CHAPTER I
INTRODUCTION

A. Background

In globalization era, there are many hospitality products that compete in Indonesia. Kind of hospitality products that are favored by the companies are food ingredients, spirits, liquors and liqueurs, and any other hospitality products. Nowadays, the lifestyle of most Indonesian is hanging out with co-workers, friends, families, and others, talking about businesses and other casual topics. Ordering beverages usually follow the lifestyles of hanging out, whether it is alcoholic or non-alcoholic beverages. Based on statistical data, average income of restaurants itself have been increased through the years.

<table>
<thead>
<tr>
<th>Province</th>
<th>Year (2013)</th>
<th>Year (2014)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DKI Jakarta</td>
<td>3,910,942,896</td>
<td>3,937,315,677</td>
</tr>
<tr>
<td>Banten</td>
<td>4,078,746,114</td>
<td>4,355,638,407</td>
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Source: BPS Restaurant Statistics (2013-2014)

According to Katsigris, and Thomas (2007: 31), alcoholic beverages have played an important role in most cultures. The form of alcohol found in liquor is ethanol, which is a form of drug; it is tranquilizer. In moderate doses ethanol can have beneficial effects, causing
relaxation, stimulation of the appetite, heightening of pleasure, and providing a sense of euphoria. In larger doses, though, it becomes toxic, a form of poison. Basically, alcoholic beverages can give stimulant to the customer to relieve their stress. Cocktail is a term used to describe alcoholic drinks that are mixed or added to one or more non-alcoholic ingredients (Katsigris and Thomas, 2007: 404). The collective term tropical drinks as used in the bar trade comprises a loose collection of drinks originating in resorts in the tropics and in restaurants with a tropical ambience (Katsigris and Thomas, 2007: 459). Indonesia lies in the middle of equator line, the tropical-themed beverages suit well with its climate.

Recipe book “Cocktail Variety: Tropical Cocktail” was made as basis and source of idea for those who wants to be creative in mix drinks. As the name implies, “Cocktail Variety: Tropical Cocktail” is targeted for those who enjoy mix drinks and want to create cocktail, but it is also possible if this book is used for those who have interest in mixing drinks.

“Cocktail Variety: Tropical Cocktail” which is the outcome of work of professional competence consist of cocktail recipes that match with tropical theme. Ingredients and equipment used in the recipe book are generally alcoholic drinks and equipment that are used by a bartender. The book also included picture to help the readers to get an image of how the product looks like.
B. Concept

This project is taking form in recipe book. The recipe book consists of knowledge of bar equipment, mixing methods, and cocktail recipes. Cocktails in the recipes consist of four kinds of spirits (vodka, gin, tequila, and rum) also with variation of liqueurs and any other mixers. The cocktail recipes itself consist of 20 recipes, made to match with tropical theme. The recipe book also included the photo of the final product, ingredients, the method of making, and the formulation of the recipe. The reason why the form of recipe book is taken was because this form is reachable and recognizable by people and easy to be implemented.

C. Objectives

1. Major Objective

Major objective of this recipe book as work of professional competence is to help people that are willing to learn about cocktails and want to make cocktails, especially with tropical theme.

2. Minor Objectives

   a. To add more knowledge for readers about spirits, mixing methods, and basic bar equipment.

   b. As inspiration for people to be creative in creating cocktails.