CHAPTER I

INTRODUCTION

A. The Initial Idea

Indonesia is a country well known for its exotic tourism, friendly citizen, and cultural diversity. Economically, stated by the Ministry of Tourism and Creative Economy Republik Indonesia, the tourism sector in 2021 during Covid-19 pandemic has gain 140.845 foreign visitors. It has decrease 10.04% from June 2020 which shows 156.651 foreign visitors. According to the Minister of Tourism and Creative Economy, the tourism sector succeeds to contribute 4.80%. In April 2020, 10.946 tourism establishment has come to feel the impact of this pandemic and 30.421 human resource lost their job.

According to Loka Data 2016, 83.4% people in DKI Jakarta are recorded as Muslim which equals to approximately 8.6 million people in number. By that being stated, having halal-based food and beverage establishment will eventually grabs big number of prospected customers.

The travel and tourism industry is composed of five parts which are the tourism lodgings (hotels, motels, camps, cruise ships), the transportation services (ships, airplanes, trains), food and beverage operations (restaurants, bars, taverns, catering), retail stores (gifts, souvenir, arts/crafts shops) and the activities (recreation, educational trips, business, festivals, sport events (Kapiki, 2012).According to WHO, Coronaviruses are a group of viruses belonging to the family of Coronaviridae, which infect both animals and humans. Human coronaviruses can cause mild disease similar to a common

cold, while others cause more severe disease (such as MERS - Middle East Respiratory Syndrome and SARS – Severe Acute Respiratory Syndrome). A new coronavirus that previously has not been identified in humans emerged in Wuhan, China in December 2019. This disease causes restaurants to stop their operation in their establishment. Furthermore, people are encouraged to stay at home in order to perform social distancing so the virus won't spread and cause a huge number of victims.

By that being stated, operating a food and beverage establishment in a physical for in the middle of this pandemic will cause the business to die in income and will bulk in operational expenses. Thus, a food and beverage business should be able to perform their food and dining experience in their customer's safest place. GDP can be viewed in three different ways, such as:

1. The production approach

    Sums the "value added" at each stage of production, where value added is defined as total sales minus the value of intermediate inputs into the production process. For example, flour would be an intermediate input and bread the final product, or an architect's services would be an intermediate input and the building the final product.

2. The expenditure approach

    Adds up the value of purchases made by final users—for example, the consumption of food, televisions, and medical services by households; the investments in machinery by companies; and the purchases of goods and services by the government and foreigners.

3. The income approach

Sums the incomes generated by production—for example, the compensation employees receive and the operating surplus of companies (roughly sales minus costs). By these three main ideas of GDP being stated, it means that production, expenditure, and income of a certain are is corelated to one another. These three will then determine how people economically people in that area supply it's demand. GRDP value at market price is obtained by adding gross value added from all economic sectors in that region.
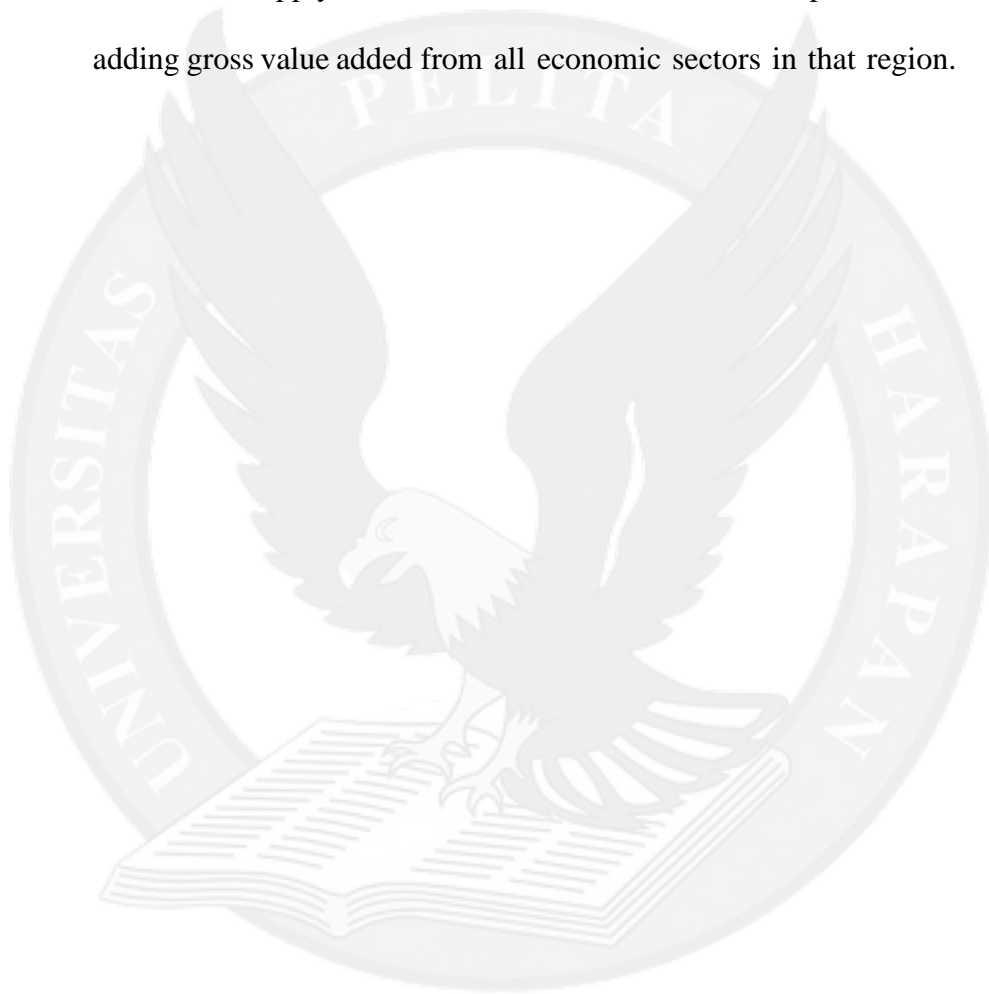
TABLE 1

Gross Regional Domestic Product at Constant 2010 Market Prices by Industrial Origin (Million Rupiahs), 2018-2020

No.	Field of Business	GRDP at Constant 2010 Market Price		
		2020	2019	2018
1	**Agriculture, Forestry, and Fisheries**	**1,401,067.14**	**1,398,216.90**	**1,394,054.76**
2	Mining and Quarrying	2,645,400.92	2,827,319.55	2,945,330.68
3	Manufacturing	194,609,322.28	217,046,499.37	219,717,892.64
4	Electricity and Gas Supply	5,214,811.77	5,856,471.75	52,282,551.20
5	Water Supply, Sewerage, Waste Management, and Remediation Activities	743,227.73	763,674.35	737,568.35
6	Construction	207,532,811.74	219,737,366.38	215,896,011.17
7	Wholesale and Retails Trade; Repair of Motor and Vehicles and Motorcycles	270,733,845.91	291,238,584.66	275,953,800.69
8	Transportation and Storage	61,483,625.64	66488046.83	61,328,933.10
9	**Accommodation and Food Service Activities**	**76,510,578.43**	**913,15,637.99**	**85,359,503.54**
10	Information and Communication	234,439,184.05	210,969,972.31	188,922,978.71
11	Finance Services and Insurance	207,672,656.87	199,004,230.57	183,680,633.69
12	Real Estate Activities	118,828,085.70	116,583,973.96	111,360,636.43
13	Business Activities	151,796,190.30	155,071,408.04	139,487,441.11
14	Public Administration and Defence; Compulsory Social Security	66,228,072.64	70,325,189.39	67,893,776.26
15	Education Services	87,153,290.24	84,908,459.73	80,495,762.41
16	Health Services and Social Activities	36,708,688.87	30,627,687.30	28,666,633.95
17	Other Services	69,093,731.79	72,035,746.73	66,139,082.35

From Table 1, it can be stated that DKI Jakarta's GDRP at constant 2010 market prices by industrial origin in 2018-2020 has decreased, especially in the accommodation and food service activities sector shows. Furthermore, a good number is also shown from Agriculture, Forestry, and Fisheries field of business. This means that there is a good opportunity to open a new food and beverage establishment with new innovation to add more working place in the hospitality industry of DKI Jakarta especially fish business. Indonesia fish consumption reach 76% (Daroedono, 2019). In addition, the analysis result of SUSENAS on March 2016 shows that there 256.211 out of 291.414 household that is chosen to be the survey's respondent consume fish (Arthatiani & Kusnadi, 2018). Stated by the Head of Kesatuan Nelayan Tradisional Indonesia (KNTI) M Riza Damanik that the increasing number of fish consumption per capita reach 3.1% in 2020 during the Covid-19 pandemic (Santia, 2020).

TABLE 2

Average Monthly Expenditure per Capita on Food and Non-Food in Urban Areas by Regency/City (rupiah) 2017-2019

Reg.	Food	Non-Food	Amount
	2019	2019	2019
Kep. Seribu	726,987.41	395,247.13	1,122,234.55
Jakarta Selatan	917,711.42	1,707,577.84	2,625,288.26
Jakarta Timur	820,521.33	1,138,393.28	1,958,914.61
Jakarta Pusat	870,791.13	1,138,317.75	2,009,108.88
Jakarta Barat	886,692.55	1,257,929.08	2,144,621.63
Jakarta Utara	911,660.97	1,083,566.73	1,995,226.70
DKI Jakarta	877,449.00	1,278,664.00	2,156,112.00

As how it is shown on Table 2, Jakarta's citizen spends more on food

compared to non-food category. In 2019, Jakarta Utara's citizen shows a high number of expenses on their consumption of food. Thus, Jakarta Utara is a nice place to build catering business.

By that being stated, having a wholesome catering business in DKI Jakarta will result in good income because people in DKI Jakarta is brave enough to spend their money on food. Not only that, from Table 1 it is shown that the GRDP of accommodation and food service in Jakarta is high compared to the other sector.

Out of the many different locations available in DKI Jakarta, Kelapa Gading which is located in Jakarta Utara is chosen as the location of this establishment. This is because Jakarta Utara has show the largest number of expenses on food compared to other places in Jakarta.

TABLE 3

Marine Capture Fishery Production by Main Commodity (Tons), 2017

No	Province	Produksi Perikanan Tangkap di Laut Menurut Komoditas Utama (Ton)					
		Cakalang	Tongkol	Tuna	Udang	Lainnya	Jumlah Tangkap di Laut
		2017	2017	2017	2017	2017	2017
1	ACEH	19.072	34.722	5.994	18.879	157.395	236.061
2	SUMATERA UTARA	13.928	16.184	2.315	119.135	563.880	715.442
3	SUMATERA BARAT	303	41.308	5.376	21.430	145.727	214.144
4	RIAU	-	12	-	9.633	98.198	107.843
5	JAMBI	-	5	-	18.673	25.731	44.410
6	SUMATERA SELATAN	-	-	-	1.070	8.460	9.530
7	BENGKULU	253	6.089	328	1.838	57.247	65.755
8	LAMPUNG	-	14.085	4.398	5.066	148.728	172.277
9	KEP. BANGKA BELITUNG	11.374	45.063	-	3.442	158.033	217.912
10	KEP. RIAU	100	50.675	-	18.517	43.141	112.433
11	DKI JAKARTA	29.187	13.584	27.983	202	64.664	135.619
12	JAWA BARAT	876	17.789	2.560	5.978	203.950	231.153

Source: One Marine and Fisheries Data (2018)

Table 3

Marine Capture Fishery Production by Main Commodity (Tons), 2017 (cont.)

No.	Province	Produksi Perikanan Tangkap di Laut Menurut Komoditas Utama (Ton)					
		Cakalang	Tongkol	Tuna	Udang	Lainnya	Jumlah Tangkap di Laut
		2017	2017	2017	2017	2017	2017
13	JAWA TENGAH	932	18.770	1.757	18.390	213.765	253.614
14	DIY	1.372	390	433	1	3.120	5.315
15	JAWA TIMUR	10.665	62.415	2.366	31.492	444.987	551.925
16	BANTEN	274	3.327	351	9.455	95.296	108.703
17	BALI	6.555	15.710	15.512	3.714	70.100	111.591
18	NUSA TENGGARA BARAT	7.996	10.482	2.256	2.079	156.328	179.140
19	NUSA TENGGARA TIMUR	10.042	7.528	3.306	1	51.349	72.226
20	KALIMANTAN BARAT	-	11.611	-	37.750	78.847	128.208
21	KALIMANTAN TENGAH	-	432	-	14.717	52.236	67.384
22	KALIMANTAN SELATAN	-	3.536	4	50	5.595	9.184
23	KALIMANTAN TIMUR	7.132	1.921	3.967	10.279	17.741	41.041
24	KALIMANTAN UTARA	109	0	-	1.199	11.311	12.619
25	SULAWESI UTARA	46.420	4.133	12.763	2.025	328.108	393.448
26	SULAWESI TENGAH	50.481	937	10.371	91	115.636	177.517
27	SULAWESI SELATAN	133	32	6.045	23.066	303.495	332.770
28	SULAWESI TENGGARA	23.815	10.727	6.298	1.226	187.263	229.328
29	GORONTALO	51.391	8.950	23.543	145	50.860	134.889
30	SULAWESI BARAT	12.093	593	1.478	-	41.936	56.100
31	MALUKU	76.790	28.633	66.065	10.028	421.437	602.953
32	MALUKU UTARA	25.590	6.133	24.560	-	40.245	96.528
33	PAPUA BARAT	16.204	525	11.494	8.825	384.793	421.840
34	PAPUA	44.463	34.709	51.709	1.680	42.651	175.211

Source: One Marine and Fisheries Data (2018)

According to Table 3, DKI Jakarta as a province produces 135619 seafood which is likely to be more of a trend than any other provinces in Indonesia. Thus, a seafood catering is capable to be established with the fact that DKI Jakarta can manage to supply seafood.

B. The Objectives

The Sinorotan Seafood Catering feasibility study is very important to be studied. Sinorotan Seafood Catering has a purpose consisting of the main objectives (Major Objectives) and sub objectives (Minor Objectives). The following are the main objectives (Major Objectives) of Sinorotan Seafood Catering:

1) Market and Marketing Aspects

   Market and marketing aspects aim to analyze and to confirm demand and supply, determine segmentation, target and position of the business in the market, marketing mix (product, pricing, promotion, distribution), economic, social, legal, environment and technology of Sinorotan Seafood Catering.

2) Operational Aspect

   The operational aspect aims to analyze and to confirm the types of activity and facility requirements, equipment requirements, the technology used by Sinorotan Seafood Catering.

3) Organizational and Human Resources Aspects

   Aspects of organization and human resources aim to analyze and confirmorganizational structure, training and human resource development and legal aspects of Sinorotan Seafood Catering.

4) Financial Aspect

   The financial aspect aims to analyze and confirm with sources of funds needed, operational costs, reports profit and loss, cash flow, break event point analysis, and risk management of Sinorotan Seafood Catering.Here

are the sub goals (Minor Objectives) of Sinorotan Seafood Catering :

a. Open new job opportunities for people who around the business area.

b. Meet people's needs for food and drink.

c. Increasing economic growth in the Kelapa Gading area especially in the field of food and beverage sales.

C. Research Method

Business research can be described as a systematic and organized effort to investigate a specific problem encountered in the work setting, which needs a solution. It comprises a series of steps that are designed and executed with the goal of finding answers to the issues that are of concern to the manager in the work environment (Sekaran & Bougie, 2016, p.2). By that being stated, it means that a problem needs to clearly investigated. Then, in order to resolve the problem, one needs to gather information, analyze the data, develop an explanation for the problem at hand and then solve it by taking the necessary corrective measures. The data collection technique that could be implemented in this business feasibility study is primary data.

Individuals such data that the researcher gathers firsthand for the specific purpose of the study are called primary data. Data is original and first collected by researchers for the purpose of the study (Sekaran & Bougie, 2016, p.38).

Questionnaire is a preformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives (Sekaran & Bougie, 2016, p.142).

There are three methods of questionnaire which are administered questionnaire, mail questionnaire, and online questionnaire (Sekaran & Bougie, 2016, p.142). Considering the current situation of Covid-19 pandemic that is happening in the world, the type of questionnaire that will be used in this business feasibility study is the online questionnaires, in order to minimize physical contact with other people.

Online questionnaires are usually created as "web forms" with a database to store the answers and statistical software to provide statistical analysis (Sekaran & Bougie, 2016, p.143).Sampling is the process of selecting a sufficient number of the right elements from the population, so that a study of the sample and an understanding of its properties or characteristics make it possible for us to generalize such properties or characteristics to the population elements (Sekaran & Bougie, 2016, p. 239). The major steps in sampling include:

1. Define the population.

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

2. Determine the sample frame.

   A sampling frame is a (physical) representation of all the elements in the population from which the sample is drawn. Sampling frame is

determined by age group, gender, education level, domicile, occupation, and average income. By that being stated, this business feasibility study's sample frames are both female and male respondents who reside in Jakarta Utara

3. Determine the sampling design.

There are two major sample designs which are the probability and non-probability sampling. The elements in non-probability sampling do not have a predetermined chance of being selected as subjects. On the contrary, the elements in probability sampling have some predetermined chance. The non-probability sampling with a specific category of convenience sampling is chosen to conduct this business feasibility study. Moreover, this business feasibility study will also go with convenience sampling because convenience sampling is most often used during the exploratory phase of a reasaearch project and is perhaps the best way of getting some basic information quickly and efficiently (Sekaran & Bougie, 2016, p. 247).

4. Determine the appropriate sample size.

In order to determine the sample size, Sekaran and Bougie (2016, p. 264-165) proposes the following rules of thumb, which are:

1. Sample sizes larger than 30 and less than 500 are appropriate for most research.

2. Where samples are to be broken into subsamples (males/females, juniors/seniors, etc.), a minimum sample size of 30 for each category is necessary.

3. In multivariate research (including multiple regression analyses), the sample size should be several times (preferably ten times or more) as large as the number of variables in the study.

4. For simple experimental research with tight experimental controls (matched pairs, etc.), successful research is possible with samples as small as 10 to 20 in size. 5. Execute the sampling process.

5. Executing the sampling process

    The final step is the execution where in this stage sampling frame, sampling technique, sample size, and decisions with respect to the target population must be applied. During this process, a scaled questionnaire is needed. 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. Scaling involves the creation of continuum on which our objects are located (Sekaran & Bougie, 2016, p.207). For this business feasibility study, the scale that will be used is Likert Scale 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. After the scaling process, the data needs to be tested by its validity and

reliability. 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.220). While reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring (Sekaran & Bougie, 2016, p.220).

6. Secondary Data

Secondary data are data that have been collected by others for another purpose than the purpose of the current study. Some secondary sources of data are statistical bulletins, government publications, published or unpublished information available from either within or outside the organization, company websites, and the Internet. The nature and the value of secondary data should be carefully evaluated before it is used (Sekaran & Bougie, 2016, p.37). Secondary date can be taken through several methods, which are:

a. Online books, e-books, or library textbooks

b. Government website

c. Official organization websites and e-journals

D. The Application Conceptual Review

The theories that support this business feasibility study are:

1. Definition of tourism

According to Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 stated that tourism is a wide variety of tourist activities and supported by

various facilities and services provided by the community, entrepreneurs, government, and local governments. Kapiki (2012, p.1) stated that the travel and tourism industry is composed of five parts which are the tourism lodgings (hotels, motels, camps, cruise ships), the transportation services (ships, airplanes, trains), food and beverage operations (restaurants, bars, taverns, catering), retail stores (gifts, souvenir, arts/crafts shops) and the activities (recreation, educational trips, business, festivals, sport events).

2. Definition of Catering

Catering, according to Marg (2021, p:87), can also be regarded as a service that provides a pleasant change from home cooked food. People like to enjoy a meals, snacks, and beverage that have been prepared and served in different and pleasant surroundings.

1. Types of Catering Service

TABLE 4

Types of Food Service Establishments

Welfare Catering	Commercial Catering
Mid-day meals in schools	Small to large hotels, restaurants, dhabas, cafes
School food service	Expensive luxury restaurants, spas, specialty restaurants
Industrial canteens (when employers provide free or subsidized food to employees)	Guest houses, Holiday camps
Institutions – school and college hostels, working women's hostels special needs e.g. hospitals	Fast food joints/ Take away (quick service restaurants)
special needs e.g. hospitals	Coffee shops, specialty food service e.g. ice creams parlors, pizza
Old age homes, nursing homes	Food service in cinema halls, theatres, malls
Orphanages	Wine Bars
Prisons	Travel services on sea, land, air (Transport catering) e.g. flight kitchens, buffet cars in trains

TABLE 4

Types of Food Service Establishments (cont.)

Dharmashalas	Catering for seminars, workshops, conferences, parties and weddings
Langar, Prasad including meals offered to devotees at temples	Catering for industries and institutions on contract basis (in-house food service)
Feeding programs undertaken by religious orders e.g., Ramkrishna Mission, ISKCON	Chain catering organisations
Creches	Clubs/gymkhanas
Supplementary feeding programmes of government/municipality e.g., Midday meal programme, ICDS' supplementary feeding	Mobile Catering

Source: *Human Ecology and Family Sciences* (2021)

2. Types of Food Service

According to Marg (2021: p.92-93)There are basically four types of food service systems—conventional, commissary, ready prepared and assembly/serve.

a. Conventional food services system

Food is prepared in a kitchen on the premises where the food is to be served. Following food preparation/ production, food is held hot or cold and served as soon as possible. The food may be distributed for service directly to an adjacent service area e.g., in cafeterias, restaurants, dining halls of hostels. Alternatively, it may be carried on trays e.g., served to patients in hospitals. This system is more adaptable to individual preferences. Seasonal ingredients can be used and there is greater flexibility in menu planning. Also, distribution costs are minimal.

b. Commissary food service system

In this system, food is prepared centrally at one place, but it is

distributed to several remote areas for final preparation and service, since the food production center and the service areas are located in separate facilities. Hence, a food distributor is necessary to ensure that the food is supplied to the various outlets. For example, there are chains of outlets like Coffee Day, Barista, etc. where the basic food items like ice cream, milk, cookies etc. are supplied from a centralized kitchen. When a customer orders a milk shake, it is prepared as per the flavors and other ingredients, toppings, etc. are added as per the customer's The advantages are that all ingredients can be purchased in bulk (saves money), there is no need for separate equipment and personnel to cook the food in each unit. Uniformity of quality of products for all units can be assured and it is cost effective.

c. Ready-prepared food service systems

Food items are prepared well in advance before the time of service and kept frozen until they are to be used. In large cities, many such food items are available e.g. frozen parathas, samosas, cutlets, French fries etc. Mafco and Godrej are examples of industries that have developed and are marketing such products. One important aspect in this kind of operation is the need for special equipment for freezing the food and separate freezers for storing the food in frozen condition. Extreme care must be taken in food handling procedures to prevent contamination and spoilage.

d. Assembly–service system

In this, fully prepared foods are purchased from manufacturers and

only finishing processes such as seasoning, thawing, reheating is done at the place of service. These operations require minimal cooking at the point of service e.g., sale of 'gol gappas/pani puri or bhel puri'. The manufacturing process is separated from the distribution process/service. One of the limitations is that the number of items prepared may not be large.

4. Classification of menus

According to Walker (2017, p. 278-279) there are six types of menus, which are:

a. À la carte menus

These menus offer items that are individually priced.

b. Table d'hôte menus

Table d'hôte menus offer a selection of one or more items for each course at a fixed price. This type of menu is used more frequently in hotels and in Europe. The advantage is the perception guests have of receiving good values.

c. Du jour menus

Du jour menus list the items "of the day."

d. Tourist menus

These menus are used to attract tourists' attention. They frequently stress value and food that is quickly prepared, inexpensive, and reflective of regional tastes.

e. California menus.

These menus are so named because, in some California restaurants, guests may

order any item on the menu at any time of the day.

f. Cyclical menus

Cyclical menus repeat themselves over a period of time.

5. Trends in Food Business

According to Litmus (2017: p.15) there trend in food business, such as:

a. More and more international flavors and tastes from small specialist operators either via pop-ups, street food markets or fixed restaurants, with an emphasis upon authenticity and innovation.

b. Healthy foods like bone broth that are packed with vitamins, collagen and keratin.

c. Smartphone technology in the form of online or app-based ordering, payment and delivery, to increase speed-of service: Wagamama, for instance has a dedicated app

6. Definition of Seafood

According to Thakur Yashwant Singh Parmar et al., (2019, p.169) seafood is one of the important sources for food, nutrition, income and livelihoods and has been recommended to be consumed more frequently by nutritionists and health experts. The broad classification of fish includes finfish (white fish and oil-rich fish) and shellfish (molluscs and crustaceans). Seafood includes fish such as catfish, salmon, tuna, trout and tilapia, and shellfish such as shrimp, crab, clams, and oysters. Most of the seafood purchased in the United States comes from marine waters and from aquaculture (farm-raised fish)(Reames, 2012).

7. Definition of Minahasa Spices

Stated by Indriaty (2018, p.118) spices is aromatic plan6ts that is added to food as as a seasoning and appetizer. In general, these types of plants contain substances that greatly help the digestive glands and increase appetite stimulation. The function of spices isto enrich the taste of food, for instance fragrance, sweet, sour, umami, or spicy. Woku seasoning or herbs that is usually used in Minahasa cookings hold an important role, in other words Minahasa cooking use a lot of herbs during the process of cooking. Some basic herbs that is used kemangi, daun jeruk, daun pandan, kunyit, serai, daun bawang, tomat, cabai, jahe, bawang putih, bawang merah dan kemiri.

8. Business Concept

Sinorotan Seafood Catering is a business catering named after the word "Sinorotan" which means spotlight in Minahasa where all the food offered is seafood that is cooked in Minahasa spices. The variety of seafood that Sinorotan Seafood Catering offers are cakalang fish, tude fish, tongkol fish, tuna, salmon, crab, lobster, shrimp, clams, mussels, baby octopus, and squid (calamari). The seafood will be cooked in soy sauce, woku, rica, tuturuga, and dabu-dabu seasoning. The seafood will be cooked in three ways such grill, friend, and steam. Moreover, Sinorotan Seafood Catering also provides appetizers, sauteed vegetables, side dishes or snacks, desserts, sambal, and beverage. The vegetable that this catering offers are Tumis Daun Pepaya, Tumis Bunga Pepaya, and Rica Rodo. The side dishes are perkedel jagung, panada, lalampa, and binyolos. For the soup, Sinorotan Seafood Catering provides Brenebon and for the prodige is Tinutuan as the

appetizers. Sinorotan Seafood Catering also provides dessert such as Klappertart and Balapis. Lastly, for the beverage Sinorotan Seafood Catering offers Es Brenobon and Es Sirsak. Sinorotan Seafood Catering will also provide mineral water.

Sinorotan Seafood Catering implements the a la Carte menu so the customer can choose the seafood and seasoning that they prefer. The menu of Sinorotan Seafood Catering is available at the counter in barcode form to perform health protocol and online application. The customer can choose various type of payment method such as Electronic Data Capture (EDC), OVO, GoPay, and ShoopeePay. Sinorotan Seafood Catering kitchen is located in Kelapa Gading, Jakarta Utara, DKI Jakarta. The service style of Sinorotan Seafood Catering is conventional food service system. Conventional food service system is prepared in a kitchen on the premises where the food is to be served. Following food preparation/ production, food is held hot or cold and served as soon as possible.

Sinorotan Seafood Catering also provide stall and mini dining area for people to buy the food directly in the establishment. The menu of the food will change each day. The food provided will only be provided in take-away packaging. The dining area is the meeting room if it is not occupied by any guest for meeting or food testing purposes.