CHAPTER I
INTRODUCTION

A. The Initial Idea

Indonesia is a nation with an all-out populace of 261,890,900 people in 2017 and has annual population growth rate of 1.34% during 2010 – 2017 (Badan Pusat Statistik Indonesia, 2018, p. 85). It is very well known for its exotic tourism destinations that are fully equipped with culture differentiations in every location, making Indonesia a place where people from international waters often gather in. The level of foreign tourist visits has reached a total of 1,256,325 tourists, making tourism one of the largest foreign exchange earners in Indonesia. According to Wishnutama Kusubandio, the Minister of Tourism and Creative Economy between 23 October 2019 and 22 December 2020, the tourism sector has contributed to the national GDP (Gross Domestic Product) by 5,5% in the year of 2019, with the foreign exchange realization reaching IDR 280 trillion (19,758 billion USD). This means that the tourism sector plays a very important role in boosting Indonesia's economy.

Walker (2017, p. 48) stated that there are seven components of hospitality and tourism's interrelated nature, which are tourism, travel, lodging, assembly management, restaurants and food service, recreation, and special events, as well as theme parks and attractions. With the rapid increasing number of tourists in Indonesia, the needs and demand in the accommodation and food service activities segment would undeniably rise as well. According to Walker (2017, p. 48), the restaurant business is an imperative part of the tourism industry as individuals go to eateries to satisfy assorted necessities and needs.

Eating is also classified as a natural need of humans that needs to be obliged by restaurants. But the restaurant business does not only cover human's eating needs, but also others such as the needs to mingle with other human beings and to be engaged (Walker, 2017, p. 48).

The Gross Domestic Product (GDP) at the national level is the basic measure of the value-added arising from economic activities (Badan Pusat Statistik Indonesia, 2018, p. 607). An increasing demand in a certain segment impacts the country's economy, which can be examined by looking at the data and information provided by the GDRP (Gross Regional Domestic Product) at the regional level such as provinces, regencies, or municipalities (Badan Pusat Statistik Indonesia, 2018, p. 607).

The GDRP calculation consist of two methods, by using current prices which is a calculation of the goods and services consumed at the current year's price and constant prices that uses a fixed price in one base year (2010, in this case) as the basis price for the calculation. By using the constant prices approach, the value of each year's GDRP can imply the economy's change in volume of quantity (that is not affected by the change of price).

TABLE 1

Gross Regional Domestic Product at Constant 2010 Market Prices by Industrial Origin (Million Rupiahs), 2017-2019

No.	Business Field	GDRP at Constant 2010 Market Price		
		2017	2018	2019
1.	Agriculture, Forestry, and Fisheries	113,736,00	114,825,00	116,552,00
2.	Mining and Quarrying	-	-	-
3.	Manufacturing	4,975,090,00	5,020,673,00	5,070,511,00
4.	Electricity and Gas Supply	52,401,00	56,445,00	6, 694,00

TABLE 1

Gross Regional Domestic Product at Constant 2010 Market Prices by
Industrial Origin (Million Rupiahs), 2017-2019 (cont.)

5.	Water Supply, Sewerage, Waste Management, and Remediation Activities	25,235,00	26,459,00	27,775,00
6.	Construction	6,973,231,00	7,603,242,00	8,288,640,00
7.	Wholesale and Retails Trade; Repair of Motor and Vehicles and Motorcycles	8,815,322,00	9,482,252,00	10,186,552,00
8.	Transportation and Storage	1,575,288,00	1,719,540,00	1,873,015,00
9.	Accommodation and Food Service Activities	1,559,475,00	1,676 306,00	1,806,421,00
10.	Information and Communication	8,277,913,00	8,938,491,00	9,651,278,00
11.	Finance Services and Insurance	635,407,00	691,927,00	751,927,00
12.	Real Estate Activities	9,587,406,00	10,359,192,00	11,190,826,00
13.	Business Activities	1,757,108,00	1,909,273,00	2,069,001,00
14.	Public Administration and Defence; Compulsory Social Security	528,059,00	568,772,00	612,951,00
15.	Education Services	3,721,151,00	4,017,727,00	4,322 ,145,00
16.	Health Services and Social Activities	2,080,496,00	2,220,929,00	2,370,519,00
17.	Other Services	1,421,237,00	1,530,104,00	1,646,174,00
GDRP		52,098,556,00	55,936,156,00	60,044,980,00

Source: Badan Pusat Statistik Tangerang Selatan (2020).

From Table 1, it can be implied that Tangerang Selatan's GDRP at
constant 2010 market prices by industrial origin increased steadily from 2017 –
2019, especially in the accommodation and food service activities sector. This
means that there is a favorable tendency of development on the
accommodation and food service activities sector in Tangerang Selatan during
recent years.

Aruma & Hanachor (2017, p. 16) mentioned that according to Abraham Maslow's Hierarchy of Needs, there are five level of human's needs: physiological needs, safety (or security) needs, love and belonging (or social) needs, esteem, and prestige (or ego) needs, and self-actualization needs. Physiological needs sit on top of the list, covering basic human needs such as food and water, clothing, shelter, and procreation (Aruma & Hanachor, 2017, p. 16). This also means that the fulfillment of basic human needs directly affects the economic growth in a certain area, whereas in this case is the accommodation and food service activities sector, as seen from Table 1.

GDRP according to the expenditure approach is one of the economic indicators used to evaluate the regional economic development performance; it describes the expenditure activities carried out by people to get the goods and services produced (Badan Pusat Statistik Kota Tangerang Selatan, 2019, p. 3). This expenditure GDRP data is also compiled for the intention of explaining how the received income through production process could be the source of the communities' income, which will then be used to meet final consumption needs (Badan Pusat Statistik Kota Tangerang Selatan, 2019, p. 6).

In 2017-2019, the GDRP at current price by expenditure of Tangerang Selatan significantly increased, amounting over 67.980,90 million Rupiahs (2017); 75.196,11 million Rupiahs (2018), and 82.840,31 million Rupiahs (2019). This increase is influenced by changes in price and changes in volume (Badan Pusat Statistik Tangerang Selatan, 2019, p. 44), which can be seen from Table 2 below:

TABLE 2

GDRP at current price by Expenditure, Tangerang Selatan Municipality
2017-2019 (in million Rupiahs)

No.	Expenditure Item	GDRP		
		2017	2018	2019
1.	Household Consumption	49,887,801,00	54,795,081,00	59,401,567,00
2.	NPISH Consumption	145,002,00	159,259,00	173,962,00
3.	Government Consumption	1,144,036,00	1,342,296,00	1,441,747,00
4.	Gross Fixed Capital Formation	27,869,078,00	33,582,775,00	37,923,993,00
5.	Changes of Inventory	34,303,00	50,668,00	44,782,00
6.	Export	33,378,674,00	34,947,423,00	35,058,532,00
7.	Import	44,477,990,00	49,681,391,00	51,204,275,00
GDRP		**67,980,904,00**	**75,196,110,00**	**82,840,308,00**

Source: Badan Pusat Statistik Tangerang Selatan (2020).

The Illinois Carnival Regulation Act (1963, p. 860) defined carnival as a collection of attractions, regardless of whether shows, acts, games, vending machines, or entertainment gadgets; either set up for only a short moment of time, led in a public spot or upon any private premises open to public, with or without admission expense. Carnivals have the objective of attracting open minded, innovative, and young people as these individuals are attracted to these kind of places (McGuigan, 2009, p. 294). Mc.Guigan (2009, p. 294) also mentioned that carnival signifies an enterprise which offers delight or entertainment to the general society by methods for at least one entertainment idea.

In Indonesia, one famous example of a carnival-themed location is the Plaza Medan Fair (PMF) in Medan, Sumatera, where for a whole week from 3 September 2019 up to 8 September 2019, the PMF will offer a variety of domestic and foreign culinary delights (Gatra, 2019). However, there is no restaurant in Tangerang Selatan that incorporates the carnival theme. This

situation opens a door of opportunity for this business idea to be the first carnival-themed restaurant at Tangerang Selatan.

However, on 31 December 2019, Wuhan Municipal Health Commission in China filed a report mentioning a cluster of pneumonia cases in the country (World Health Organization Official Website, 2020). On 5 January 2020, the World Health Organization (WHO) officially announced the first disease outbreak news regarding the virus, along with the virus' risk assessment. The virus is named the Coronavirus Disease (Covid-19) as it is a highly infectious disease caused by a newly discovered virus called coronavirus (World Health Organization Official Website, 2020). On 10 January 2020, the WHO announced a technical guidance of how to test and manage Covid-19's potential cases to all countries, based on the findings of the virus at that time (World Health Organization Official Website, 2020). The technical guidelines are being renewed and adjusted everytime a new and more up-to-date finding about the virus has emerged.

As restaurants continue to operate to provide people with nourishment and food, WHO believed that safety is of utmost importance (World Health Organization Official Website, 2020). Thus, WHO officially published guidance around food safety. The guidance is that restaurants need to ensure that the staffs practice physical distancing while being in the food premises, wash their hands regularly, avoid touching face, cover their mouth and nose while coughing or sneezing, and wear masks (World Health Organization, 2020). Customers are not refrained from entering restaurants, but those who are dining in are also required to implement the same things as the staffs.

However, both customers and staffs, if are unwell, are adviced to stay home (World Health Organization, 2020).

In Indonesia, the government has also set guidances to cope with the pandemic situation. Every city has its own specific rules and regulations that match the situation of the city, including Tangerang. According to Kompas (2021), Tangerang City Government will begin to implement *Pemberlakuan Pembatasan Kegiatan Masyarakat* (PPKM) from 8 January 2021 up to 25 January 2021. The newest update regarding Tangerang's safety health protocol (PPKM) is that PPKM will be officially extended through the *Peraturan Wali Kota Tangerang No. 6 Tahun 2021* that was published on 25 January 2021 (Kompas, 2021). The issuance of that regulation coincided with *Keputusan Wali Kota Tangerang No 443/Kep.94-BPBD/2021 tentang Perpanjangan Tahap ke Lima Belas Pembatasan Sosial Berskala Besar (PSBB) di Kota Tangerang* (Kompas, 2021).

The highest risk of the Covid-19 infection is being in a closed room with possible-infected people or people with Covid-19 symptoms with bad ventilation (World Health Organization, 2020). Thus, at times like the Covid-19 pandemic situation, people are spending their time in isolation most of the times to minimize disease transmission risk. However, not only does the pandemic situation impacts people physically (to be ill), but it also impacts on people's mental health. In Indonesia, with the endless rising case of Covid-19 and large-scale social restrictions, many people, especially youngsters, continue to face mental health and well-being challenges (Unicef Indonesia Official Website, 2020).

According to Freeman (2020, p. 1), outdoor spaces are important contributions to social well-being, physical, and mental health. Freeman (2020, p. 2) mentioned that spending time in outdoor spaces is important for avoiding social isolation, even for a short amount of time. The outdoor recreational space demand, for example outdoor restaurants and parks, are assumed to rise continuously in the pandemic situation (Freeman, 2020, p. 2). Not only that, Morawska (2020, p. 3) mentioned in her research of Covid-19's airborne transmission that there are important pathways to slow the spread of Covid-19. Several measures in that case are to provide sufficient and effective ventilation (preferably clean outdoor air), minimize recirculating air, and avoid overcrowding in large masses (Morawska, 2020, p. 3).

During an interview with Kompas, an epidemiologist from Griffith University Australia, Dicky Budiman, mentioned that outdoor activities or activities conducted in open spaces are safer if people adhere to the Covid-19 health protocols, such as weaing masks and diligent in washing hands (Kompas, 2020). Dicky also mentioned that outdoor activities may be produced more than indoor activities during the interview (Kompas, 2020). Dicky's previous statements are supported by Julia L. Marcus, an epidemiologist and assistant professor at Harvard Medical School, and Dr. Barun Mathema, an assistant professor of epidemiology at Mailman University Columbia. Both assistant professors mentioned that being outdoors is much better than indoors, where the amount of air volume is limited, and the recirculation is minimal (Kompas, 2020).

In Indonesia, an epidemiologist from Airlangga University, Windhu Purnomo told CNN Indonesia that an outdoor dining area is safer than indoors and suggested that restaurants provided an outdoor dining area for customers to eat outdoors (CNN Indonesia, 2020). According to DetikFood (2020), outdoor restaurants might be a great solution for the new normal era as one of the Covid-19 protocols that is said to be effective at the moment is to present an outdoor dining area (DetikFood, 2020). DetikFood (2020) also mentioned that according to epidemiologists, the concept of outdoor restaurants is better as the concept allows for a better physical distance.

Therefore, in pursuance of fulfilling food service activities demand, introducing, and raising interest towards carnival food, as well as following the Covid-19 protocol from WHO, comes a splendid opportunity in establishing a themed, outdoor venue that serves carnival-themed dishes and drinks. The outdoor concept is derived from the idea to prevent the spread of Covid-19. This establishment aims to provide a place where people from all ages in Indonesia can gather around to taste carnival food and drinks from all around the world.

The initial concept of Karnaval would be an outdoor restaurant that incorporates single-point service and cashless payment with food and beverage booths. The restaurant size would not be large. All food and beverages will be served from the booths in a safe distance, well-packed, and ready to go. An outdoor seating area will also be provided, however customers who choose to eat their food in the premises have a limited amount of time and the number of dine-in customers will be limited as well. All dine-in customers must follow

the visitor management and safety health protocol implemented at Karnaval. As time passes on, after the Covid-19 pandemic situation died down and ends, Karnaval plans to expand in terms of business growth by adding backyard carnival games to the establishment and adding indoor space.

Out of the many different locations available in Tangerang Selatan, Alam Sutera, Serpong, is chosen as the location of this establishment. This is because Alam Sutera has expanded in terms of business growth and fame by the existence of the shopping centre Mall@AlamSutera, Living World, and Flavor Bliss. Table 3 below explains the region area of Tangerang Selatan.

TABLE 3
Tangerang Selatan Region Area (km2), 2016

No.	Sub District	2016
1.	Setu	14,80
2.	Serpong	24,04
3.	Pamulang	26,82
4.	Ciputat	18,38
5.	Ciputat Timur	15,43
6.	Pondok Aren	29,88
7.	Serpong Utara	17,84
8.	Tangerang Selatan	147,19

Source: Badan Pusat Statistik Tangerang Selatan (2020).

According from Table 3, Serpong has a decent amount of land that is suitable with an outdoor concept as the area has a lot of green area. Not only that, Alam Sutera, Serpong, is located near major roads with residences and visitors that match the potential market of this establishment. To be exact, the establishment will be built at Jalan Alam Sutera Boulevard, Serpong, Tangerang Selatan, just across Flavor Bliss. Figure 1 shows the map of Jalan

Alam Sutera Boulevard, Serpong, with a white-marked rectangle to mark the location of this establishment.

FIGURE 1
Map of Alam Sutera, Serpong, Tangerang Selatan

Source: Data Processed Result (2020).

B. The Objectives

The objectives of this business feasibility study can be classified as follows:

1. To examine this establishment's business feasibility study from the market and marketing viewpoint.

2. To research this establishment's business feasibility study from the operational viewpoint.

3. To explore this establishment's business feasibility study from the organization and human resources department viewpoint.

4. To investigate this establishment's business feasibility study from the financial viewpoint.

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5. To examine this establishment's overall business feasibility, whether it is feasible and reliable to be implemented in the near future.

6. To satisfy the demand of food service activities.

7. To introduce and raise the enthusiasm towards carnival food and beverages.

8. To contribute as an expansion scope of the food and drink selection in Alam Sutera, Serpong, Tangerang Selatan.

C. Research Method

According to Sekaran & Bougie (2016, p. 2), business research is an orderly and coordinated effort to examine a particular issue in work setting that needs an answer. Data availability plays a crucial role in providing a conclusion that is accurate, trustworthy, and reliable. Thus, the data collection technique that would be implemented in this business feasibility study is primary data. Sekaran & Bougie (2016, p. 38) stated that:

"Such data that the researcher gathers firsthand for the specific purpose of the study are called primary data."

According to Sekaran & Bougie (2016, p. 142), questionnaire is:

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

Three methods of questionnaires are personally administered questionnaires, mail questionnaires, and online questionnaires (Sekaran & Bougie, 2016, p. 142). After taking into consideration of the current Covid-19

pandemic situation that is happening in the world, the type of questionnaire that will be used in this business feasibility study is the online questionnaires, due to minimize personal and physical contact with other people.

Online questionnaires according to Sekaran & Bougie (2016, p. 143) are created in the form of a web, with a database where statistical software and answers are stored with aims to provide a statistical analysis. The advantage of this method is the easy access provided by the Internet to reach individuals and groups that are difficult to contact through other channels. The problem of this method is that the survey response may not at all represent the population they are supposed to (Sekaran & Bougie, 2016, p. 143).

Sekaran & Bougie (2016, p. 239) mentioned that sampling is the process of choosing an adequate number of the correct components from the populace, so that the study and comprehension of its properties or attributes make it workable for us to generalize the populace components.

Sekaran & Bougie (2016, p. 239-241) also mentioned that the steps in sampling include:

1. Defining the population

   The target population is defined through geographical boundaries, time, and terms of elements. This business feasibility study's target population is in accordance with its establishment's geographical boundaries; all residents of Tangerang Selatan and people outside Tangerang Selatan who are willing to travel out for food outside their areas.

2. Determining the sample frame

A sample frame is the (physical) representation of all elements in the population, from which the sample is drawn. It is determined by age group, gender, education level, domicile, occupation, and average income. Hence, this business feasibility study's sample frames are both female and male respondents who reside in Tangerang Selatan regardless of their occupation.

3. Determining the sample design

Two major sample designs are probability and non-probability sampling. The difference between the two is that the elements in non-probability sampling do not have a predetermined chance of being selected as subjects while the elements in probability sampling have some predetermined chance. This business feasibility study uses the non-probability sampling with a specific category of convenience sampling. Sekaran & Bougie (2016, p. 247) stated that,

> As its name implies, convenience sampling refers to the collection of information from members of the population who are conveniently available to provide it.

The reason onto why convenience sampling was chosen is because of its advantages; quick, less expensive, and most importantly, convenient (Sekaran & Bougie, 2016, p. 250).

4. Determining the appropriate sample size

According to Sekaran & Bougie (2016, p. 264), a rule of thumb for determining the appropriate sample size was proposed by Roscoe in 1975:

a. Sample sizes that are less than 500 but more than 30 are appropriate for most research.

b. If the samples are to be categorized into subsamples (age groups, genders, etc.), the required minimum sample size for each category is 30.

c. The sample size in a multivariate research must be several times (preferably ten times or more) as large as the number of the study's variable.

d. Successful simple experimental research with tight experimented controls, is possible with samples as small as 10 to 20 in size.

Hair, et a.l. (2014, p. 100) stated that:

"As a general rule, the minimum is to have at least five times as many observations as the number of variables to be analyzed."

Thus, this business feasibility study's required minimum sample size is 220 respondents, as the distributed questionnaires contain 44 questions on the marketing mix section (44 questions times five equals to 220).

5. Executing the sampling process

The execution is the final stage of the sampling process, where the sampling frame, sample technique, sample size, and decisions with respect to the target population must be implemented. In this process, a scaled questionnaire is required. Sekaran & Bougie (2016, p. 2107) mentioned that,

"Scale is a tool or mechanism by which individuals are distinguished as to how they differ from one another on the variables of interest to our study."

This business feasibility study will be using the Likert Scale, a scale designed to examine how strongly the respondents agree with a statement on points of scale. The scales implied will have six points to avoid the respondent's neutrality, starting from the bottom: 1 = Strongly Agree, 2 = Agree, 3 = Slightly Agree, 4 = Slightly Disagree, 5 = Disagree, 6 = Strongly Disagree.

The sampling process is going to be executed from 18-22 September 2020 through the Internet using Google Forms. After the sampling process execution is done, the data needs to be tested by its validity and reliability to measure its worth. Sekaran & Bougie (2016, p. 220) stated,

"Validity is a test of how well an instrument that is developed measures the particular concept it is intended to measure."

Sekaran & Bougie (2016, p. 223) also stated that a measure's realibility shows the degree to which it is mistake free, thus consequently guarantees consistent measurement across time and over the different things in the instrument. All in all, the measure's realibility means that the steadiness and consistency of the instrument assists with the "goodness" of a measure.

6. Secondary data

According to Sekaran & Bougie (2016, p. 37), secondary data is collected data by others for purposes other than current study purposes. Examples of

secondary data are government publications, available published and unpublished information, company websites, statistical bulletins, and the Internet (Sekaran & Bougie, 2016, p. 37).

It can be taken through several methods:

a. Online books or library textbooks.

b. Online government publicity.

c. Credible online sources, such as official organization websites and reputable institution's e-journals.

D. Theoretical Conceptual Overview

The theories that support this business feasibility study are:

1. Definition of tourism

   Kementerian Pariwisata Republik Indonesia (2010) in *Undang-Undang Republik Indonesia No. 10 Tahun 2009 Pasal 1* stated that tourism is the assortment of activities which are supported by different facilities as well as services accommodated for the community, business visionaries, government, and local authorities.

   According to World Tourism Organization (2020), tourism is progressively perceived as an imperative supporter to job and wealth creation, ecological assurance, social protection, and poverty alleviation. A very much planned and managed tourism sector can help safeguard the natural and cultural heritage assets whereupon it depends, create exchange openings, and cultivate harmony and intercultural understanding.

Walker (2017, p. 48) stated that there are seven nature components that are interrelated with hospitality and tourism. Those seven natures are tourism, lodging, travel, assembly management, restaurants and food service, recreation and special events, and theme parks and attractions. Long (2004, p. 20) stated that culinary tourism is about food as the subject for tourism, about people exploring food that are new to them, using it to explore new cultures. Food is used to sell publicly attractive identities, experiencing food as something out of the ordinary.

2. Definition of restaurant

Barrows, Powers, & Reynolds (2012, p. 68) stated:

> "Any public place that specializes in the sale of prepared food for consumption on-or-off premise can be described as a restaurant."

The word *restaurant* was derived from its original meaning; "restorer of energy" in French, used in the mid-1700s in describing public places that offered soup and bread (Barrows, Powers, & Reynolds, 2012, p. 68).

Several reasons for undergoing a restaurant business according to Walker (2014, pp. 4-5) are:

a. Money

Restaurants that are successful have a high probability in being profitable in terms of being courted by a buyer, especially small restaurant chains.

b. Socializing

As social human beings, the high needs of socializing between people can be easily satisfied in restaurants.

c. Environment

Nothing is predictable in undergoing the restaurant business as the work environment is always changing.

d. Challenges

Keeping up with the demand and needs of each customer in an-always-changing trend opens new challenges every time; new menu item, new game ideas, new marketing ideas, and other aspects that may contribute well to the restaurant's success.

3. Classification of restaurant

Walker (2014, pp. 25-55), stated that restaurants are classified into several categories:

1) Chain Restaurants

Chain restaurants have a few points of interest which are acknowledgment in the marketplace, more noteworthy publicizing clout, refined frameworks improvement, and limited buying. Chain restaurateurs' advantage is that they can "do whatever they want to do" in terms of idea improvement, menus, style, etc. One example of a chain restaurant is the Union Square.

2) Franchised Restaurants

Franchised restaurant businesses have lower financial risks in terms of building design, publicizing methods, and other things that have been

tested in the marketplace. It gives room for development to people who are more inexperienced in the food and beverage industry but have the willingness to open up a restaurant business. One of the examples of a franchised restaurant is Domino's Pizza.

3) Quick-service Restaurants (QSR)

It is also known as fast food restaurants, where the food and beverages are served in a rapid pace after the payment is done. The type of food that are served are mostly burgers, fries, chicken, hot dogs, and others that are easy to cook rapidly. The counters of quick-service restaurants are usually bright in colour and have their own pick-up station for guests to take their own food and adjust their seasonings. An example of a quick-service restaurant is Kentucky Fried Chicken (KFC).

4) Casual Restaurants

Casual restaurants are more relaxed, suitable for people of all ages. It includes signature food and creative bar menus as well as a comfortable decoration. One example of a casual restaurant is the T.G.I. Friday's.

5) Fine Dining Restaurants

This includes high end food and service with prices that are expensive, enjoyed leisurely by people with medium to high average income. Lots of events usually take part in the restaurant where people often gather to celebrate their festivities such as weddings, birthdays, and others. The menus ordinarily incorporate costly, imported things, for

example, imported Scottish smoked salmon, caviar, and truffles. One example of a fine dining restaurant is Namaaz Dining.

6) Theme Restaurants

This type of restaurant usually highlights activities with glamorizing decoration to attract guests by creating a once in a lifetime experience. Some examples of the glamorizing decoration are sports, travel, and time in time (past times worth remembering). Theme restaurant examples are The Hard Rock Cafe – a music themed restaurant and Johnny Rockets – a 1950s diner themed restaurant.

4. Classification of service

Cousins, Lillicrap, & Weekes (2014, pp. 17-20) stated that there are five basic types of service, which are:

a) Table Service

This type of service allows guests to be seated after entering the restaurant. After that they will select one or as many items from the menu as they would like to and be served by the staffs.

b) Assisted Service

This type of service allows guests to select from buffets, passed trays, or menus that are served by both staffs and customers. It is usually used for hotel restaurants that offer breakfast services or restaurants that applies a 'carvery' type of operation.

c) Self-Service

This type of service allows guests to enter the venue, choose their own trays, and carry their dishes on their own to be dined in the dining venue or be taken away.

d) Single point Service

This type of service allows guests to enter the venue and order their desired food and beverage items at a single point, then carrying it themselves either to be dined in the dining venue or be taken away.

e) Specialized Service

This type of service is where the venue of the restaurant is already arranged beforehand by the guests and the dishes that are to be presented on the menu are predetermined by the customers as well.

5. Classification of menus

a) À la carte menu

This menu offers individually priced items that are commonly used in most restaurants.

b) Table d'hôte menu

This menu offers a selection of several dishes from which patrons choose to make a complete meal at a fixed price.

c) Du jour menus

This menu means "of the day"; a list of food items served only on a particular day.

d) Cyclical menu

This type of menu repeats in cycle every few days (normally seven, ten, 14, or 28 days), are generally used in institutions.

e) Kids menu

Restaurants that cater to families usually have a separate kids' menu – one using bold colors and catchy make-believe characters. Children like small prizes to take home, and they like to be involved and treated as more grown-up than they really are. For example: Burger King introduced Big Kid meals to capture the preteen crowd.

6. Business concept

Based on the theoretical conceptual overview above, this establishment has come to an arrangement of an outdoor themed restaurant with glamorizing carnival decoration to attract guests. The carnival decoration is in the form of food and beverage booths and other carnival-related ornaments. For example, food booths shaped like popcorns and circus-like awnings to avoid heat and rain exposure. The outdoor concept is derived from the idea to prevent the spread of Covid-19.

Karnaval will serve high-quality ingredients of freshly made-to-order menu items, in single point serving formats (service that allows customers to enter Karnaval's venue and order their food and beverages at Karnaval's booths, then choosing to have their ordered items taken away or dined in the seating area). The food and beverage items that are offered at Karnaval are the ones usually found in carnivals around the world, including main

courses, light bites, desserts, and drinks. An á la carte menu will be established at Karnaval, offering individually priced items.

Karnaval will also implement a strict Covid-19's health protocol at the establishment and oblige to the rules and regulations set by Tangerang City's government. For example, the must-wear-mask rule, visitor management, and physical distancing. During the new normal situation, Karnaval will limit the number of customers that may come inside the establishment at one time to avoid crowd with a limited amount of time at the establishment. Not only that, Karnaval will also implement cashless payments to reduce physical contact.

The restaurant would not be large, and all food and beverages will be served from booths in a safe distance, well-packed, and ready to go. An outdoor seating area will also be provided. Karnaval will be located at Alam Sutera, Tangerang Selatan. The population of Alam Sutera, both residences and visitors, matches the potential market of this establishment. Not only that, Alam Sutera has an empty green commercial space, suitable for an outdoor restaurant.