'S to establish a presence in the market. In the future, MusuBite'S is expected to expand beyond Musubi products, continuously innovating with new offerings that will provide consumers with more choices and variety.

The main selling point of MusuBite'S itself is selling Musubi as a simple food, apart from that MusuBite'S is also here to offer a new food variant, namely Musubi, however, in the future, MusuBite'S may innovate and introduce new menu items beyond Musubi. This innovation is carried out by the owner to maintain the MusuBite'S brand by continuously offering new products and providing customer satisfaction through new varieties. As a result, customers will continue to choose MusuBite'S not only for Musubi but also for other product options.

Apart from that, in the future MusuBite'S will also continue to expand not only in terms of menu variations but also about the locations of selling. Once MusuBite'S gains wider recognition, it will begin expanding its sales locations to selected areas. This initiative aims to reach a broader market and increase sales potential. As a starting point, MusuBite'S will launch its outlet at Alun-Alun Pamulang, Universitas Pamulang area and Mater Dei High School. If consumer response to the product is positive, additional locations will be opened to support further expansion.

MusuBite'S also comes with a concept designed to be friendly toward its target consumers, especially teenagers and those in a similar age group. Therefore, the logo and color choices were carefully selected to align with this target market. With the right logo and colors, MusuBite'S is expected to become more recognizable and appealing to the public.

Logo for MusuBite'S :



Figure 1.1 MusuBite'S Company Logo

(Source : Owner's Canva)

The choice of the MusuBite'S logo itself has gone through a philosophical perspective and also a community survey. In terms of the shape and image of the logo itself, it shows a simple design and also shows its luxurious side, but still provides an illustration of the logo being sold with a picture of Musubi above the words "MusuBite'S". Then, these two logos have also gone through a community survey, where in the For survey compiled by the owner and given to the public, the majority answered that this logo is very suitable for MusuBite'S products, as many as 42.5% of respondents chose this logo as their logo of choice.

Apart from that, the choice of this logo is also related to the market share chosen by the owner, where the market share chosen by the owner is teenagers to employees, so this logo matches the age of the chosen market share, as evidenced by the results of community surveys which show that this logo fits MusuBite'S Products and its market share.



Figure 1.2 MusuBite'S Color Palette

(Source : Owner's Canva)

The color palette chosen for MusuBite'S products is grey, black and white, these colors show the impression of elegance but also adventure from MusuBite'S which is the brand identity of MusuBite'S itself, these colors will also later become guidelines for content presented on Instagram or MusuBite'S social media. This color will be present in every post, apart from that, the logo will also be present in every post from MusuBite'S.

With the target market previously described, MusuBite'S will approach consumers using specific strategies, such as adopting a friendly tagline, "Your Musubi buddy." The sales strategy used by MusuBite'S is a Pull Strategy, which focuses on directly reaching the public. This approach helps MusuBite'S introduce its brand effectively. In addition, the availability of package and delivery services will give MusuBite'S a competitive advantage that similar products do not offer. Additionally, with a simple food concept and affordable prices, MusuBite'S will maintain its original concept. MusuBite'S will also have a clear vision and mission, which will further strengthen the brand's identity.

Vision of MusuBite'S

"To become a product chosen and recognized by the wider community."

Mission of MusuBite'S

1. Continuously innovate in product development and expand sales across various locations.
2. Maintain and even improve quality to remain competitive with other brands.

MusuBite'S will choose to operate as an UMKM / MSME (Micro, Small, and Medium Enterprise), managed personally by the owner and supported by several

staff members in their respective roles. Starting as an UMKM makes it easier for the owner to manage the business directly in its early stages.

MusuBite'S will be located in office and school and sold using electric carts, making it easier for sellers and buyers to move around. areas that have high mobility, this is one of MusuBite'S' strategies to be present and better known by customers, apart from that MusuBite'S will also be present in a mobile cart concept so as to add to the simple impression given by products, for the dishes provided will be made easier to buy and carry, there is no need to cook or make them beforehand so the products are ready to be given directly to customers who will buy products from MusuBite'S. And As part of improving service and maintaining a strong presence for customers, MusuBite'S will provide a platform for customers to give feedback and suggestions. This feedback will serve as a valuable reference for MusuBite'S to enhance quality and continue competing with similar products. Apart from that, the price presented by MusuBite'S is in the price range of Rp. 5.000 - Rp. 10,000 MusuBite'S is able to compete with similar products such as Onigiri and Sushi, offering a variety of menu options to provide satisfaction and freedom for customers in choosing their favorite flavors.



Figure 1.3 Product Example of MusuBite'S

(Source : Owner's Camera)

### **1.3 Product and Service**

The menu presented by MusuBite'S will various, there are around five variations provided, namely DoriSubi, KatsuSubi, TamagoSubi, TofuSubi. The first menu item is DoriSubi, a musubi topped with deep-fried breaded dory fish placed on rice and wrapped with nori. The second is KatsuSubi, a musubi with katsu as the topping, also wrapped with nori. The third option is TamagoSubi, a musubi topped with tamago (egg) and wrapped in nori, suitable for customers who want to enjoy musubi without meat. Lastly, there is TofuSubi, featuring silky tofu coated in flour and deep-fried, which serves as the topping on the rice and is wrapped with nori. This option is perfect for vegan customers.

This variety is offered by the owner to provide consumers with choices when selecting their preferred menu. Additionally, MusuBite'S will continue to innovate in flavors and menu options to remain present and competitive with similar products.

Apart from innovation in terms of taste, the owner will also add innovation in terms of packages offered to customers, this is to support sales in greater quantity, for the packages provided, MusuBite'S will later offer hamper packages, these things can support purchases products in large amount. However, this innovation will come following by looking at the number of sales of the first package issued (a package containing four products) and if this first package is successful then the owner will later launch services in the form of Hampers.

MusuBite'S will not only be available for purchase at certain locations but will also be offered on online food delivery platforms such as ShopeeFood, GoFood, and GrabFood. This approach aims to reach a wider market, allowing customers to order from anywhere without needing to visit MusuBite'S physical outlets. Menu variations will also be available on these online platforms, giving customers more options beyond just the musubi products.