

CHAPTER I

COMPANY OVERVIEW

1.1. Industry Analysis

In tandem with the advancements in technology and era in Indonesia, the food and beverage industry is also expanding. The productivity of the food and beverage industry has reached a point where it can demonstrate that goods produced in a country can still be improved and expanded further in the future (Setiawan et al, 2022). The food and beverage industry in Indonesia is currently growing rapidly, proven to contribute 23.15% to the gross value added of the manufacturing sector, with strong linkages with upstream and downstream sectors, indicating significant growth opportunities and economic impact through revenue multipliers (Tamin et al, 2024). In addition, Indonesian consumers' preferences for cuisine that is more in line with local customs encourage business owners to innovate menu items and business strategies in order to remain relevant and competitive in the dynamic manufacturing sector (Santoso & Setyaningrum, 2024).

In a subtle way, the Japanese restaurant industry in Indonesia shows a positive trend in terms of raising the general public's awareness of international cuisine, the expansion of middle class consumer, and changes in lifestyle that more closely resemble eating experience (Cottan et al, 2023). The Japanese culinary industry in Indonesia is experiencing an increase due to the enthusiasm of the Indonesian people who are interested in Japanese cuisine because it is appetizing. This can also be proven by data stated by the information technology company Aun Consulting Inc, namely that 87.7% of Indonesians want to travel to Japan because of its appetizing cuisine (Aprilyani, 2023). Currently, Japanese cuisine has become one of the most popular international cuisines in Indonesia, this can be proven by the increasing number of Japanese food outlets spread across various cities in Indonesia. Income, price, preference, and lifestyle towards Japanese food consumption behavior among students are the main factors for the success of the Japanese culinary business (Ramadhan & Fadjar, 2024). In Japan, Yakitori is a very

popular food and is often found on the menu at many izakaya (traditional Japanese bars) because it is considered a suitable accompaniment to beer. Although it is called a one-bite food, this food actually has many variations using various parts of the chicken and various types of sauces as additional flavors to complement the dish (Umardini, 2022).

The satay culinary industry in Indonesia continues to show positive growth since satay is one of the traditional products with high consumption levels and has become a part of the national culinary identity (Rahmah & Iskandar, 2026). In addition to the traditional popularity of satay, innovation in satay products is also growing. The business of Taichan Satay indicates that new restaurant concepts, digital marketing strategies, and recipe modifications are successful in attracting customers, especially younger generations (Fadilah et al, 2025). Satay variety in Indonesia explains that the method of preparing Satay grilling is a culinary technique that has gained popularity in Indonesian society. One factor that can reduce market demand for yakitori is the cooperation of Indonesian and Japanese yakitori. The main differences are found in the use of spice, and sauce that provide plus point for yakitori restaurants as compared to traditional settings (Rahmah et al, 2024). According to consumer preferences, Japan cuisine is one of the most popular types of cuisine in Indonesia. The rise in popularity of Japanese cuisine through anime, tourism, social media, and Japanese restaurants has encouraged Indonesians to try a variety of authentic dishes outside of sushi and ramen (Fatimah & Panjaitan, 2025).

Thanks to advancements in technology, rising consumer spending, and its substantial contribution to the country's manufacturing sector, Indonesia's food and beverage industry is still growing rapidly. In order to be competitive, companies must constantly develop their products and business strategies in response to shifting consumer tastes. Japanese cuisine has become one of the fastest-growing international food segments in Indonesia within this expanding business due to the growing appeal of Japanese culture, tourism, social media, and customer demand for authentic dining experiences. Additionally, a good market climate for yakitori

restaurants is created by Indonesia's strong culinary culture surrounding satay and consumers' receptivity to novel grilled food concepts. There is a great chance for product uniqueness because of the parallels between traditional Indonesian satay and Japanese yakitori, together with unique Japanese flavors and dining experiences. Therefore, the Indonesian market presents tremendous growth potential for a yakitori restaurant that offers genuine quality, creative menu options, and a distinctive customer experience, according to current industry trends.

1.2. Company Description

GET TORRIED is a yakitori micro business that focuses on innovative flavors and variations of yakitori. Yakitori can be literally translated to "grilled chicken," from the Japanese words yaki for (grill) and tori for (chicken). Yakitori consists of bite-sized pieces of meat (usually chicken) served on a bamboo skewer. In its home country, Japan, yakitori is often a street food dish and casual meal, usually yakitori is combined with Japanese beer or sake. Unlike in the United States, chefs there innovate to make yakitori with all parts of the chicken and are made creative with other proteins. GET TORRIED uses selected ingredients to ensure that the yakitori served is the best and quality yakitori.

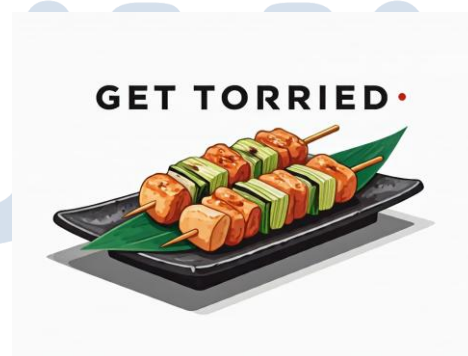


Figure 1. 1. GET TORRIED Logo
(Source : Instagram/Get Torried)

The name GET TORRIED is a name that has meaning and hope for customers to always "Get" yakitori from GET TORRIED which also means that customers always come back and trust GET TORRIED to always serve warm and

appetizing yakitori. Not only that, the logo GET TORRIED itself is made like the graphics in the anime, this aims to make the yakitori in the logo GET TORRIED look more premium, smooth, look attractive, and also want to show that the yakitori product from GET TORRIED is yakitori for all people. GET TORRIED will also expand the brand by opening offline stores in shophouses and available on applications such as GoFood, GrabFood, and ShopeeFood. GET TORRIED also plans to sell its products frozen and will sell them through E-Commerce such as Tokopedia and Shopee. The vision of GET TORRIED is to create unique and fusion flavor innovations in the Indonesian culinary industry. To achieve such vision, GET TORRIED missions are:

1. Innovating in combining typical Japanese food with sauces that have a unique taste.
2. Using high quality ingredients to serve to consumers.

1.3. Product and Services



Figure 1. 2 Thai Sauce Yakitori
(Source : Instagram/Get Torried)

A combination of juicy chicken thigh meat and aromatic leeks grilled together with Thai sauce that has a sweet and sour taste that stimulates the appetite.



Figure 1. 3 Roasted Sesame Sauce Yakitori
(Source : Instagram/Get Torried)

A combination of juicy chicken thigh meat and aromatic leeks grilled together with roasted sesame sauce that has a savory and sweet taste that will tempt your appetite.

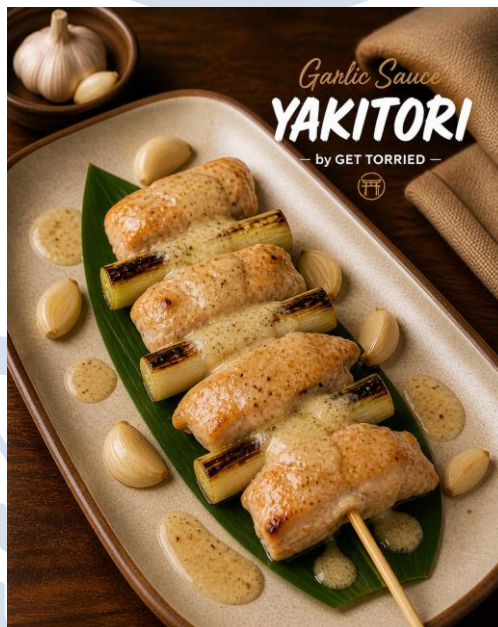


Figure 1. 4 Garlic Sauce Yakitori
(Source : Instagram/Get Torried)

A combination of juicy chicken thigh meat and aromatic leeks grilled together with garlic sauce that has a tangy, savory and sweet taste that will tempt your appetite.



Figure 1. 5 Brown Soy Sauce Yakitori
(Source : Instagram/Get Torried)

A combination of juicy chicken thigh meat and aromatic leeks grilled together with brown soy sauce that has a savory and sweet taste that will tempt your appetite.

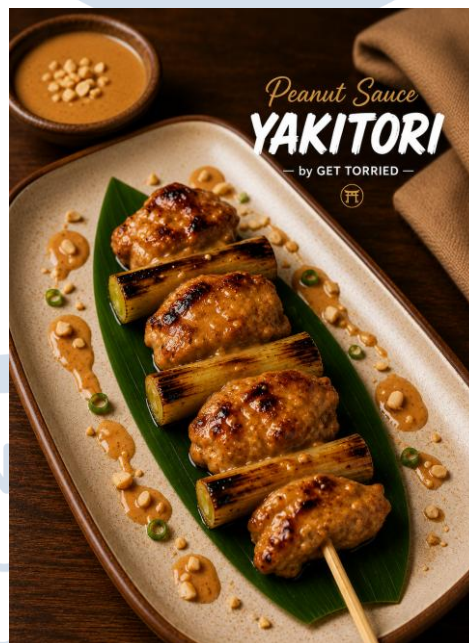


Figure 1. 6 Peanut Sauce Yakitori
(Source : Instagram/Get Torried)

A combination of juicy chicken thigh meat and aromatic leeks grilled together with peanut sauce that has a savory and sweet taste that will tempt your appetite.