# CHAPTER I

INTRODUCTION

A. The Initial Idea

Tourism is a dynamic industry, growing and influenced by customers as it consists of many elements. Walker (2017, p.399) stated that tourism is:

> *A dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are placed under one umbrella: tourism, travel; lodging; conventions, expositions, meetings, and events; restaurants and managed services; assembly, destination, and event management; and recreation.*

From that perception, tourism can be considered as a growing and very extensive industry, because it involves an aggregate of numerous activities that are interrelated to one another. Tourism is one of the most growing industries in Indonesia, and this can be supported by the number of tourist visits to Indonesia

FIGURE 1
Arrivals of International Visitors to Indonesia 2016-2019
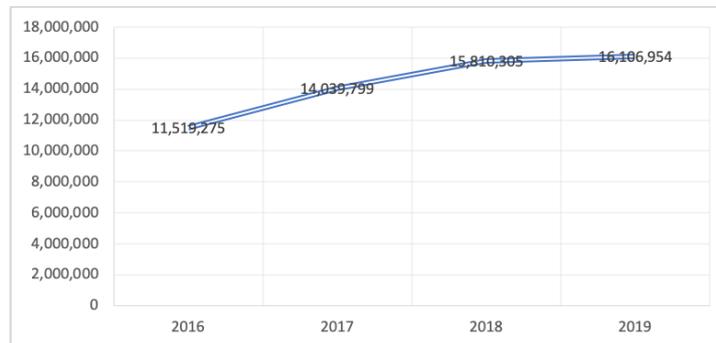
Source: Badan Pusat Statistik (2020)

Dennis and Allen (2011, p.167) explains that food and beverage are viewed as basic human necessities. Food is the fundamental need for every human being; hence, it is crucial to be satisfied. According to Robbins and Judge (2013, p.203), based on Maslow's Hierarchy of Needs, motivation can be defined by five basic needs, starting from the most basic levels of physiological, safety, social, self-esteem, and self-actualization. Food, which includes in the physiological category, is a primary human need that needs to be fulfilled on a day-to-day basis. Based on that explanation, it is safe to say that opening a food and beverage related business has an immense opportunity to thrive in this society.

The food and beverage related industry has been proliferating, especially in Jakarta. As the capital city of Indonesia, Jakarta also serves as the economic centre. Therefore, there is significant growth with the population of Jakarta each year, both due to population migrations and natural growth. According to Badan Pusat Statistik Indonesia (2020), the total number of DKI Jakarta residents in 2019 are projected to increase by 0.73 percent from 2018, with 10.5 million populations. Since the steady

increasing rate of population, Badan Pusat Statistik Indonesia (2019, p.81) stated that Jakarta is predicted to accommodate a total of 36,500,000 population by the year 2030, assuring business opportunities and the promising rising number of customers. Jakarta also hosted a very high population density of 15,900 population per square kilometre.

According to Badan Pusat Statistik DKI Jakarta (2019, p.3), Gross Regional Domestic Product (GRDP) is a total added value of all goods and services that are created or produced in the domestic region of a country that results from a variety of economic activities in a given period, whether resident or non-resident owns the factors of production. GRDP can be achieved through three methods, which are the production, expenditure, and income approach. All of the methods are presented based on current prices and constant prices. GRDP based on current prices is calculated using the price in the current year, while the constant price is determined based on the price of a particular base year.

Badan Pusat Statistik DKI Jakarta (2019, p.5) explains that GRDP at current prices (nominal) symbolizes the ability of economic resources generated by a region. Great GRDP value will show excellent economic resource capabilities, and vice versa. GRDP at constant prices (real) can be used to indicate the rate of economic growth as a whole category from year-to-year basis. Distribution of GRDP at current prices by industrial origin will project the economic structure in the region. GRDP per capita at current prices will present the value of GRDP per resident. GRDP per capita at

constant prices is used to know the real economic growth per capita population of a province.

TABLE 1
The Growth Rate of Gross Regional Domestic Product
of DKI Jakarta at Constant Prices by Industrial Origin (Percent)
2017-2019

Industrial Origin	2017	2018	2019
Agriculture, Forestry, and Fishing	0,29	0,21	0,34
Mining and Quarrying	0,16	0,81	- 3,03
Manufacturing	7,38	5,68	- 1,22
Electricity and Gas Supply	11,27	20,34	12,23
Water Supply, Sewerage, Waste Management, and Remediation Activities	2,93	7,68	2,92
Construction	5,12	3,37	1,78
Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles	5,65	6,27	5,61
Transport and Storage	8,91	9,02	8,45
Accommodation and Food Service Activities	5,88	5,39	7,35
Information and Communication	10,17	9,65	11,59
Financial and Insurance Activities	5,94	2,74	8,37
Real Estate Activities	4,28	4,47	4,95
Business Activities	10,27	8,77	11,21
Public Administration and Defence; Compulsory Social Security	- 4,34	10,23	3,36
Education	1,76	6,12	5,73
Human Health and Social Work Activities	6,59	6,49	6,84
Other Services Activities	8,97	8,40	9,02
GRDP	**6,20**	**6,17**	**5,89**

Source: Badan Pusat Statistik Indonesia (2019, p.50)

Table 1 above represents the growth rate of GRDP on the constant prices on the accommodation and food service activities in 2010, which is steadily growing from 2017 until 2019. Compared to the last three years, there is an enormous increase in the foodservice activities sector, with 1.96 percent between the years 2018 and 2019. It proves that in Jakarta, the trend in the accommodation and food service activities sector has a positive growth in recent years, according to Badan Pusat Statistik Indonesia (2019, p.51).

TABLE 2
The GRDP Category of Accommodation and Food Service Activities of North Jakarta Year 2015-2019

Rincian/*Details*	2015	2016	2017	2018*	2019**
(1)	(2)	(3)	(4)	(5)	(6)
1 PDRB ADHB / *GRDP at Current Price* (Milliar Rupiah / *Billion Rupiah*)	16.710,10	18.097,64	19.313,37	20.692,49	22.858,75
2 PDRB ADHK / *GRDP at Constant Price* (Milliar Rupiah / *Billion Rupiah*)	12.061,35	12.858,02	13.517,03	14.299,34	15.471,32
3 Peranan / *Share* (Persen / *Percent*)	4,42	4,45	4,33	4,23	4,35
4 Laju Pertumbuhan / *Growth Rate* (Persen / *Percent*)	6,00	6,61	5,13	5,79	8,20
5 Laju Indeks Implisit / *Implicit Index Rate* (Persen / *Percent*)	5,90	1,59	1,51	1,28	2,10

Source: Badan Pusat Statistik Kota Administrasi Jakarta Utara (2019, p.81)

FIGURE 2

The Growth Rate of North Jakarta Municipality of Accommodation and
Food Service Activities Year 2015-2019

Source: Badan Pusat Statistik Kota Administrasi Jakarta Utara (2019, p.82)

The Category of the Accommodation & Food Service Activities is classified into two categories, Accommodation and Food and Beverage Service Activities. As seen from Figure 2, over the last five years, the growth rate of the Accommodation & Food Service Activities exhibits promising results. In 2015, this category increased by 6.0 percent, in 2016 it became 6.61 percent and decreased a little bit in 2017 to 5.13 percent. Nevertheless, in 2018, its growth increases again to 5.79 percent and shows tremendous growth in 2019 to 8.20 percent.

Walker (2017) also explains that restaurant plays an important role in the lifestyle of today's society. As trend rapidly change, this lifestyle to go to eat outside to the restaurant is becoming more and more common nowadays.

TABLE 3
North Jakarta Population Statistics by Sub-District in 2019

Sub-District	Population Growth
Penjaringan	1.46
Pademangan	1.14
Tanjung Priok	0.49
Koja	1.00
Kelapa Gading	0.29
Cilincing	1.46

Source: Badan Pusat Statistik Kota Adm. Jakarta Utara (2020, p.3)

Table 4 shows that Penjaringan, the sub-district for Pantai Indah Kapuk, rank first in the population growth of North Jakarta in 2019 with 1.46 percent. This statistic shows that the population of Pantai Indah Kapuk has the potential to grow more in the future, meaning that there will be more potential customer of every business located in Pantai Indah Kapuk area.

TABLE 4
Percentage of Medium and Large-Scale Restaurant Establishments
by Main Cuisine Served in DKI Jakarta in 2015

Main Course	Percentage
Indonesian	52.78
American & European	20.56
Chinese	10..28
Japanese	7.50
Korean	1.94
Others	6.94

Source: Badan Pusat Statistik (2015, p. 32)

Table 5 displays the Percentage of Medium and Large-Scale Restaurant Establishments by Main Cuisine Served in DKI Jakarta in 2015. American and European Cuisine are included in Western Cuisine, which is a general term for all cuisines in all Western countries and Europe. This term is commonly used in Asia, to contrast with the Asian style of cooking.

Western influences are one of the main reasons why Western food is listed as the second most popular cuisine in Jakarta. Sihombing (2014, p.12) specifies that the presence of the Internet makes people more exposed to Western culture, brands, music, food, lifestyle overall. Sihombing (2014, p.12) also mentions that Western culture has become a part of Indonesian youth values. The Western culture itself is relatively diverse, especially its food and beverage. There are various types of Western food, and Barbecued (BBQ) food is chosen in this case as the representation of Western food.

TABLE 5
Type of Restaurant in North Jakarta

No	Type	Amount	Percentage
1	Quick Bites	1103	34.29
2	Casual Dining	668	20.76
3	Food Courts	424	13.18
4	Cafes	324	10.07
5	Beverage Stall	316	9.82
6	Bakeries	131	4.07
7	Dessert Parlour	130	4.04
8	Kiosks	73	2.27
9	Bars	29	0.90
10	Lounges	19	0.59
	Total	**3217**	**100**

Source: Zomato (2021)

Table 6 displays the number of restaurant based on their type in North Jakarta, starting with Quick Bites with the most number of 1103 restaurants, and followed by Casual Dining with 668 restaurants, until Lounges with 19 restaurants. This data shows that there are various types of restaurants in North Jakarta. The number on Casual Dining type also shows that this type of restaurant has an immense potential to grow more in the future.

TABLE 6
Number of Restaurants in North Jakarta
in 2021

No	Area	Amount	Percentage
1	Kelapa gading	1270	41.64
2	Pantai Indah Kapuk	425	13.88
3	Sunter	377	12.31
4	Pluit	364	11.88
5	Mangga dua	151	4.93
6	Muara karang	166	5.42
7	Penjaringan	163	5.32
8	Ancol	53	1.73
9	Koja	54	1.76
10	Tanjung Priok	37	1.21
11	Pademangan	3	0.10
	Total	**3063**	**100**

Source: Zomato (2021)

Table 7 displays the number of restaurants in North Jakarta in 2019. The data shows that there are plenty of restaurants in North Jakarta, with Kelapa Gading ranking first, followed by Pantai Indah Kapuk with 425 restaurants. This number shows that the number of restaurant in Pantai Indah Kapuk are not as dense and packed as Kelapa Gading, which means that restaurants in Pantai Indah Kapuk has more potential to attracts the market with less competition in the market.

TABLE 7
Number of Restaurant Customers in Pantai Indah Kapuk, North Jakarta

No	Area	Amount (Per Month)
1	Pink Mama	>1000
2	The Garden	>2000
3	Lima Coffee	>500
4	Sudoet Tjerita	>750
5	Smokey Ribs	>1000
6	Blueprint Bites and Brews	>750
7	Sushi Hiro	>1000

Source: Data Processing (2021)

Table 8 displays the number of restaurant customers in Pantai Indah Kapuk, North Jakarta. The number displayed are the accumulation of restaurant visitors, take away, and delivery customers. Those numbers shows that the restaurants in Pantai Indah Kapuk area are still thriving, even in this current world pandemic era.

The data above in Figure 2 shows the promising growth in the food and beverage industry in Indonesia and also the motivations behind the establishment of M's BBQ. The inspiration behind this name is the owner's nickname and her love for Western Food, especially BBQ. The immense popularity of Western Culture and Western food are also the motivation in choosing Barbecued (BBQ) dish as the representation of said culture. Alas, M's BBQ aims to serve various BBQ dishes with a twist of Asian touch, arrays of both alcoholic and non-alcoholic beverages, and also desserts.

M's BBQ is planned to open in Pantai Indah Kapuk, North Jakarta. There are several reasons on choosing Pantai Indah Kapuk as the location for M's BBQ. First, Pantai Indak Kapuk is a well-known food avenue, that are still packed with customers even in this pandemic era. The percentage of population growth of Penjaringan sub-district where Pantai Indah Kapuk is located also shows that this area shows prominent growth from others in the same sub-district. Pantai Indah Kapuk also has a direct toll route, which can be access form the Inner Ring Road toll road with its own Pantai Indah Kapuk Toll Road exit. This toll access makes Pantai Indah Kapuk easily accessible from every part of the city. Pantai Indah Kapuk also has a lot of

adequate facilities and infrastructure, such as Tzu Chi School, PIK Hospital, PIK Avenue Mall, and the newly opened PIK China Town. Pantai Indah Kapuk is also the home of some renowned and elite housing, naming Bukit Golf Mediterania, Elang Laut, Crown Golf Mansion, and others. Aside from the existing features in this location, Pantai Indah Kapuk also has more project in the process and to be executed in the future. For example, Pantai Indah Kapuk is currently in the final stage of the completion of PIK 2, which is a reclamation for new housing and business area in Pantai Indah Kapuk area. This new development will brings more residents in this area, and this will also support the business located in Pantai Indah Kapuk.

B. The Objectives

The purposes of this feasibility study are divided into two, which are the major objectives and minor objectives.

1. Major Objectives

   This business feasibility study aims to ensure that M's BBQ is feasible enough to be established in the future by offering a unique dining experience for the locals with considering various aspects, such as market and marketing, operational, organizational and human resources, and also the financial aspect.

   a. Market and Marketing Aspect

      The market and Marketing Aspect analyses all of the marketing aspects, such as the demand, supply, segmentation, target, and positioning of the business, the marketing mix. Market and

Marketing Aspect will also analyse the external factors, such as the economic, social, legal, political, law, environment, and technology that could influence the growth of the market that makes M's BBQ feasible to be pursued.

b. Operational Aspect

The operational aspect analyses the activities and facilities, the number of areas needed for business operations, location preference, and the technology suitable for the operation.

c. Organization and Human Resource Aspects

The management and human resource aspects analyse the organizational structure of the business, the job analysis, human resources, training, and also rules and regulations established by the government of Indonesia.

d. Financial Aspect

The financial aspect analyses the funding and the source of funding, forecast of the operational costs, operational revenues, profitability, cash flow, break-even point, investment estimation, and risk management of M's BBQ.

2. Minor Objectives

a. To serve various kinds of Western Cuisine with an Asian twist, specializing in BBQ.

b. To open new job opportunities and help build the local community.

c. To inspire other young people to open up a business.

d. To identify the consumers' preferences to satisfy their needs.

e. To determine strategies that are needed for M's BBQ to compete in the market.

C. Research Method

For this business feasibility study, the type of research method that is used is business research. Sekaran & Bougie (2016, p. 2), defines business research as:

> "*An organized, systematic, data-based, critical, objective, inquiry, or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it.*"

While preparing a business feasibility study, various types of data are needed to support the analysis in order to increase the accuracy of the business feasibility study. To make sure that the business planning could be carried out smoothly, valid data are needed, which can be obtained by collecting primary and secondary data.

1. Primary Data

   According to Sekaran & Bougie (2016, p.111):

   > "*Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study.*"

   Primary data can be obtained through so many different ways, and there are two that are chosen for this feasibility study; Survey Method Using Questionnaire and Structured Interviews.

   a. Survey Method Using Questionnaire

According to Sekaran & Bougie (2016, p.142), questionnaires are:

"A preformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives."

This questionnaire consists of two parts. The first one will be about the demographic information about the respondent and the segmentation, targeting, and positioning of this business. The second part will be about the Marketing Mix of M's BBQ, which will consist of 8P (Product, Price, Promotion, Place, People, Packaging, Programming, and Partnership)

The questionnaire will use the six-point Likert scale, where Sekaran & Bougie (2016, p.207) describes it as:

"A scale designed to examine how strongly respondents agree with a statement."

The scales that are used are nominal and interval scales. Sekaran & Bougie (2016, p.207) emphasize that nominal scale as the type of scale that allows researchers to assign subjects to certain categories or groups. This will categorize the respondents based on various factors, such as gender, age, occupation, educational background, income level, how frequently they visit restaurants, etc. As for interval scale, Sekaran & Bougie (2016, p. 209) described it as:

> *"Numerically equal distances on the scale represent equal values in the characteristics being measured."*

The interval scale will consist of number one to six, in which number one (1) being the lowest with Strongly Disagree, number two (2) being Disagree, number three (3) being Slightly Disagree, number four (4) being Slightly Agree, number five (5) being Agree, and number six (6) being the highest with Strongly Agree. The analysis of the results from this interval scale will help provide information about market interest and also marketing mix about this business.

For this business feasibility study, the survey method works by distributing electronic questionnaires to collect the data needed for this feasibility study. According to Sekaran & Bougie (2016, p.391), an electronic questionnaire is:

> *"Online questionnaire administered when a microcomputer is hooked up to computer networks."*

Sekaran & Bougie (2016, p.143) mentions that this type of online questionnaires is often created as "web forms" with a database to store the answers and statistical software to provide the statistical analysis.

The reason electronic questionnaires are used is mainly for its affordability and less time consuming than paper-based questionnaires. Sekaran & Bougie (2016, p.144) also mentions that

the advantages of online questionnaires are that it is relatively easy to administer, can reach globally, very inexpensive, fast delivery, and respondents can answer at their convenience of time and place. Also, looking at the situation where this business feasibility study is made in the middle of a global pandemic where we need to maintain physical distancing, electronic questionnaires seem to be the perfect option.

The distribution and data collection of this feasibility study's questionnaire will be conducted from October 1, until October 31, 2020, through social media platforms, such as Instagram, Facebook, Line, WhatsApp, and E-mail.

The population of this feasibility study will be people residing in DKI Jakarta, in which Sekaran & Bougie (2016, p.394) refers to the population as:

> *"The entire group of people, events, or things that the researcher desires to investigate."*

To ensure the effectiveness and efficiency of this feasibility study, a sample and also sampling process is set to be determined. The sample of this study will be people who reside in the North Jakarta area. The amount of sample needed according to the Hair, Black, Babin, & Anderson (2014, p.100) would be at least five times the variable. There are 10 variables in these questionnaires, which means 50 respondents are needed.

b. Structured Interview

According to Sekaran and Bougie (2016, p.397), structured interviews are:

> *"Interviews conducted by the researcher with a predetermined list of questions to be asked of the interviewee."*

In this case, structured interviews will be conducted when additional data are needed. M's BBQ will be giving structured interviews to selected western restaurant business owners who have successfully run their business as they can give insights and advice about the industry.

2. Secondary Data

Sekaran and Bougie (2016, p.37) define secondary data as:

> *"Data that have been collected by others for another purpose than the purpose of the current study."*

Sekaran & Bougie (2016, p.37) explains that secondary data is also a set of data that are already available, which have been previously collected by other sources or researchers for other reasons than the study. In other words, the data collected have been processed and ready to be used for this feasibility study. In this case, all of the secondary data are collected through different sources, such as:

1. Badan Pusat Statistik (BPS)

2. Data from the internet (websites, online journals, articles, etc.)

3. Data from books (previously owned and library)

D. Theoretical Conceptual Overview

1. Definition of Tourism

According to Walker (2017, p.399) tourism is:

A dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are placed under one umbrella: tourism, travel; lodging; conventions, expositions, meetings, and events; restaurants and managed services; assembly, destination, and event management; and recreation.

2. Definition of Hospitality Industry

    Landman (2020) describe hospitality industry as:

    "part of the service industry and is comprised of five major sub-sectors which include lodging service, food and beverage services, events, tourism & transportation"

    According to the definition above, it can be concluded that hospitality does not only consist providing accommodation to stay, but hospitality can also mean the overall experience of the tourism itself.

3. Definition of Restaurant

    Cambridge Dictionary (2020) defines a restaurant as a place where meals are prepared and served to the customers. Walker (2017, p.269) explains that the word "restaurant" was originated from the French word *restorantes* or "restoratives", which means "to restore", where at that time it believes that the food that is served at the restaurant could be the cure of all illness and restores someone's health. Nowadays, restaurants can be considered a vital part of our society and lifestyle as we frequently dine out not only to enjoy our meals, but also to socialize.

4. History of Restaurant

According to Walker (2014, p.5), the restaurant we know today has quite a long history. It all started back in the early 1700 B.C.E, where taverns began to exist. There is also a record about Ancient Egypt's dining place from 512 B.C.E, where there is only one menu being served, consisting of cereal, wildfowl, and onion. The other evidence came from the ancient Romans, which were known for their great eating out lifestyle, especially in the city of Herculaneum, a town near Naples that was buried under some mud and lava from the eruption of Mount Vesuvius in 70 A.D. There, archaeologists found evidence of ancient snack bars along its streets and also some bakeries nearby.

After the fall of Rome, people begin eating out in an inn or a tavern, up until 1200, where cooking houses begin to be established in London, Paris, and Europe. The thing was, there was no seating available yet. Until the first café was established in Constantinople in 1550 in the form of a coffeehouse, where the word means "coffee" in French, and later, the term "cafeteria" was derived from the word "café".

Walker (2014, p.6) also mentions the existence of the first-ever restaurant in French, called "public dining room," and their essential role in developing restaurants throughout history. French's first restaurant, Grand Taverne de Londres, was founded by Beauvilliers in 1782 and has already had seating. The guest was served individually portioned dishes that they selected from the menu.

According to Walker (2014, p.7), the beginning of the American restaurant industry was started by Samuel Coles in 1634 with a tavern

called Coles Ordinary. In the olden days before the American Revolution, establishments that sold food, beverages and provided a place to sleep were called ordinaries, taverns, or inn. Unlike in Europe, Innkeepers all around America were considered respectable members of the community. The oldest operating tavern in America, which also served as the Revolutionary headquarters of General George Washington, Fraunces Tavern, located in New York City, is still operating until today, after 258 years of its establishments.

5. Classification of Restaurants

    Walker (2014, p. 25–55) classifies restaurants as different types, such as:

    a. Sandwich Shops

        Sandwich shops, generally known as sub shops, typically serve both hot and cold sandwiches with little to no cooking. Here, customers can choose their own choices of bread, toppings or fillings, and sauces. Sandwich shops usually also offer soups, salads, and pastries along with choices of beverages.

    b. Quick Service Restaurants

        Quick service restaurants (QSR) are also commonly known as fast-food restaurants. These restaurants serve limited menus, including burgers, chickens, burritos, tacos, and various types of bowls to accommodate Americans in a hurry where they often prefer

something quick and easy. Quick service restaurants aim to serve the maximum number of customers in a minimum amount of time, and these types of restaurants work by paying for the food before the service.

c. Casual Restaurants

Casual restaurants are known as it fits the current trend and lifestyle. These restaurants' defining factors came from their signature food and beverage items and the more comfortable interior.

d. Quick Casual Restaurants

The quick casual restaurant serves as the middle point between the quick-service restaurant and casual restaurants. They use fresher, healthier, and higher-quality ingredients while maintaining the minimum serving amount required per customer. The food in this type of restaurant is also made to guarantee its freshness, and the interior of a quick casual restaurant is more polished and upscale than the quick-service restaurant.

e. Family Restaurants

Family restaurants initially grow out from coffee shop style restaurants. Generally, these restaurants are located near the suburbs. The menu in these restaurants is more straightforward and informal, with no alcoholic beverages usually serves as they appeal more to families.

f. Fine Dining Restaurants

Fine dining refers to restaurants' cuisine and service, in which the food, drink, and service is expensive and usually enjoyed leisurely. The restaurant's table turnover could be less than one per evening. Customers often celebrate special events at fine dining restaurants, or sometimes bring their business partners to have discussions over meals. The menu in these types of restaurants usually includes expensive and imported ingredients to exceed the guests' expectations, accompanied by extravagant interior and dining equipment to complete the high-class dining experience.

g. Steakhouses

Steakhouses focus on serving the best cut to satisfy steak eaters. They usually offer various types of cuts, with sauces and side dishes to accompany the steak.

h. Seafood Restaurants

In seafood restaurants, the main selling point is the quality and taste of their seafood dishes. They usually provide both live and fresh seafood, ranging from various types of fishes, crab, lobster, clams, squid, shrimps, etc.

i. Ethnic Restaurants

Ethnic restaurants aim to represent a particular country or region's cuisine. The menu, service and restaurant's ambiance will depend on the country or region's culture. For example, Indonesian

restaurants' menu and service style will be different from Korean or

Japanese restaurants as they have different cultures.

j. Theme Restaurants

Walker (2014, p.43) explains that theme restaurants are built

based on specific fantasy and fun ideas, such as character, sports,

travel, or an era. The food and beverage menu, ambiance, service, or

even the uniform will match the restaurants' theme.

k. Coffee Shops

Like their names, coffee shops offer coffee as their main

selling item, but they sometimes also provide alternatives such as

teas and non-caffeine beverages. They usually also serve light bites

and pastries that go along with coffee and other beverages.

l. Chef-Owned Restaurants

Chef-owned restaurants mean that the restaurants are owned

by a chef, in which they usually already have much knowledge and

experience regarding the culinary industry. The chef-owner usually

decides the menus, ambiance, service, and crew themselves.

Typically, the owner is a well-known chef; hence, it makes the

restaurants' publication and marketing easier.

m. Centralized Home Delivery Restaurants

In these types of restaurants, the orders generally are made

via internet or mobile application, prepared, then delivered to the

customers by the restaurants or the third party.

6. Definition of Service

According to Jobs (2020) service is form of assistance provided by someone to facilitate the one who needed them.

7. Classification of Services

According to Chon and Maier (2010, p.198) there are several service methods, which are:

a. Table Service

Table service offers an array of services, starting from greeting the guest, ushering them to their seats, taking their order, and serving them their food. This type of service is often found in the middle to the higher-class restaurant, where they generally offer several courses on the menu. In the food and beverage service, there are various variations of table service, such as:

1) Russian Service

Russian service, also known as European or Continental service, is the most formal service where all food is completed (prepared and arranged in a big plate) in the kitchen and distributed to the customer by the server to each dish on the table.

2) American Service

American Service is a service where the food is completed in the kitchen on an individual plate, then served to

the guest. This type of service is suitable for a guest who requires fast service.

3) English Service

English service or also known as family service is frequently used in private events. Here, the food will be prepared in the kitchen and placed on a large platter. The server served the food and placed it directly in the middle of the table, where the guest will distribute the food themselves.

4) French Service

French service is quite similar to the Russian service. The only difference is that in French service, the food is only partially prepared in the kitchen while the finishing is done in front of the guest by *chef de rang* (chief waiter or experienced waiter) using a cart called *Gueridon.* The primary purpose of this type of service is to entertain the guest. The examples of French service is doing banana *flambé*, deboning a fish, and slicing a roast.

b. Buffet Service

In Buffet service, all the food is displayed on a counter using a chafing dish. The guest will then take the food themselves for as much as they want. There is usually a wide range of menu selection in buffet service, from starter to dessert. Buffet service is generally used for large parties and gatherings.

c. Banquet Table Service

Similar to table service, banquet table service is used in big formal events, such as weddings. Here, the server will bring the food to the guest, it can be individually portioned or placed in the middle. In this type of service, the food needs to be transported from a central kitchen; therefore, the food may be plated in the kitchen and moved to the dining area by special heated carriers.

d. Cafeteria Service

Rajak (2020) explains that cafeteria service is typically used in industrial canteens, colleges, and hospitals or hotel staff cafeterias. This type of service facilitates a quick service, where the food is arranged attractively in proper sequence on the counter. The guests will start at one end of the counter while holding their plates and tray, then move along to pick their food. Lastly, the cashier will make the bill for all the items for the guest.

e. Room Service

Room service is a type of service where the food ordered is delivered to the room. This type of service is often found in the hotel. To order room service, the guest will choose the available menu, then order it by telephone. The food is then prepared by the kitchen and delivered to the guest room. Other than room service in the hotel, hospital meals are also considered a type of room service.

f. Quick Counter Service

Quick Counter Service is usually implemented in a fast-food restaurant, where the customer will choose the menu they want, order, and pay at the counter. They will then wait for their order in the designated waiting space, usually near the counter. After their food is ready, they will be called to pick up their order and enjoy their food at the table available.

g. Traditional Counter Service

Traditional counter service is the variety of traditional table service created because some guests want to enjoy their meal without spending too much time at the restaurant. In this type of service, the guest will receive their food faster. This type of service also accommodates a single-seater customer very well as they can be seated on a stool at the counter. Traditional counter service is often being implemented in pub, bar, and Japanese style restaurants nowadays.

h. Take Out Service

Take out service is commonly used by the table service restaurant that offers the option where the food can be packed to be taken home by the guests who prefer to eat their meal there. The other type of take-out service is the drive-through window often found in the fast-food restaurant.

i. Delivery Service

In the delivery service, the prepared food is delivered to the customer's house by the delivery courier provided by the restaurant or the third party. The food can be ordered via telephone, internet, or mobile application.

8. Definition of Menu

Cambridge Dictionary (2020) defines menu as a list of menu that are available in the restaurant, which sometimes comes with its prices to inform all the guests on what is offered. According to Chon dan Maier (2010, p.201), the food service operation menu is like a plan to meet the guests' needs and expectations. It could be an essential element in the execution of the foodservice enterprise.

9. Classification of Menus

Cousins, Lillicrap, and Weekes (2014, p.92) sort menu styles into two categories, which are:

a. À la Carte Menu

À la Carte Menu is a list of individually priced food and beverage items available in the restaurant, starting from the appetizers, desserts, and beverages options.

b. Table d'hôte menu

The table d'hôte menu or also known as the prix fixe menu, offers a complete meal consisting of choices of appetizer, soup, main course, and dessert along with the beverage with a set price. The

food choices for each course are limited; therefore, the guest usually can choose between two to three options.

10. Definition of Barbecue (BBQ)

Goldwyn (2020) defines barbeque as a cooking method that introduces smoke to enhance the flavour and aroma. The word barbecue itself came from the Taino Indian word *barbacoa*, which means a cooking device and a cooking method at that time. The Taino Indians used *barbacoa* to dry and smoke their hunts, such as fish, turtles, lizards, alligators, snakes, birds, and occasionally deer and turkey. This method is used to preserve their food.

Although the method of barbecue was not invented in the US, the barbecue culture has already stuck to the heart of Americans since the olden days. The barbecue method is known as cooking a whole large animal in a stack of logs that is set afire in colonial America up through the Civil War.

Therefore, it can be concluded that barbecue is a cooking method that uses smoke to enhance the flavour and aroma of the cooking, accompanied by various sauces depending on the region. The aroma can also be diverse, based on the type of wood that is used. As barbecue culture spread widely across the globe, every country came up with their specialty at barbecued dishes. However, the western world still contributes to some of the world's best-barbecued dishes.

11. Theoretical Application

M's BBQ will be operating at Pantai Indah Kapuk, North Jakarta. This restaurant will adapt the concept of a casual steak house restaurant, offering American table service and à la carte menu. M's BBQ will provide a takeaway service and will also offer delivery service by third parties provided by *ojek* online, such as Gojek and Grab. M's BBQ will be operating from 10.00 until 22.00. The interior of M's BBQ will be inspired by a rustic garden that will give a comfortable ambiance to the customers.

M's BBQ will be serving a variety of western food with a twist of Asian flavour. The menu in M's BBQ will vary from appetizers to desserts, for examples:

a.   Appetizers

The appetizers in M's BBQ will include a skin potato, spinach and artichoke dip, onion flower, and choices of salads.

b.   Main Courses

The main courses available in M's BBQ will include a variety of barbecued dishes, such as pork ribs, beef ribs, and chicken. M's BBQ will also be serving different cuts of steaks, various dishes of chicken and fish that can hopefully accommodate every customer. Every main course will be accompanied with 2 side dishes: cole slaw and choices of french fries, mashed potato, corn on the cob, and rice.

c.   Desserts

The desserts served in M's BBQ will include selections of ice cream, brownie, and waffles.

d. Beverages

Beverages in M's BBQ will include choices of beers, wines, teas, coffees, and ades.