

CHAPTER I

INTRODUCTION

A. Situation Analysis

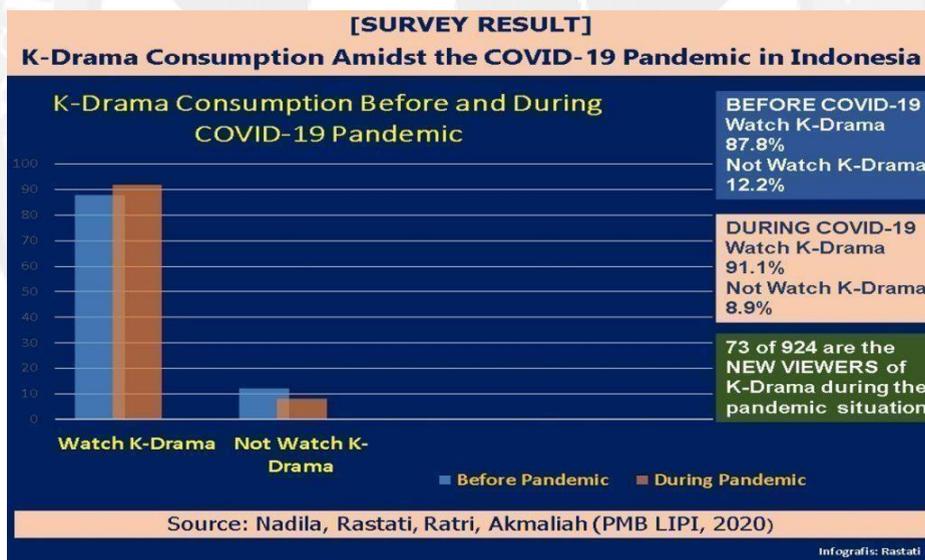
Kimchi is a Korean traditional food made by fermenting vegetables with probiotic lactic acid bacteria (LAB). Kimchi is traditionally eaten with steamed rice at any Korean meal because it is both tasty and practical. Fermented vegetables have been consumed since thousands of years ago in Korea. It is their way to prove that healthy food can be tasty too. According to the information from Catholic Central Medical Centre Health Column, kimchi contains high levels of minerals, vitamins, dietary fibers, and other functional components that improve health. As these kimchi's health benefits, kimchi became well known internationally as one of representative food from Korea. Korea has dozens of kinds of kimchi which have different ways of making them. As interest in healthy eating habits is growing around the world due to the coronavirus infection (COVID-19) crisis, exports of Korean kimchi have grown rapidly in the first half of this year. According to Food Industry Statistical Information (FIS), kimchi exports in the first half of this year increased by 44.3% from the same period last year. The reason for the increase of kimchi exports is that kimchi is known as a good product for immunity during COVID-19 pandemic. According to Dr. Jean Bousquet, a research team led by professor of pulmonary medicine at the University of Montpellier in France announced that the reason Korea has so few deaths from COVID-19 is because of kimchi. Professor Bousquet published a paper titled "Relationship between vegetable consumption and COVID-19 fatality in European countries." As a result of analyzing, differences in diet by region and the number of deaths due to

COVID-19 there are fewer deaths in countries that use fermented cabbage as a staple food. Most Koreans consume kimchi almost every day, and the fermented ingredients of kimchi have been a great help in suppressing the Covid-19 virus.

Besides that, Korean drama became a trend especially during this COVID-19 pandemic. Korean dramas include scenes of eating Korean food including kimchi that makes it even more popular in Indonesia. This online community service is targeting Indonesian who want to open Korean restaurants and for those interested in Korean food. And let them know that making kimchi is not that difficult by teaching them “Easy tutorial: How to make kimchi”.

Figure 1

K Drama Consumption Before and During COVID-19 Pandemic in Indonesia



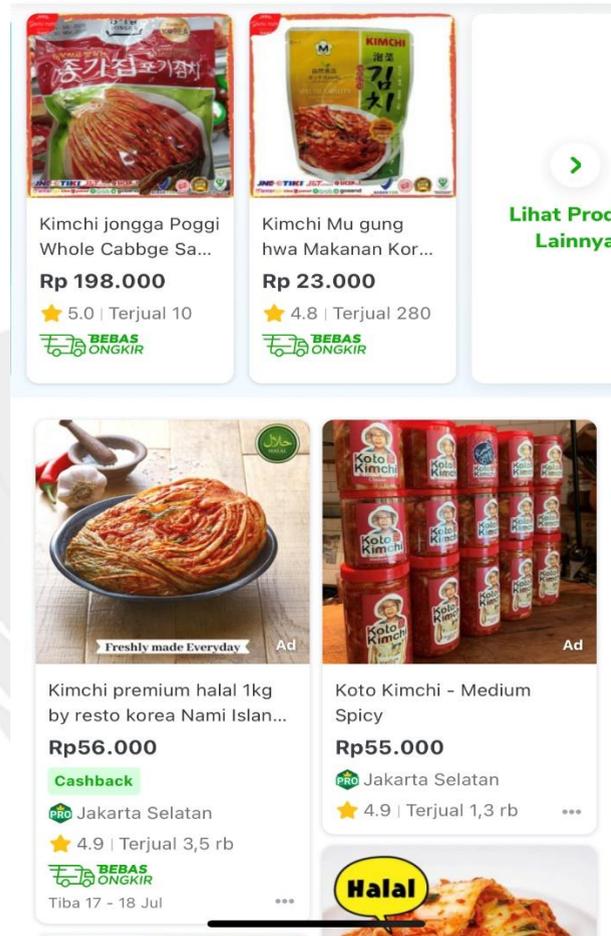
Source: Nadila, Rastati, Ratri, Akmaliah (PMB LIPI, 2020)

The survey was collected among 924 respondents, and 842 respondents said they watched Korean drama. Among those who watched, 73 were first time viewers who had never seen a Korean drama before the pandemic. The COVID-19 outbreak in Indonesia, which has been ongoing since March 2020, has forced individuals to stay at home. Because of their abundance of free time, some people choose to watch Korean dramas. The increase in the popularity of Korean drama leads to an increase in the popularity of Korean food including kimchi. Because of this reason, many people are becoming interested in Korean food.

Kimchi is a one of the most important food in Korean restaurant. There is no Korean restaurant that does not have kimchi and there are many Korean food that use kimchi to make another Korean food such as kimchi fried rice, *kimchi jjigae* (kimchi stew), *kimchi jeon* (Korean kimchi pancake), and many more. Since the basic ingredient of all these foods are kimchi, so the kimchi must be well-made and delicious. In Indonesia, can be seen that kimchi being easily sold in online and offline store such as Tokopedia and Shopee for the online, and Korean supermarket such as K-mart and Lotte mart for the offline store. There are many types of kimchi but among them, the most famous cabbage kimchi is the most common kimchi that sells at market in Indonesia. The price range for the kimchi that sells in online store is from 55.000 to 200.000 rupiah per kilogram.

Figure 2

Kimchi that are selling in online store



Source: Tokopedia (2021)

Community service is an activity carried out to help the community. With the various benefits of kimchi and the increasing popularity of Korean food and the need for Korean restaurants for kimchi, this community service with the title of "Easy Tutorial for Making Kimchi at Home" was organized to teach how to make kimchi so that Korean restaurants can make their own kimchi to reduce the operational cost of their restaurant.

B. Partner Problem

Covid-19 pandemic put everyone in a hard situation. As part of a hospitality industry, the food and beverage industry are also greatly impacted by the Covid-19 pandemic. Therefore, the target participants are people who want to do a start-up

business like opening a Korean restaurant or even to people that already opened the business. Fortunately, found a company named PT. Trimegah Lestari Abadi, that is willing to expand their business to make a Korean restaurant. PT. Trimegah Lestari Abadi is a company located in Jember, East Java that engaged in food and beverage sector founded in 2019 with 30 employees who work together. Because this is their first time try to open a Korean restaurant business, they need information and do not have much knowledge about Korean kimchi and how to make it. And also, if they buy ready-made kimchi in online or offline store, it is more expensive than making it by their own. Thus, author wants to help and teach them how to make the kimchi and give some knowledge and information about kimchi. The authors hope to solve these problems through this community service activity in times of this hard situations.

