

## CHAPTER 1

### INTRODUCTION

#### A. Background

The tourism sector in Indonesia holds a significant and crucial role for the nation's economic growth. Tourism is a multidimensional and multi-facet activity which affects many lives and varieties of economic sectors (Cooper, 2016). *Undang-Undang Republik Indonesia* Number 10 of 2009 about Tourism Chapter II Subsection 4 mentions that tourism has a purpose to increase economic growth, increase people's welfare, eliminate poverty, overcome unemployment, protect nature, environment, resource, cultural promotion, national image establishment, cultivate love for the homeland, strengthen national identity and unity, and strengthen relationships between nations. Through this multiplier effect, tourism can increase economic growth and create employment. Therefore, in order to increase the people's welfare, developing a new business in the tourism industry will help to accomplish the goal by providing new employment opportunities in the industry. Also in line with a research done by (Yakup, 2019), the tourism sector has a positive and significant impact in the economic growth of Indonesia.

Food and Beverage sector in Indonesia keeps developing year by year, one of which is restaurants. According to the data taken by *Badan Pusat Statistik*, the number of medium to large scale restaurants in

Indonesia reached 2,977 in 2011, 7,780 in 2018, and 8,304 in 2019. Restaurants are one of the components of a tourism destination which are amenities. Cooper (Cooper, 2016) mentioned that these amenities include accommodation, food and beverage places, entertainment, retail, and other service providers. Restaurant is also a part of human lifestyle according to the motivation theory held by Abraham Maslow about basic needs of every human. Walker (Walker, 2014) also mentions that restaurants have a significant part in human lifestyle since the first tavern was discovered in 1700 BC. From this we can conclude that the lifestyle of going out and dining out have been a common activity since a long time ago and restaurants play a significant role in supporting this activity.

Unfortunately, since the beginning of 2020, the outbreak of COVID-19 pandemic harms all sectors including the tourism industry. The significant decline of the tourism industry affects other sectors including the supply of goods and service which results in the tourism industry to be closed and stopped temporarily (Listiani, 2020). Around 2000 hotels and 8000 restaurants were closed due to the COVID-19 pandemic, said The President of Indonesia's Hotel and Restaurant Association, Hariyadi Sukamandi (Jannah, 2020). COVID-19 stands for CoronaVirus Disease 2019, a disease caused by coronavirus which mainly attacks human's respiratory system and was first discovered in Wuhan, China in 2019.

As an attempt to overcome the pandemic and to prevent the

spread of the virus, the Indonesian government came out with some regulations and policies. The new normal strategy was one of them. The new normal strategy helps the Indonesian government to stabilise the economy and slowly bring back to life all sectors that have been affected by the pandemic. Another policy held by the Indonesian government is PSBB (*Pembatasan Sosial Berskala Besar*) or large scale social restrictions and PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*) or Community Activities Restriction Enforcement. The government suggests citizens to stay at home and do their daily activities at home including working and studying, even restaurants and other dining places are restricted to have guest dining in, causing these restaurants and dining places to innovate and get creative on how to deliver their service and product.

Since the COVID-19 pandemic, there have been some changes in human lifestyle including maintaining a healthy diet, ordering food with online delivery platforms, and working out to stay fit. Basically, people do things that can prevent them from being infected by the virus. Restaurants and other dining places also rely more on online food delivery platforms, come up with an outdoor or semi outdoor dining area, create healthy menus, and so on.

**TABLE 1**

Gross Regional Domestic Product in 2010 Constant Prices by Industrial Origin in Jambi (Million Rupiahs) Year 2018 – 2021 (2<sup>nd</sup> quarter)

GRDP Industry	GRDP Constant Prices by Industrial (Million Rupiahs)			
	2018	2019	2020	2021
Accommodation and Food Service Activities	402.50	425.11	377.49	405.48

Source: Badan Pusat Statistik (2021)

According to Table 1, GRDP in accommodation and food service supplier category in Jambi Province increases every year, precisely Rp 22.61 million in 2019 compared to 2018, but then decreasing RP 47.62 million in 2020 compared to 2019 due to COVID-19 pandemic, but then until the second quarter of 2021 the GRDP has been increasing Rp 27.99 million. We can conclude that restaurant business in Jambi Province has a high probability of sustainability if not because of the pandemic. The data has proven that restaurants business can survive the obstacle of Covid-19 and continue to grow. Even though accommodation and food & beverage suppliers do not have the highest GRDP among the other industries, this industry usually still has a significant increase year by year. Therefore, restaurants must make changes and innovation in the way food is prepared and delivered to the guest in order to cope with the change.

**TABLE 2**

The Use of Online Platform for Shopping Before and After COVID-19 Pandemic in Indonesia on June 2020

Category	Before COVID-19	% of Consumer Growth Who Use Online Platform
Groceries	37	49
<b>Food Delivery using Online Delivery Service and Takeaway</b>	<b>68</b>	<b>25</b>
Snacks	34	71
Household Supplies	31	65
Personal Care Goods	38	37
Skincare and Makeup	63	24
Medicine	28	75
Vitamin and Supplement	37	68
Clothes	55	25
Accessories	59	0
Jeweller	25	76
Home Entertainment	82	11

Sumber: Mckinsey & Company (2020)

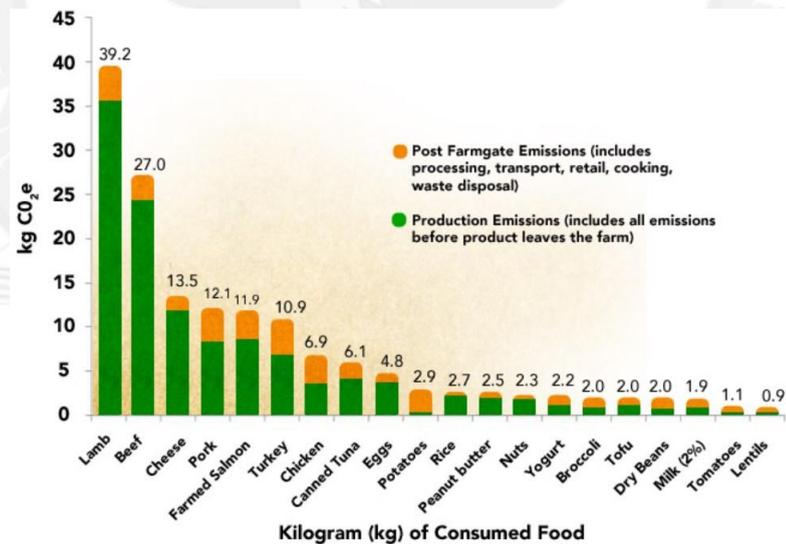
Data in Table 2 support the previous statement which explains that there is a significant change of consumer trend in Indonesia in ordering food using online platforms. There is an increase of 25% in food delivery service and takeaway since the pandemic started. This survey held by Mckinsey & Company (Mckinsey & Company, 2020) also stated that 59% of consumers in Indonesia are afraid to dine –in during the pandemic.

Since a healthy diet is currently preferred by a lot of people since the pandemic to maintain their health, the idea to make an all day brunch

restaurant which the menu is mostly plant based comes up. Brunchetta All Day Brunch Restaurant will provide wide variations of healthy, mostly plant based menu that still taste amazing and look appetising. The idea to make an all day brunch restaurant is because it will be the first all day brunch restaurant in Jambi. People are also comfortable with the brunch menu because it covers all the good things and varieties of breakfast and lunch menu, it is comforting and tastes delicious at the same time. Also the menu which is healthy and mostly plant based, accompanied with eco-friendly packaging will help to fight environmental issues and fulfil the customer's demand for healthier food to choose.

### PICTURE 1

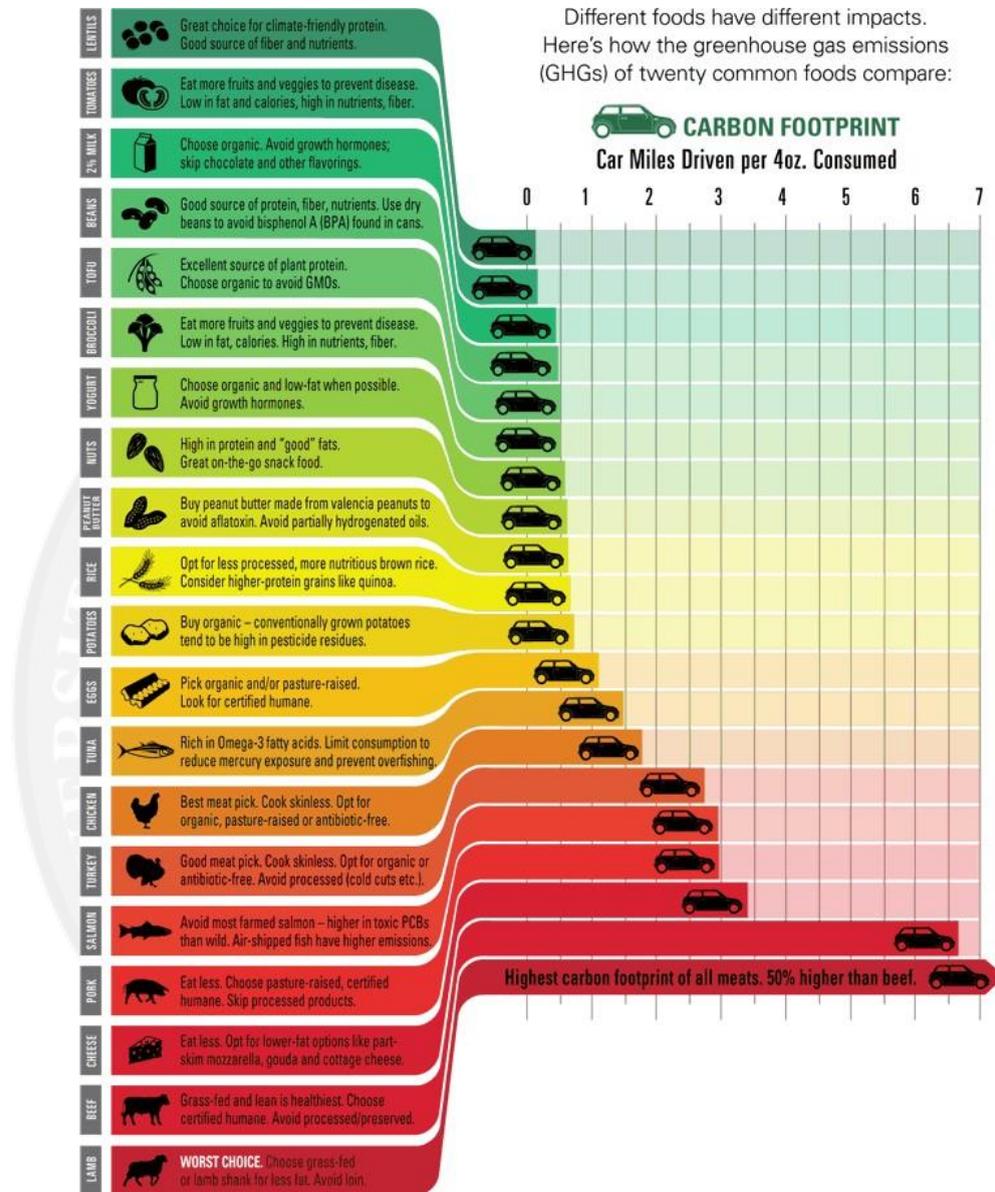
Full Lifecycle Greenhouse Gas Emissions from Common Proteins and Vegetables



Source: Environmental Working Group (2011)

## PICTURE 2

### Greenhouse Gas Emissions of Common Food



Source: Environmental Working Group (2011)

As seen on picture 1 and 2, animal agriculture is the biggest producer of greenhouse gas emissions compared to all other food agriculture. Although poultry products and seafood are considerably

carbon-friendly compared to other animal products, they still come with other problems. Almost every chicken industry uses steroids, hormones, and antibiotics injected to the chickens, providing fatter chickens, making them lay eggs more often, and preventing them from sudden death due to the horrible and cramped environment they are kept in before being slaughtered (Food and Drug Administration U.S., 2021). Also the number of bycatch (unwanted marine creatures which are caught during commercial fishing for different species) is huge, bottom trawling method which commonly used by commercial fishers destroying the corals, overfishing happening everywhere, fish farms destroying natural habitat and pollute the waters, last but not least, the fact that most oceans plastics and litters comes from fishing gears.

A study about vegetarian diets Sofi (Sofi, et al; 2017) reported a significant reduction of cholesterol, body mass index, and glucose level in vegetarians and vegans compared to omnivores. Plant based food can be consumed by people of all ages/ stages of life and can significantly contribute to minimising the climate change happening to our world. According to the IPCC (Intergovernmental Panel on Climate Change, 2021), methane and carbon dioxide are the two most contributing greenhouse gases that cause climate change. So much is being emitted that life on earth is collapsing. It also reports a faster growth of methane in 2014-2019, largely driven by fossil fuels and agriculture which is dominated by livestock sectors. These concerning facts are just some of

the main reasons why a plant based diet should be popularised among people, leading to the idea of opening an all day brunch restaurant with mostly plant based menu called Brunchetta All Day Brunch Restaurant in Jambi City, Indonesia.

## **B. Objectives**

The main purpose of this Feasibility Study is to know and to analyse whether Brunchetta All Day Brunch Restaurant is worth to be run with every aspect in it. The purpose of this Feasibility Study will be divided into two objectives which are major objectives and minor objectives.

### **1. Major Objectives**

Analysing every aspect related in the making of Brunchetta All Day Brunch Restaurant, these aspects include:

#### **a. Market and marketing aspects**

Analysing supply and demand, targeting, segmentation, marketing mix, social, economic, politic, law, and environmental aspects of Brunchetta All Day Brunch Restaurant.

#### **b. Operational aspects**

Analysing the type of activity and facility, the measurement of facility space needed, location of the restaurant, and technology which will be used by Brunchetta All Day Brunch Restaurant.

c. Management and human resource aspects

Analysing the organisational structure, human resource, training and development, and legal aspect of Brunchetta All Day Brunch Restaurant.

d. Financial aspects

Analysing the source of income, balance sheet projection, estimated operating cost, estimated income, profit or loss projection, break event point analyses, investment value and risk management of Brunchetta All Day Brunch Restaurant.

Also to analyse the opportunities and threats which will be dealt by Brunchetta All Day Brunch Restaurant in the running of the business so that the loss can be minimised or even eliminated in the future.

2. Minor Objectives

- a. Creating new employment vacancies and job opportunities for the society, especially in Jambi City.
- b. Contributing to increasing the local economy.
- c. Providing demand for delicious and healthy brunch meals.
- d. Introducing the all day brunch concept to society.
- e. Introducing and educating society about the importance of plant based diet.

### C. Research Method

In doing the feasibility study of Brunchetta All Day Brunch Restaurant, data regarding whether or not the business is feasible and worth running will be needed. On the intention of gaining those data, activities to gather those data will be held with some different ways :

#### 1. Primary Data

According to (Sekaran & Bougie, 2016) primary data is:

“Such data that the researcher gathers first-hand for the specific purpose of the study.”

With this statement it can be concluded that primary data are information which is directly obtained by the researcher that has connections to all the variables needed to do the research or study with specific purposes. Below are some methods that can be used to obtain primary data which can be utilised to do the feasibility study of Brunchetta All Day Brunch Restaurant.

#### 2. Questionnaire

The purpose of the questionnaire is to know the enthusiasm of the society about Brunchetta All Day Brunch Restaurant products, deciding the target market and analysing the response. Sekaran & Bougie (Sekaran & Bougie, 2016) explain that a questionnaire is a set of questions formulated to respondents. The answers will then be recorded. Based on the definition

above, it can be concluded that a questionnaire is a group of questions which are addressed to be given to the respondents that will be filled with answers which will be concluded into a conclusion or alternative. the following are several types of questionnaires namely :

- a. Personally Administered Questionnaires are questionnaires which are shared by the researcher to the respondents, usually this type of questionnaires will be collected directly or collected in a fairly short period of time.
- b. Mail and Electronic Questionnaires is a type of questionnaire which is shared electronically by the researcher to the respondents. Usually sent by email or other communication media. The distribution of these questionnaires is not limited by geographical space because, this distribution is using electronic media, this type of questionnaires are used in obtaining primary data.

There are some terms used connected to questionnaires and gaining data, those terms are population, sample, validity, and reliability. Population is the object which will be used for the research data to be learned and made a conclusion. Sample is some part of the population which will be chosen to represent that population in a research and drawn conclusion that will be applied or can represent the population. The validity test is the way to test

whether our instrument can be used to measure things which we want to measure or not, are they valid or not valid. Non-valid questions cannot be used to measure the data needed therefore the question must be eliminated or changed into another question. A question is considered valid if the count  $r > \text{table } r$ . Lastly, the reliability test shows the consistency of a measurement instrument, one of them is questionnaire (Sekaran & Bougie, 2016). Through this test, the researcher can determine whether a measurement instrument will be consistent in measuring the same event. Questions that has been through validity test will be reliably tested with some criteria such as:

- a) Cronbach's Alpha  $< 0.60$  = bad reliability (weak)
- b) Cronbach's Alpha  $0.60 - 0.80$  = reliability accepted (enough)
- c) Cronbach's Alpha  $> 0.80$  = good reliability (strong)

There are five steps in the sample determining process according to Sekaran & Bougie (Sekaran & Bougie, 2016). Those five steps are:

- 1) Determining the population

The population target chosen has to be corresponding to the topic of the research or study. For this feasibility study of Brunchetta All Day Brunch Restaurant, the most suitable population is Indonesian citizens living in Jambi City, therefore the questionnaire is only spread among Jambi City citizens.

- 2) Determining the sample frame

Sample frame is physical representation of all elements in the

population which is the target of the research. For example, if the population are consumers and guests at a restaurant, then the sample frame can be the customer or guest dining in or doing take outs in the restaurant.

### 3) Determining the sampling design

Sampling design is a technique which is used to determine the sample. There are two types of sampling design, which are probability sampling and non-probability sampling. these are the definitions according to Sekaran & Bougie (Sekaran & Bougie, 2016):

#### a) Probability Sampling

Is a sample gathering technique where all the elements of a population have the same opportunity to be a sample.

#### b) Non-probability sampling

Is a sample gathering technique where all the elements in the population have to fulfil some specific requirements to be a sample of a study.

In determining the sample, this study uses the non-probability sampling method, the convenience sampling to be precise. This method is chosen because it has several advantages than probability sampling including lower cost and time spent. Also considering the uncondusive situation caused by Covid-19 pandemic, this method is the most suitable since it overcomes the

geographical limitations and time. According to Sugiyono (Sugiyono, 2005), convenience sampling method is a type of non-probability sampling method in which the sample is drawn freely from the part of the population that is close to hand. The type of questionnaire used by Brunchetta All Day Brunch Restaurants is an electronic questionnaire.

1) Determining the number of samples

The number of samples needed depends on some factors including the purpose of the research, the number of varieties in the population, cost and time, the size of the population, and the level of accuracy desired. The minimum number of respondents of a questionnaire is five times all the variables that wanted to be analysed (Hair, Black, & Anderson, 2014). In accordance with the statement above, the number of respondents needed in this feasibility study is five times all the questions related to marketing mix (also known as 8Ps), which are Product, Price, Place, Promotion, People, Packaging, Programming, and Partnership.

2) Executing the sample process

Scale is a method or mechanism for distinguishing individuals based on how they differ from one another on the variables of interest in the study (Sekaran & Bougie, 2016). This statement explains that scale is a tool which is needed to

know the differences of interest from one individual to another to all the variables in the study or research. In this feasibility study, likert scale is used. It is a scale that can be used to measure a person or a group's attitudes, opinions, and perceptions about an event or social symptoms (Sugiyono, 2010). Basically, the scale measures whether the respondent agrees or disagrees with the statement given in the questionnaire. This scale includes six numbers which are:

- a) Number one if the respondent strongly disagrees with the statement stated in the questionnaire.
- b) Number two if the respondent disagrees with the statement stated in the questionnaire.
- c) Number three if the respondent slightly disagrees with the statement stated in the questionnaire.
- d) Number four if the respondent slightly agrees with the statement stated in the questionnaire.
- e) Number five if the respondent agrees with the statement stated in the questionnaire.
- f) Number six if the respondent strongly agrees with the statement stated in the questionnaire.

All the data obtained through the questionnaire will then be processed in the form of percentages and averages values. Next, the result of processed data will be tested for its validity and reliability so

that it can assess the marketing mix of Brunchetta All Day Brunch Restaurant.

### 3) Observation

According to Sekaran & Bougie (Sekaran & Bougie, 2016)

“Observation concerns the planned watching, recording, analysis, and interpretation of behaviour, actions, or events.”

With this statement, it can be concluded that observation is an activity to observe, record, and analyse an event behaviour.

Environmental observation is needed around the location of Brunchetta All Day Brunch Restaurant to obtain some additional data to complete the feasibility study such as observing the location and area of the restaurant, rent fee, facility provided, consumer’s tendency and preferences, and list of direct and indirect competitors.

### 3. Secondary Data

The secondary data are the data which are collected indirectly. These data will support and enhance the quality of the research. The data are gathered from *Badan Pusat Statistik* (BPS), textbooks, e-books, journals, and articles.

Secondary data is all data that is already available that does not need to be searched and processed again by researchers (Sekaran & Bougie, 2016). secondary data is easier and faster to get because it is already available, researchers only need to find then gather the

secondary data from several other articles that serve as supporters of the statement given by the researcher regarding the research being conducted. Secondary data can be searched and obtained in several ways, such as through books that are available at libraries, data from the central statistics agency, government office, and many other sources. In compiling these business feasibility studies, some secondary data obtained from several sources such as Badan Pusat Statistik, books from libraries, scientific journals, and several other reliable sources are used.

#### **D. Theoretical Conceptual Review**

##### **1. Restaurant**

According to Walker (Walker, 2017), the definition of restaurant is:

*Restaurants are a vital part of our everyday lifestyles; because we are a society on the go, we patronise them several times a week to socialise, as well as eat and drink. Restaurants offer a place to relax and enjoy the company of family, friends, colleagues, and business associates, to restore our energy level before heading off to the next class or engagement.*

According to the definition above, it can be concluded that restaurants have a significant role in shaping society's lifestyle nowadays. This is because humans are social beings who have the need to socialise and fulfil their need for food and beverage. Restaurant offers a place which can be used to both socialise and eat.

## 2. Restaurant classification

Commonly, restaurants can be classified based on the menu, price, quality, and type of service. According to Walker (Walker, 2017) there are two main types of restaurant which are independent and chained restaurants. Independent restaurant is a restaurant in which the owner is one or more people who are involved in everyday business while a chain restaurant is a group of restaurants, so the restaurant has lots of branches. Walker (Walker, 2017) mentions that a restaurant can be categorised into several types such as :

### a. Fine Dining

Most of these restaurants are self-contained full service restaurants such as formal restaurants or casual restaurants, and provide a quality menu.

### b. Celebrity Restaurants

These restaurants are owned by celebrities, in general it has the advantage of being easy to gain popularity.

### c. Steak Houses

This restaurant is more focused on offering a special menu, which just like its name is steak and all kinds of meat cut.

### d. Family Restaurants

These restaurants are generally easy to access. In general this restaurant provides a fairly simple service with the aim of pleasing family consumers who want to enjoy the restaurant.

e. Casual dining

This casual restaurant is targeting more consumers in the middle segment and offers a fairly relaxed restaurant atmosphere, the menu provided in this restaurant is quite simple and has a fairly affordable price.

f. Ethnic Restaurant

This restaurant offers several unique dishes from a particular region or country.

g. Theme Restaurants

This restaurant has a theme, where the room decoration and ambience from the restaurant will be designed according to a predetermined theme.

h. Fast Food Restaurants

This type of restaurant serves several food and beverages menus at quite affordable prices and uses very fast processing times.

i. Bakery Cafe

This restaurant sells various kinds of bakery products and their preparation such as sandwiches, pastries, and other.

Brunchetta All Day Brunch Restaurant is an independent restaurant which can be categorised into family and casual dining restaurants because it targets middle class society providing a relaxed and casual atmosphere to the guest.

### 3. Menu Restaurant

Restaurants menu can be categorised into two types, Table D'hote and A'la Carte (Chon & Maier, 2010) that is :

#### a. Table D'hote

This type of menu has been arranged well and sequentially, starting from appetiser, soup, main course until dessert and the price has been set. The following are type of menu that includes in Table D'hote :

##### 1) Banquet

This type of menu has set the type and price of the package so that, unless guests give special requests for the menu.

##### 2) Buffet

This type of menu has been prepared and served using a hotel pan and heater. food providers just need to choose the menu and pay the bills, usually this type of menu available on certain events.

##### 3) Cyclical

This type of menu is often used in the catering industry and also hospitals to prepare several variant menu packages so that the guests don't get bored.

#### b. A'la Carte

The meaning of A'la carte is that it is free to choose the menu based on the available menu. This type of menu is difficult at

controlling the cost because the company can't control the guest needs.

Brunchetta All Day Brunch Restaurant serves a la carte menu, which means the guest has freedom to choose whatever they want on the menu and pay accordingly.

#### 4. Service Classification

According to Cousins, Lillicrap, Weekes, and Lucas (Cousins, Lillicrap, Weekes, & Lucas; 2014), food and beverage service can be categorised into:

##### a. Table Service

This type of service is really common and often found in all kinds of restaurants, cafes, and banquets. It requires the server to serve guests directly at their table. Table service also divided into:

##### 1) Silver/ English Service

Server will serve the cooked food with a serving spoon directly to the guest's plate which has been prepared before.

##### 2) Family Service

All food and beverage which has been prepared before will be served on a plate on the table so that the guests can directly take the food by themselves.

##### 3) Plate/ American Service

All the food has been prepared before on a plate for each

person directly served to the guest's table by the server.

4) Butler/ French Service

This type of service allows guests to take whatever food they want which has been prepared and explained to them before by the server.

5) Gueridon Service

All the food and beverage will be prepared on a side table or trolley and then delivered to the guest.

6) Bar Counter

This type of service allows guests to sit directly at the bar counter so that they can be directly served by the chef in the bar.

b. Assisted Service

This type of service is the combination of table service and self-service. Assisted service serves all the food and beverage directly on a display or in a buffet

c. Self Service

This type of service allows guests to serve themselves by taking the food and beverage from the buffet or counter which has been prepared before. This type of service usually found in cafeteria, some of the varieties includes:

1) Counter

This type of service requires guests to que in front of a

counter and then choose all the menu they want which is provided there.

2) Free-flow

This type of service is similar to counter service but in this type, guests can freely go to the service points they want.

Usually this type of service can be found at standing parties.

d. Single Point Service

This type of service requires guests to take orders, do payment, and receive their food and beverage directly at the counter or using a vending machine. Some of the varieties of single point service are:

1) Takeaway

This type of service requires guests to make orders and receive their orders at a counter provided which then will be taken to another place to be consumed.

2) Drive-thru

This type is similar to takeaway but the guests will take their food and beverage orders while driving their vehicles.

3) Fast Food

This type of service provides limited choice of menu because they prioritised the service speed and provides dining area and also takeaway service.

#### 4) Vending

Vending is one form of food and beverage service accommodation using an automatic selling machine.

#### 5) Food Court

This type of service provides several counters which serve different types and varieties of food and beverage. Guests can order from different counters at one time and consume it in the dining area provided or do takeaway.

#### e. Specialised Service (Service in Situ)

This type of service directly serve the food and beverage to where the guests are, some of the types are:

##### 1) Tray

Food and beverage directly served to where the guests are using a tray. Usually can be found in the opening of parties and the food and beverage served are canapes, lightbites, champagne, and other drinks.

##### 2) Trolley

This type of service is similar to tray service but the tool used to help deliver the food and beverage is a trolley.

##### 3) Home Delivery

This type of service delivers the food and beverage directly to the customer's house, office, etc.

4) Lounge

The food and beverage are served in a lounge area.

5) Room

This type of service serves the food and beverage directly to the guest's room (commonly found in hotel or other accommodation).

6) Drive-In

This type of service delivers the food and beverage directly to the guest's vehicles (usually cars) while they are parked.

Brunchetta All Day Brunch Restaurant will use the American Service style for dine-in, Single Point Service for takeaway, and Specialized Service for home delivery and drive-in.

5. Plant Based Diet

According to the U.S. Department of Veteran Affairs (U.S. Department of Veteran Affairs, 2019), a plant based diet is defined as eating patterns that focus more on foods primarily from plants such as fruits, vegetables, nuts, seeds, oils, whole grains, legumes, and beans. Plant based doesn't necessarily mean never to eat flesh food and its derivatives, it just means proportionately choosing or eating more food from plant sources. Kelnhofer (Kelnhofer, 2020) on Minnesota Department of Health report explains types of plant-based diets as:

a. Vegetarians

A plant-based diet which excludes meat, poultry, seafood and fish but may or may not include eggs and dairy products.

b. Lacto-ovo vegetarians

A type of vegetarian which still includes eggs and dairy products in the diet.

c. Lacto-vegetarians

A type of vegetarian which still includes dairy products but excludes eggs in the diet.

d. Ovo-vegetarians

A type of vegetarian which still includes eggs but excludes dairy products in the diet.

e. Partial vegetarians

A type of vegetarian which avoids meat but still includes fish (pescatarian, pesco-vegetarian) or poultry (pollo-vegetarian) in the diet.

f. Vegan

A diet that excludes all flesh food including its derivatives like eggs, dairy products, gelatin, honey, etc.

g. Raw vegan

A vegan diet which only based on plant sources food where the amount of uncooked food can varies from 75%-100%

h. Flexitarian

A plant-based diet which includes eggs, dairy food, and occasionally meat, poultry, fish, and seafood.

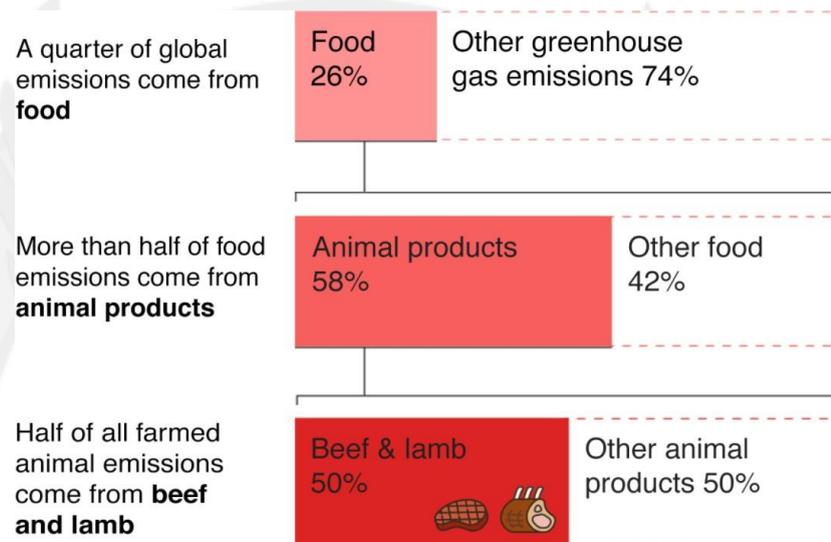
There is also one more popular plant-based diet called mediterranean diet. Basically mediterranean diet describes as a dietary pattern of people living in countries along the coast of Mediterranean Sea including Greece, Italy, Southern French, Crete, Spain, and some parts of middle east where the food sources mainly from green leafy vegetables, legumes, nuts (e.g., walnuts, almonds, pistachios), fresh fruits, and whole grains (Hinson, et al; 2021).

There are many reasons why people become vegetarians including religious convictions, health, environmental concerns, or concerns about animal welfare and the use of antibiotics and hormones in livestock. Since global warming and climate change have become more concerning in the time being, many activists or even celebrities start to convey the importance of a plant-based diet. It is also worth mentioning that Covid-19 pandemic was started from an animal market in Wuhan, China, where wild animals are traded. According to Steele (Illinois Extension, 2020), the plant-based eating trend is growing and it is recorded that 40% of Americans are shifting towards eating more plant-based food. The U.S. News & World Report ranked the mediterranean diet as “Best Overall Diet” in 2020 followed by flexitarian diet in the second position. Movies such

as Seaspiracy, Cowspiracy, The Game Changer, Milked, and many more also join the campaign of the importance of plant-based diet and its connection to climate change and global warming.

### PICTURE 3

Proportion of Total Greenhouse Gas from Food



Source: BBC (2019) from Poore & Nemecek (2018), Science

Picture above gives insight about the concerning fact that animal agriculture holds a major impact on producing greenhouse gases especially methane and causing global warming. Brunchetta All Day Brunch Restaurant wants to contribute to slowing down global warming by providing wide selections of plant-based menu and educating customers about the importance and benefits of eating plant-based.

## 6. Business Concept

Based on those theories written above, Brunchetta All Day Brunch Restaurant is one of the components included in the tourism industry in the form of a restaurant. The category of this restaurant is all day brunch restaurant which apply the American Service style for dine in, Single Point Service for takeaway, and Specialized Service for home delivery and drive-in. Given the fact that Brunchetta All Day Brunch Restaurant will be the very first all day brunch and drive-in restaurant in Jambi City, the opportunity to take customer's attention is bigger. Therefore after stealing the attention from prospective customers, the restaurant must give its best to satisfy the customer by providing high quality food, service, and ambience.

Brunchetta All Day Brunch Restaurant provides a la cartemenu and table d'hote menu where guests can choose to order food and beverages separately or in package, however they want it. The concept of the restaurant will be casual dining where guests can eat casually with their family, friends, colleagues, and loved ones. Given the fact that Brunchetta will be opened in the middle of this pandemic, the restaurant seating capacity will be limited and Brunchetta will also utilise online delivery platforms to deliver the product to customers.

The main reason why Bruschetta only serves a plant-based menu is because of environmental issues and Brunchetta wants to

help contribute to a sustainable future. Another reason is that the demand for healthier food choices is increasing due to the pandemic. Republika (Nursalikhah, 2020) stated that 90% citizens in Indonesia are shifting to a healthier diet since Covid-19 pandemic outbreak, this is why Brunchetta will provide refreshing and innovative yet very delicious healthy food since plant-based diet is proven to be healthier than other diet.

As the base or regular customers, Brunchetta targets citizens of Jambi City who are vegetarian or Buddhist. In Buddhism, there is this tradition called *Ce It* (初一) and *Cap Go* (十五) which mean the first and fifteenth day in lunar calendar where people celebrate by eating only vegetables (vegetarian). Buddhist ranked as the number three population in Jambi City after Moslem and Christian. In June 2021, Databoks stated that there are 34,430 (0,97%) Buddhist in Jambi. However, Brunchetta is not only targeting Buddhist as its market segmentation but also other people who wish to eat healthy yet delicious food.

The name Brunchetta is a mix of Bruschetta and Brunch. Therefore, the signature dish of Brunchetta All Day Brunch Restaurant is the brunch board. Base bread such as toast, bagel, waffle, pancake, alongside with condiments will be served on a plating board, delivering a colourful, appetising, healthy, and delicious meal to the guest. Here are some other menus which will be

provided by Brunchetta All Day Brunch Restaurant, smoothie bowls, rice bowls, pasta, coffee, tea, and many others. Brunchetta All Day Brunch Restaurant also provides a special innovative menu for special occasions such as Chinese New Year, Eid Mubarak, and Christmas.

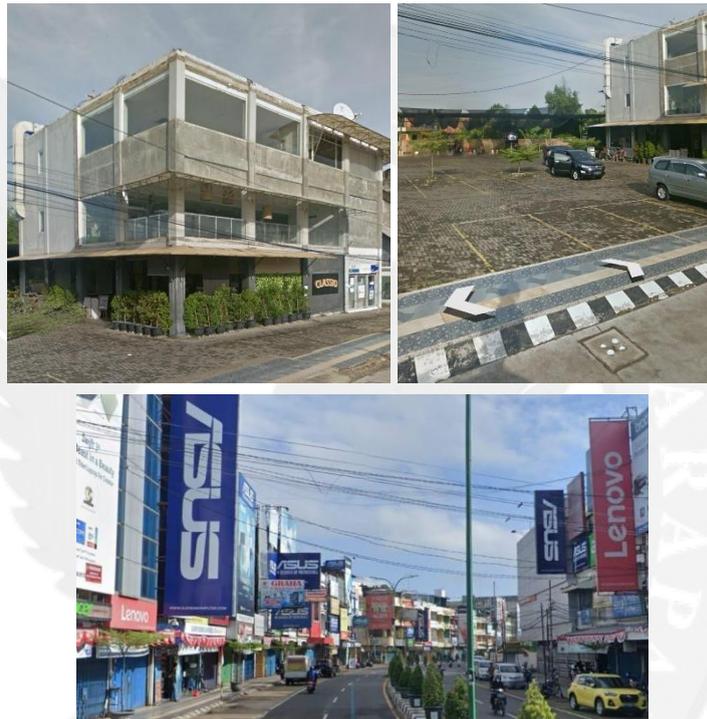
Brunchetta All Day Brunch Restaurant follows CHSE protocol which stands for cleanliness, health, safety, and environment sustainability in running operational matters and providing safety and comfort to the guest. This program is implemented by serving products and services supported with health protocol, for example making sure of the product's hygiene and the completeness of personal protective equipment used by Brunchetta All Day Brunch Restaurant's employee such as mask, face shield, apron, hat, and the use of disinfectant and sanitizer regularly. Employee's health will be regularly monitored through scheduled tests to prevent the transmission of diseases especially Covid-19. The restaurant also provides a hand sanitizer dispenser near the entrance, on the cashier table, and near the toilet along with a fire extinguisher to prevent fire spreading.

In contributing to environmental sustainability, Brunchetta All Day Brunch Restaurant minimises the use of single-use plastic for food and beverages packaging, instead changing them into more sustainable and more degradable material such as paper or box.

Brunchetta All Day Brunch Restaurant also minimises food waste by creating menus from scraps of food such as potato peel fries and processing organic kitchen trash into plant's fertiliser.

#### PICTURE 4

Location of Brunchetta All Day Brunch Restaurant



Source: Google Maps (2021)

Brunchetta All Day Brunch Restaurant is located at *Gatot Subroto Street, No. 3, Sungai Asam, Pasar Jambi, Kota Jambi, Jambi.*

The restaurant takes place on the third floor as for the first floor is The Classio Cafe and the second floor is Bruschetta's office. There is a wide parking area fit for 20 cars which support the drive-in-service that the restaurant provides. Pasar Jambi is the heart of Jambi city, it is surrounded with complimentary amenities nearby such as

hospitals, hotels, offices, schools, monastery, malls, and other sporting business. The building is located next to the main street, very accessible and gets more exposure to people and vehicles passing the street. This area is also strategic because it has more Buddhist and Chinese population than other areas in Jambi City.

The operational hours of Brunchetta All Day Brunch Restaurant started from 07.00 to 21.00 WIB, in accordance with the restriction and regulation from the local government of Jambi. Brunchetta All Day Brunch Restaurant provides a natural vibe complete with lots of plants, natural lighting, and eco friendly decorations. The pleasing, aesthetic natural vibe and appetising looking food and beverage that Brunchetta All Day Brunch Restaurant provides may encourage guests to take photos of the vibe or food and post it on their social media account, giving Brunchetta All Day Brunch Restaurant more exposure which totally benefits the restaurant.