CHAPTER I

INTRODUCTION

A. The Initial Idea

According to (Cook et al., 2018), tourism is an activity that involves the temporary movement of a group of people to a place or destination outside the area where individuals live and work, and it includes activities carried out at the intended destination during their stay, as well as activities that only take a day to visit or sightseeing in that place. While according to (Walker, 2017), states that tourism is an activity in which someone travels for a variety of reasons, such recreation, promotion or other purpose by arrangements. Tourism has a broad scope with several supporting aspects such as accommodation, tourist destinations, transportation, and services.

According to (Davis et al., 2018), food and beverage service is an activity related to providing food or drink for consumption, then adjusted to the type of restaurant, such as traditional restaurants, self service, or take away restaurants. In addition, food and beverage has another definition, namely a service provided in a certain area, for example, a restaurant or take away service with specific purposes (Cousins et al., 2014). Consuming food or drinks is an important part for tourists when they are traveling. Traveling far from the location of residence with the purpose of travelling makes changes to a person's consumption pattern to a large percentage (Camilleri, 2018).

Restaurant is one of the aspects related to a person's lifestyle, people sometimes doing dine-in in a place called restaurant. Eating out outside home

has become a way of life where people will enjoy the food and beverages served by the restaurant staff while gathering and enjoying the moment together with their family or friends. Restaurants have become one of the aspects that are suitable for doing business. There are several reasons someone needs to get into the restaurant business, such as money, buyout potential, a firm lifestyle, challenges, and others. Restaurants are known as factories because they have the potential to make money (Walker, 2014).

TABLE 1
Gross Domestic Product of DKI Jakarta Province by Industry, 2018 – 2021
(Million Rupiah)

Industry	Year			
	2018	**2019**	**2020**	**2021**
Wholesale and Retail Trade (Car and Motorcycle Repair)	439,673,470.00	484,242,921.00	460,402,064.00	491,033,308.00
Manufacturing	341,678,445.00	346,970,049.00	315,182,489.00	357,912,035.00
Construction	314,639,322.00	329,925,735.00	313,083,711.00	326,459,161.00
Financial and Insurance Services	268,501,146.00	297,561,962.00	312,420,218.00	324,289,492.00
Information and Communication	211,399,703.00	243,676,272.00	245,241,759.00	272,008,106.00
Business Services	203,929,735.00	230,913,687.00	258,132,451.00	248,415,192.00
Real Estate	156,224,845.00	167,212,379.00	174,304,028.00	178,992,099.00
Education Services	141,373,648.00	153,892,500.00	147,093,884.00	142,143,633.00
Government Administration, Defense and Compulsory Social Security	132,905,328.00	140,519,361.00	145,094,757.00	146,662,633.00
Accommodation and Food & Beverage	123,876,878.00	134,979,998.00	115,213,510.00	127,345,391.00

Source: Ministry of Tourism and Creative Economy (2022)

Table 1 shows ten industries that give a big impact on the DKI Jakarta province's Gross Domestic Product from 2018 to 2021. Accommodation and food & beverage are still classified as an industry that gives a big contribution to the DKI Jakarta province's gross domestic product. Based on the data in the

table above the percentage of accommodation and food & beverage from 2018 to 2019 there was an increase in the GDP but from 2019 to 2020 there was a significant decrease. The decrease was caused by the COVID-19 pandemic that occurred in Indonesia, which affected gross domestic product. The COVID-19 pandemic that occurred resulted a decrease in the number of foreign tourists come to Indonesia, it is because to prevent the spread of COVID-19. However, in 2021, it can be seen that there is an increase because the COVID-19 pandemic has started to be handled well and the number of cases has decreased so that many foreign tourists can visit Indonesia. Not only foreign tourism gives an impact to DKI Jakarta's gross domestic product but local tourist also affects the percentage of accommodation and food & beverage industry. With an increase in the number of foreign tourists to Indonesia and local tourist influence this industry as a consumer, this can provide an opportunity for researchers to open a business in the food and beverage sector.

TABLE 2
Restaurant Growth in Indonesia, 2018 – 2021

Restaurant Growth in Indonesia	Year			
	2018	**2019**	**2020**	**2021**
Million Rupiah	252,071	269,437	250,895	259,726
Percentage	6.03%	6.89%	-6.88%	3.52%

Source: Industry Data (2022)

In Table 2 the data shows restaurant growth in Indonesia from 2018 – 2021. It can be seen that every year the restaurant growth was increasing but in 2020, the percentage of restaurant growth in Indonesia is decreasing to -6.88% due to the COVID-19 pandemic. However, in 2021, the percentage of restaurant growth in Indonesia start to increase again reaching 3.52% because the government has loosened the restrictions on community activities that

were previously imposed in 2020. This indicates that the tourism industry, especially restaurants, is starting to revive, which is indicated by the public's interest in dine-in. If the restaurant business starts to increase with public interest in visiting restaurants, this will affect restaurant growth in Indonesia. Therefore, the opportunity to open a restaurant is very high because people have started their activities outside home and dine in at the restaurant.

TABLE 3

Accommodation and Food & Beverage Industry's Contribution to Gross Regional Domestic Product of DKI Jakarta (Billion Rupiah), 2018 – 2021

Industry	2018	2019	2020	2021
Provision of Accommodation and Food & Beverage	123,876.878	134,979.998	115,213.510	127,345.391

Source: Central Bureau of Statistics DKI Jakarta (2022)

Gross Regional Domestic Product (GRDP) is the added value or final value obtained from the entire economic business within a certain period of time (Badan Pusat Statistik DKI Jakarta, 2022). In 2018, the GRDP of accommodation and food & beverage was 123,876.878 billion rupiah and continued to experience an increase until in 2020 it decreased to 115,213.510 billion rupiah, but the following year it increased again. It can be seen that the industry that provides accommodation and food & beverage in DKI Jakarta has increased from 2018 to 2021, although in 2020 it has decreased. The growth in the accommodation and food and beverage industries, especially in DKI Jakarta, is considered suitable for entrepreneurs who want to set up a business in the food and beverage industry.

TABLE 4
Population DKI Jakarta in 2018 – 2021

Age Group	Year			
	2018	2019	2020	2021
0-4	905,941	888,844	661,018	800,178
5-9	927,365	940,893	893,762	803,050
10-14	765,642	785,054	874,865	815,752
15-19	710,184	720,094	825,828	837,562
20-24	784,252	756,189	818,069	858,101
25-29	965,850	929,123	835,638	859,693
30-34	1,032,201	1,023,219	861,109	883,541
35-39	971,281	983,591	974,357	871,492
40-44	841,960	861,840	913,386	855,115
45-49	712,011	730,336	799,344	781,786
50-54	580,947	610,235	670,571	673,713
55-59	466,794	485,560	526,403	552,991
60-64	340,245	359,213	377,636	414,493
65+	452,956	483,619	530,102	602,214
Total	**10,467,629**	**10,557,810**	**10,562,088**	**10,609,681**

Source: Central Bureau of Statistics DKI Jakarta (2022)

Table 4 represents the data of the population in DKI Jakarta within the year 2018 until 2021. Through these data it can be seen that every year the population in DKI Jakarta province continues to grow. When viewed by age group, Jakarta has the largest population in the age group of 20 to 39 years old. This indicates that in Jakarta, there are many people who are classified as teenagers and adults. The target consumers who are suitable for the restaurant to be established by the researcher is a people who are classified as productive age or known as the working age population. Productive age is defined as the age range between 15 to 64 years old (Badan Pusat Statistik DKI Jakarta, 2017). The targeted consumers are permanent workers, parents, students, or college students who are considered have an income or money. Based on the data above, DKI Jakarta is a suitable province to establish a restaurant business because the population is increasing every year and has the largest population in the age range of 20 to 39 years old.

TABLE 5
Total Population by Sub-district in North Jakarta, 2018 – 2020

Sub District	Year		
	2018	2019	2020
Penjaringan	309,278	315,511	321,802
Pademangan	166,240	169,240	169,582
Tanjung Priok	409,572	418,014	419,795
Koja	335,326	344,186	348,817
Kelapa Gading	140,735	143,043	144,219
Cilincing	420,731	430,102	440,247
Total North Jakarta	**1,781,882**	**1,819,958**	**1,844,462**

Source: Central Bureau of Statistics DKI Jakarta (2022)

The data above shows the population of the North Jakarta area from 2018 to 2020, which has increased, and the data above also shows the number of residents divided by sub-districts included in the North Jakarta area. For researchers, Kelapa Gading is the right location to set up a restaurant business. The population in Kelapa Gading can be categorized as an area that is not too crowded compared to other sub-districts but that area is continues to grow due to its strategic location, shown by the complete facilities from housing clusters, apartments, hospitals, schools, shopping centers, and others. Kelapa Gading is an area developed by Summarecon and is known as a new area that provides land to be developed as a business area. Many projects are being prepared to attract people to develop a business or live in the Kelapa Gading area. Kelapa Gading can be an area that provides an opportunity for business people to set up their business.

TABLE 6
Number of Restaurants by Sub-district in North Jakarta, 2018 – 2019

Sub District	2018	2019
Penjaringan	78	204
Pademangan	40	74
Tanjung Priok	51	40
Koja	21	7
Kelapa Gading	189	280
Cilincing	8	2
Total North Jakarta	**387**	**607**

Source: Central Bureau of Statistics DKI Jakarta (2022)

In Table 6, the data shows the number of restaurants by categorizing them based on the district in North Jakarta within the year 2018 until 2019. The data shows that the number of restaurants in the Kelapa Gading area experienced significant growth, increasing by 91 units. This shows that the Kelapa Gading area provides opportunities for business people to open restaurants because the number of restaurants has increased a lot.

From all the data above, entering the culinary business world by opening a restaurant as part of the food and beverage industry is considered to have great potential to develop and provide benefits for the owner. In Indonesia, there are many businesses that provide various types of main food, for example, ranging from Indonesian cuisine, Japanese cuisine, American and European cuisine, and others. Generally, European cuisine is known by people as Western cuisine, which refers to all local foods in European and Western countries. Western cuisine includes English, Swedish, Italian, Portuguese, Spanish, and others (Europe Word, 2021). Western food is becoming a popular food in Indonesia especially Jakarta due to the influence of foreign cultures. Western culture gives influence or value to the younger generation in Indonesia (Sihombing, 2014). The diversity of western cuisine in Jakarta provides an opportunity for people to try restaurants that serve food

with a unique taste. Not only Western cuisine is popular in Indonesia, but Mexican cuisine provided by Mexican or non-Mexican restaurants is also commonly found in Indonesia. According to (Pilcher, 2012), Mexican food becomes one of the top three ethnic food along with Chinese and Italian cuisine. Mexican cuisine is enjoyed by the public, especially in Indonesia. The following is a list of Mexican restaurants in the DKI Jakarta area:

TABLE 7
Mexican Restaurants in Jakarta

No.	Restaurant Name	Location	Operating Year
1.	Picante	Kebayoran Baru	2015 – Now
2.	Amigos	Kemang	1979 - Now
3.	Chileco	Kemang	2015 – Now
4.	Taco Local	Kemang, PIK, Kebayoran Baru	2013 – Now

Source: Processed Data (2022)

After the researchers made observations to support the business feasibility of Taco-Yaki, the researchers got a data about Mexican restaurants located in various area at Jakarta that serve taco in their menu list. As seen from Table 7, four restaurants have been operated for more than five years and are still in demand by the public. This shows that Indonesian people are interested in Mexican food for the example is a taco. This is indicated by four restaurants that have been operating for more than five years. These days, there are many Mexican restaurants scattered in Jakarta area and they also expand their business by opening multiple outlets.

Public interest in Mexican restaurants can be seen with Mexican restaurants that have survived for several years. In addition, public interest in Mexican food can also be seen by the number of visitors visiting Mexican restaurants. To support this research related to people's interest in Mexican food, researcher made observations by visiting a restaurant that sells Mexican

food, namely Taco Bell which is located in Kelapa Gading. Researcher observe for approximately two hours at the restaurant to find out the number of visitors who came to the restaurant and ordered food or drinks. Based on observations, researchers saw in the counter area where there were two cashiers serving, consumers who wanted to order needed to queue due to the large number of visitors who want to order food. Taco Bell provides two floors for the dining area. The dining area seems filled with dine-in customers. Researcher calculated that there were more than 50 people who visited Taco Bell in one hour. With the observations that have been made, it can be seen that there is a public demand for Mexican cuisine and Indonesian people are also interested in consuming food such as tacos as a dish originating from Mexico.

There are several popular Mexican foods in Indonesia, one of them is taco. According to (Pilcher, 2012), taco is a food that comes from Mexico which is served using a taco shell made of corn tortilla that will be folded into a U-shaped after that inside the corn tortilla there are several ingredients such as meats, onions, cilantro, lettuce, salsa, and others. Tacos are known as foods whose ingredients can be changed and adjusted to one's taste, starting from the choice of meat, vegetables, and dressing. Taco shell which is the main ingredient of taco comes from tortillas and can be served in two ways, namely soft taco shell or hard taco shell. In Mexico, soft tacos are made from corn tortillas, while in the United States they use wheat flour to make tortillas. According to (Healthline, 2021), tacos can be categorized into a nutritious food and can be a part of a healthy diet depending on the filling chosen to

make the taco. There are many choices of ingredients that can be used to increase the nutritional content of taco. In the United States, people aged 18 to 64 years old consume taco regularly because taco are one of healthy foods that provide a source of protein and fiber that is not high in calories. It is also supported by (Newgent, 2021) which states that tacos are rich in nutrients that work to lose and maintain weight. According to (Cahyawati & Saniathi, 2021), since the COVID-19 virus spread in Indonesia, people have paid more attention to personal hygiene by starting to implement clean and healthy living behaviors by eating healthy foods. Tacos can be an option for people who want to have a healthy lifestyle by eating healthy foods that are high in nutrients and fiber. Therefore, Taco-Yaki can be an option for Indonesian people who want to eat healthy snacks because Taco-Yaki also serving taco menus that have healthy ingredients inside the taco.

Not only Mexican-themed restaurants serve taco menus, but several other restaurants that have a western concept also serve taco as one of their menus. The following is a list of names of restaurants that sell taco menus in Jakarta:

TABLE 8
A Non-Mexican Themed Restaurant That Sells Tacos in Jakarta

No.	Restaurant Name	Location
1.	Acta Brasserie	Senayan
2.	Monks	Kelapa Gading
3.	Lyma	Gambir
4.	Bottlenose Shack	Tanjung Duren
5.	The Garden	PIK, Pondok Indah, Puri
6.	Holy Smokes	Senopati
7.	Carbon Restaurant	Kuningan
8.	Carl's Jr	Kelapa Gading, Kemang, Tanjung Duren, Puri, Pondok Indah
9.	Beau Bakery	Kebayoran Baru

Source: Processed Data (2022)

Based on the data in Table 8, not only Mexican restaurant that present tacos on their menus, but several well-known restaurants also serve tacos on their menus with the taste and uniqueness of each restaurant. This indicates that tacos are foods that are well known by the Indonesian people and have the potential to grow if there are many unique flavors of taco and the look of the food is also interesting in the eyes of consumers. In addition, based on the data in Table 7 and Table 8, it is known that taco become popular in Indonesia with more than 13 restaurants selling taco in Jakarta area, two in Medan, two in Surabaya, one in Makassar, and more than 10 units in Bali. This indicates that there is an opportunity to compete in the opening of a taco restaurant business.

Not only Mexican cuisine is famous and known to many people throughout the country, but Asian cuisine such as Japanese cuisine is also popular so that Japanese restaurants are not only can be found in Japan, but there are many restaurants provide Japanese food in other countries. Japanese food is not only created without considering anything, but the preparation of the food is very well considered so that everyone likes it. The other reason why Japanese cuisine is popular because Japanese food is known as food whose every ingredient to make one dish are managed properly by make sure the food quality is good and fresh. Not only that, generally Japanese people use chopsticks to eat so the size of Japanese food also needs to be considered to make it easier for consumers to eat it (Ezra Mahdahlena, 2020). Japan uses food as an element to strengthen its country's character and introduce its culture. Indonesia is one of the countries that has residents who like Japanese

Cuisine, it is marked by there are many restaurants that provide Japanese food, especially in Jakarta area and has been operated for more than five years (Ezra Mahdahlena, 2020)**.**

TABLE 9
Japanese Restaurants in Jakarta

No.	Restaurant Name	Location	Operating Year
1.	Sushi Go	PIK, Puri Indah, Kelapa Gading, Pluit, Tanjung Duren	2013 – Now
2.	Zenbu	Menteng, Cakung, Tanjung Duren, Pluit, Kebayoran Lama, Pondok Indah, PIK, Kelapa Gading	2005 - Now
3.	Genki Sushi	Kelapa Gading, Tanjung Duren, Pluit, Menteng, Puri Indah	2014 – Now
4.	Shigeru Deli	Kelapa Gading, PIK, Kebayoran Lama, Menteng	2016 – Now
5.	Sushi Tei	Kelapa Gading, Puri Indah, Kemang, Kebayoran Baru	2003 – Now
6.	3 Wise Monkeys	Senopati	2014 – Now
7.	Midori Japanese Restaurant	Kelapa Gading, Puri, Bintaro, Menteng	1995 – Now
8.	Momokino	Tanjung Duren, PIK, Kelapa Gading, Sunter, Tebet	2018 – Now
9.	Ippeke Komachi	Kelapa Gading	2014 – Now
10.	Sushi Hiro	PIK, Senopati, Grogol, Tanah Abang, Pluit, Kelapa Gading, Pondok Indah	2016 - Now

Source: Processed Data (2022)

Based on the data in the table above, it is shows that there are ten Japanese restaurants that have been operated for more than five years in Jakarta. Not only these ten restaurants, but there are many other Japanese restaurants that have been operating for many years and have opened several branches in Jakarta area and outside Jakarta. By looking at the restaurants that have been operating for a long time in Jakarta and the number of Japanese restaurants that continues to grow, this shows that there is market interest in consuming Japanese cuisine. In supporting researcher to find out market interest in Japanese cuisine, researchers made observations by visiting a restaurant that sells various kinds of Japanese food, namely Ippeke Komachi

which is located in Kelapa Gading. Researchers observed for approximately two hours in the restaurant. The restaurant only consists of one floor but the dining area provided is quite wide and the service system is American service. Researchers saw that there were visitors who came with colleagues, friends, family or dine-in alone. Due to the large number of visitors who come to the restaurant, the number of waiting lists is increasing. Researchers concluded that in one hour, the number of visitors who dine-in was more than 60 people. Based on observations, it can be concluded that the majority of Jakarta's people like Japanese food so they choose to visit Japanese restaurants even though they have to queue and wait for their turn to dine-in. In addition, Mall Kelapa Gading which is located in the Kelapa Gading area, generally the majority of visitors are people who live in that area. Ippeke Komachi located at Mall Kelapa Gading, this is indicating that there is market demand by the Kelapa Gading citizen in consuming Japanese cuisine.

Along with the times, the world continues to experience developments and changes marked by globalization. Globalization is the process of product expansion or the exchange of ideas, including cultural aspects. An example of a product of globalization is westernization. With globalization, foreign cultures and special foods of a country can easily enter the other country (Larasati, 2018). With the entry of other cultures, it will result an assimilation. Assimilation is the combination of two cultures forming a new culture (Irmania et al., 2021). Culinary is part of culture because each country has different taste and appearance of food. Based on the data that has been collected, it is concluded that Mexican food and Japanese food are one of the

types of cuisine that Indonesian people are looking for, especially in Jakarta, the researchers chose to establish a restaurant that sells food menus from the combination of two countries, namely Mexico and Japan. The special menu will be a taco that combined with Japanese food, for example, tacos containing takoyaki, yakitori, beef or chicken yakiniku, and others. This can be called a fusion cuisine. Fusion cuisine is a cuisine that comes from mixing two or more countries using ingredients or techniques from that country to form a new food (Gisslen, 2015). The reason why researchers open a restaurant that combines two types of food from different countries or fusion cuisine is because by serving unique and interesting food, local people or tourists who come to Jakarta will be interested in trying the food that will be sold at Taco – Yaki restaurant.

TABLE 10
Fusion Restaurants in Jakarta

No.	Restaurant Name	Location
1.	Gioi	PIK, Senopati, Menteng
2.	Momozen	Menteng
3.	Wa Chu Want	Gunawarman
4.	BawBaw	Kelapa Gading
5.	Gaijin	Menteng
6.	The Garden	PIK, Pondok Indah, Kelapa Gading, Puri Indah
7.	Kilo	Senopati

Source: Processed Data (2022)

The data above contain several names of restaurants that are classified as fusion restaurants and located in DKI Jakarta province. Some of these restaurants are categorized as Asian Fusion restaurants, namely Wa Chu Want, The Garde, and Kilo restaurants. Then, Gioi is a restaurant that serves fusion food on their menu. Meanwhile, Momozen, BawBaw, and Gaijin are known as Japanese fusion restaurants. Not only restaurants that are categorized as

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fusion restaurants that sell fusion food, but several other restaurants also sell several fusion foods on their menu. Based on research, some of the restaurant names listed in the table above have been operating for several years and survived until now. With several fusion food restaurants in Jakarta and fusion restaurants opening several branches in the Jakarta area, this shows that what they offer to the public is acceptable and attracts customers attention so that consumers are familiar with fusion food and are starting to be interested in fusion food. Based on the research, it can be seen that currently there are two fusion restaurants in Kelapa Gading namely BawBaw and The Garden. However, a direct competitor that has similarities in serving Japanese fusion food is the BawBaw restaurant.

To find out more about people's interest in Mexican – Japanese food with the main menu which is taco, the researchers conducted a pre-test questionnaire to gauge public interest in fusion tacos with Japanese flavor and determine whether the Taco – Yaki business is feasible or not. The pre-test questionnaire mostly distributed to people who lived in North Jakarta especially in Kelapa Gading area. It is because the researcher wants to check the market demand related to fusion food in the form of Mexican - Japanese cuisine which will be establish in Kelapa Gading area. According to (Perneger et al., 2015), a sample of 30 respondents was feasible for pre-test questionnaire. The pre-test questionnaire was distributed to 46 respondents with an age range of 15 to 40 years old who are the target consumers of this restaurant because people of that age belong to the productive age group, so they have the potential to visit Taco – Yaki. Based on the data obtained, 41

respondents with a percentage of 89.1% know what taco is, then 36 respondents with a percentage of 78.3% had tried tacos, 40 respondents with a percentage of 87% had ever consumed Japanese food, 43 respondents or 93.5% were interested in trying Mexican – Japanese flavor tacos, 42 respondents with a percentage of 91.3% stated that they were interested in visiting a Mexican – Japanese flavor taco restaurant in the North Jakarta area, namely Kelapa Gading. This concludes that Indonesian people are familiar with Mexican food and Japanese food and want to try fusion food with the combination of Mexican and Japanese cuisine which are shown by 91.3% of the respondent is interested in trying and visit the restaurant. Although there are still some respondents who do not know what taco is, tried taco, and consumed Japanese food (takoyaki, okonomiyaki, yakitori, etc). In conclusion, through this pre-test questionnaire, it can be said that this restaurant business is feasible to establish.

Besides carrying out a pre-test questionnaire in order to find out the percentage of respondents' interest in trying the fusion food served by Taco – Yaki, the researchers also ensured the product that will be offered to customers was acceptable in terms of taste. Therefore, researchers conducted food testing to know whether the menu created was acceptable by public or not. Food testing is done by the owner trying to make the food and then distributing it to main family as a sample to find out whether the taste of the food has produced an interesting and unique taste or not. Based on the food trials conducted, the research family responded that the food items a good taste and were different from the tacos offered by other restaurants.

The researcher has the desire to establish a restaurant with a type of restaurant, namely a themed restaurant where the restaurant that is built will offer an interesting experience for customers who visit because it applies the concept of Mexican and Japanese themed restaurant by emphasizing several elements ranging from menus, room designs to decoration items. Taco – Yaki serves various of Mexican cuisine with combination of Japanese cuisine and introducing a main menu, which is tacos. Generally, tacos are foods that are categorized as an appetizer. However, the tacos that will be sold by Taco - Yaki are categorized as main courses because the condiments or fillings in the tacos are classified as heavy food, such as tacos containing takoyaki, yakitori, and okonomiyaki which can give consumers a feeling of fullness. Since tacos will be the main course offered to customers, Taco - Yaki will still provide an appetizer in the form of Mexican salads and Japanese salads. This restaurant also applied quick casual restaurant which Taco – Yaki will provide quick service and still categorized as casual dining restaurant. In addition, Taco – Yaki also wants to provide memorable service for customers and the type of service that will be used is American service.

The location for the construction of this restaurant is in the North Jakarta area, precisely Kelapa Gading. It is hoped that the restaurant established in Kelapa Gading can attract consumers from various areas of Jakarta or outside Jakarta such as Tangerang. The chosen area for Taco – Yaki 's location is in Ruko Sedayu City Blok SCBRF No. 22, Kelapa Gading, North Jakarta. This location known as a new area developed by Agung Sedayu Group and become a new icon in Kelapa Gading with the area name

called Sedayu City. Sedayu City is an area that still undergoing development by presenting several properties for business, several housing clusters, apartments, and other supporting facilities. Currently, Sedayu City is a location that is visited by many people because of the culinary places such as Gading Festival, Kampoeng Seafood, Old Shanghai. In addition, there will be Korea Town which is another culinary place that is still under construction. This can provide an opportunity for researchers to establish Taco – Yaki because it will attract many people to visit the Sedayu City area. Kelapa Gading is a strategic location to set up a business because there are many housing estates, eight apartments, universities, schools, and several hotels. With the existence of universities, schools, and hotels, it will increase the opportunities of this Mexican – Japanese fusion food restaurant because it will be an option for students or people from outside Kelapa Gading who are living in Kelapa Gading to dine in at the restaurant. In addition, Ruko Sedayu City, which is located in the Kelapa Gading area, can be said as strategic location because it is near the Sunter, Ancol, Bekasi, and Cakung areas, so it is easy for people to go to the location where this restaurant business is established.

The restaurant business that will be established has the name Taco-Yaki. The name of the restaurant is a combination of the words Taco and *Yaki*. The use of the word Taco as part of the restaurant's name is because this restaurant will serve taco menus with variants of taco flavor in the form of Japanese snacks such as takoyaki, okonomiyaki, yakisoba, and other menus. Not only that, this restaurant also serves vegetarian taco as other menu options so that

vegans can also enjoy tacos filled with Japanese nuances. Meanwhile, the word *Yaki*, which is taken from Japanese language, means "to cook directly in heat" or "grilled or boiled". This is intended to convey the meaning that this restaurant will provide taco menu with taco shells and Japanese filling that will be fried or grilled. The use of the word Taco to describe the country of Mexico while the word *Yaki* to describe the country of Japan. In conclusion, Taco – Yaki will be providing taco menus with fusion flavor from Japanese by mixing tacos with various Japanese food street snacks.

Based on all the data and facts above, it shows that Indonesia still in the process of reviving the country's economy, which previously dropped during the COVID-19 pandemic. The economy in Indonesia is starting to rise, which can be seen from the increasing contribution of the tourism industry and the growth of restaurants. By looking at the Indonesian economy, which is in the recovery stage and is gradually improving, the researchers see an opportunity to open a business in the food and beverage industry. The location of Sedayu City which is in the Kelapa Gading area, is considered as a strategic business development area especially for culinary businesses by starting to establish attractive destinations such as China Town, Korea Town, and others. So, the selection of Taco – Yaki's location to be built in that location is considered to have a chance to get the right target. In addition, with the influence of Western and Asian culture, Indonesian people now like Western foods and Asian foods especially Mexican cuisine and Japanese cuisine. With the research that has been done, the researcher hopes that Taco-Yaki will be feasible to establish.

B. The Objectives

This business feasibility study was made with the aim of finding out whether the Taco – Yaki restaurant business can be built or not feasible by analyzing several aspects such as marketing aspects, operational aspects, organizational aspects, and financial aspects. There are two objectives in compiling a business feasibility study, namely:

1. Major Objectives

The major objectives examine the feasibility of the Taco – Yaki restaurant business by considering several aspects in detail so that the business can run smoothly. There are four important aspects to be analyzed, namely:

a. Marketing Aspect

In the marketing aspect, there are several elements that will be done such as analyzing market supply and demand, marketing models, marketing mix, and other supporting aspects, namely economic, social, legal and political, environment, and technology. By analyzing all the elements needed in the marketing aspect, researchers can focus on deepening knowledge related to strategies and develop by looking at how the market works and the growth in the environment where the Taco – Yaki business can be established so that the marketing strategies implemented can be applied properly and efficiently.

b. Operational Aspect

The operational aspect which includes several important elements aims to provide direction for researcher in determining the right business location so when the Taco-Yaki business is established, the chosen location can support all activities carried out with the support of several existing facilities. In addition, through this aspect researcher will know the technology that suitable for supporting business operations and create the product.

c. Management Aspect

Through analyzing the factors contained in the management aspect such as analyze business organization, human resources, and the juridical aspect, the researcher will manage business well starting from the preparation of a good organizational structure and having human resources that can provide development to Taco – Yaki.

d. Financial Aspect

In financial aspect will be analyze sources and business needs of fund, estimated operating expenses and revenue, accounting projection, break event point, the investment appraisal, financial statement ration, and risk management. By analyzing all the elements contained in the financial aspect, Taco – Yaki's business feasibility study can find out all calculations related to expenses or income in a structured way so that it can help researchers to maintain business and create the right strategy for business progress.

2. Minor Objectives

The minor objectives of the Taco – Yaki restaurant business feasibility study in order to achieve the creation of this business are:

a. Revive the tourism industry after going through the COVID-19 pandemic by creating a business that focuses on the food and beverage industry as one of the elements of tourism so it will increase regional and national economic growth.

b. Introducing and providing Mexican – Japanese fusion cuisine in the Kelapa Gading area because there are no other businesses selling Mexican – Japanese fusion cuisine around that area so it can attract consumers to taste the innovative menu created by the owner. Applying a healthy lifestyle by providing a variety of healthy menu.

c. Creating job opportunities for people who need a job due to the high level of unemployment in the capital city of Jakarta and after the pandemic many people need jobs to survive.

d. Educate readers on the right way to build a business by preparing a good business feasibility study.

e. Analyzing the potential and possibility of Taco – Yaki restaurant surviving to operate in the long term, knowing information about existing competitors and learning the right strategy to be implemented in this business.

Through the presentation of the major objectives and minor objectives that have been described above, it is hoped that the feasibility study of Taco – Yaki restaurant can make this business operate smoothly and successfully. In

addition, this business plan made by considering all the aspects is expected to determine whether the Taco – Yaki restaurant business is feasible or not.

C. Research Methodology

A good business feasibility study can be born from taking available data from reliable and accurate sources. In business, research is needed to obtain everything related to business design. According to (Sekaran & Roger, 2016), business research is an activity that requires researchers to carry out systematic, critical, and objective organization of data collected through investigations of all matters relating to business research with the aim of finding solutions to problems that arise in business. By conducting research first as part of a business feasibility study, it is expected to provide accurate and valid information to support the business that researcher want to observe.

Business feasibility can be seen from the results of data analysis that has been collected. The data obtained in detail become an important source for the design of a good feasibility study. The data that will be analyzed further after all the data has been collected and the data must be valid and reliable. According to (Sekaran & Roger, 2016), validity relates to proving a problem by knowing and measuring several indicators that are made whether they are effective or not in measuring the concept. While reliability is related to the consistency of the size of a concept that is built. Therefore, the feasibility study of Taco – Yaki restaurant is supported by data obtained from the scientific method that has been determined as a technique for collecting business data. Below are the things that are part of the research methodology in the Taco – Yaki business feasibility study:

1. Data Source

In the feasibility study of Taco – Yaki restaurant, there are two techniques used to obtain data, namely primary data and secondary data methods. The following is an explanation of the two methods used:

a. Primary Data

The collection of data collected directly by researchers from original sources for certain research purposes is called primary data. In the primary data collection method, there are four main methods, namely interviews, observations, questionnaires, and experiments. Primary data collection will form a link with the next steps in the research process to be carried out (Sekaran & Roger, 2016). This business feasibility study uses two data collection methods which are survey methods with questionnaires and observations. The following is an explanation of the survey method using questionnaires and observations:

1) Survey method with questionnaire

Data collection using the questionnaire method is the most common method or is often used by researchers. The questionnaire is a collection of several written questions that have been previously designed by the researcher and the answers will be recorded by the author. According to (Sekaran & Roger, 2016), generally, the questionnaire method will be used to collect large amounts of data. The distribution of the questionnaire can be done in 3 ways:

a) Personally administered questionnaires

This type of questionnaires is confined to a certain local area. Researchers can collect several complete responses and questions that give the respondent doubts can be addressed immediately. Through this type of questionnaire, researchers can also introduce their research further and in complete way to respondents. The management of Personally Administered Questionnaires does not require many skills when compared to the interview method. However, this method will require a lot of effort and time in managing the data.

b) Mail questionnaires

A self-administered questionnaire in which the method of collecting data from respondents is done by sending questions via mail. Along with the times where there is an easier way to do questionnaires such as via the internet, mail questionnaires are no longer being carried out. The researcher chose to do it online via the internet by sending a questionnaire via email.

c) Electronic and online questionnaires

This questionnaire method is the method that is considered the most effective and widely used by researchers at this time. With the presence of the internet, the questionnaire distribution process can be easily accepted by respondents. Researchers can distribute the questionnaires via email, include links on websites or blogs, or use social networks. The advantages of using this questionnaire method are that it can easily reach all areas of the

respondent because respondents can answer the questionnaire through the link that has been given by the researcher at the domicile of each individual and it saves more time and costs. Disadvantages of this online questionnaire is a questionnaire can be considered as spam so that respondents do not want to fill out the survey and there is no desire from the respondent to fill out the given survey.

Taco – Yaki feasibility study will distribute questionnaires using electronic and online questionnaires methods with Google Form platform as supporting media. The researcher will prepare a link that contains several questions that have been formulated by the researcher. The questions asked will relate to the visitor's interest in Taco – Yaki. Also, the link will be distributed to several respondents through social networks and supporting applications so that the questionnaire can be widely distributed so that researchers can obtain sufficient data to support this feasibility study.

2) Observation

Observation is an activity that is carried out in research where watching, recording, analyzing, and interpreting certain things such as behavior, actions or events will occur (Sekaran & Roger, 2016). Researchers will do an observation by visiting the Taco-Yaki construction site to find out the conditions and valid information about the economic activities of the surrounding environment.

According to (Sekaran & Roger, 2016), types of observations are created from four key dimensions, which are:

a) Controlled versus Uncontrolled Observation

Controlled observations are observations made in research that have well-controlled conditions because they have been regulated as well as possible. Meanwhile, uncontrolled observation is an observation that is not attempted in the sense that it will go according to the flow without being controlled, manipulated, or influenced the existing situation.

b) Participant versus Nonparticipant Observation

Participant observation is an observation carried out where the researcher will participate in observing activities on a project in their daily lives. Meanwhile, non-participant observation is an observation when the researchers do not participate into the field but only watching the progress.

c) Structured versus Unstructured Observation

Observations that have been well structured by considering the objectives of the research known as structured observations. On the other hand, researchers who observe something interesting and have not previously planned called as unstructured observation.

d) Concealed versus Unconcealed Observation

Concealed observation is an observation related to awareness where an object or event is not aware that it is being observed.

While unconcealed observation is a state of observation that makes the thing being observed or the object aware that it is being observed.

Based on the type of observation from the four dimensions, the Taco – Yaki restaurant business uses uncontrolled observation because Taco – Yaki will not control or manipulate the respondent's data. The author will do observation by going to some taco restaurant which is similar to the business that will be created by researchers and observe all needs related to operations such as rental costs, facilities, building area, maximum capacity of visitors in the area where Taco – Yaki can be established.

b. Secondary Data

Data obtained from sources that already exist on the internet or have been published are known as secondary data. Data collected by other researchers with a specific purpose other than as a source to answer the current research objectives is referred to as secondary data. Secondary data sources can be obtained from statistics, published government data, published or unpublished information that can be found in organizations, company websites, and the internet (Sekaran & Roger, 2016). In this business research, data acquisition techniques using secondary data are also supported by primary data in order to produce accurate and valid results. The collection carried out to obtain secondary data is very helpful in the research process, but in some conditions, it would be better to use the interview

method, observation, or giving questionnaires to several people as respondents. The secondary data used in the business feasibility study of Taco – Yaki restaurant comes from a literature review data collection that has been adjusted to meet the needs of this business research. Critical literature review is a process of identifying a person's published and unpublished work from secondary sources with a discussion on a topic created by the wishes of the researcher, evaluation of the work, and accompanied by documentation of the work (Sekaran & Roger, 2016). Sources of literature review data used by the Taco – Yaki restaurant business are:

1) Journals

   In order to compile a business feasibility study for Taco – Yaki, this research is supported by some information obtained from trusted journals that have been published by certain institutions. The journal which contains research articles on tourism, food and beverage business, hospitality and others has a detailed explanation so that it is considered to be able to help deepen this business research.

2) Textbooks

   Textbooks are another option for obtaining accurate information in compiling Taco – Yaki's business research. In the book, you can find many theories about restaurants or research methods that can enrich the information in this research.

3) Internet

The internet is one of the biggest sources for finding important data. The amount of information that can be found on the World Wide Web is enormous. The internet can be used to search the details of books, journals and journal articles, and conference proceedings, as well as for specialized data such as company publications and reports. The number of newspapers, magazines, and journals that is available electronically is enormous.

Taco – Yaki's business feasibility study uses the internet to find data that can be obtained from books, journals, research articles, government websites. Trusted sites published by the government such as the Central Bureau of Statistics and Ministry of Tourism and Creative Economy of the Republic of Indonesia are used to obtain statistical data. Meanwhile, information or supporting data obtained from books, journals, and research articles are obtained from websites that provide e-resources such as Academia, Library Genesis, Research Gate, and Google Books.

2. Types of Research

According to (Sekaran & Roger, 2016), there are two types of research commonly used by researchers, namely:

a. Quantitative Research

Is a type of research whose data is presented in the form of numbers obtained from the preparation of several structured questions.

b. Qualitative Research

This type of research is a type of research whose data is presented in a collection of sentences whose answers are usually obtained from interviews, questions in a questionnaire that respondents can write in a paragraph to fill out answers in the form of sentences, make observations, or information obtained from several sources that can be searched on the internet.

The preparation of the Taco – Yaki business feasibility study will use the type of research that is considered to be able to provide complete and accurate data or information, namely by using research types in the form of quantitative research and qualitative research. Quantitative research is carried out by making a questionnaire containing questions and will be distributed to several respondents to find out the public's interest in the Taco – Yaki business. Qualitative research is carried out by describing and observing what has been obtained from quantitative research supported by several trusted sources on the internet in explaining the research data.

3. Population Target

According to (Sekaran & Roger, 2016), the definition of population is a collection of events or several individuals who have something interesting and can be used as research by researchers. In the feasibility study of Taco – Yaki's business, the population is people who live in the Jakarta, Tangerang, and surrounding areas, especially the Kelapa Gading area because Taco – Yaki's business chooses to establish its business in the Kelapa Gading area, North Jakarta.

4. Research Time and Location

    This business research will be conducted by distributing a questionnaire form containing several questions related to research in September 2022. Questionnaires will be distributed to respondents who live in Kelapa Gading because they are close to the location of the Taco-Yaki restaurant construction and also surrounding areas, Jakarta, Tangerang, and others. In addition, questionnaires will also be distributed to respondents in the Tangerang area so researchers can find out the percentage of individuals who are interested in visiting the Taco – Yaki restaurant.

5. Sample Technique

    Sample is the selection of units from a population set determined by the researcher with the aim of further investigation. The selection will be carried out with an approach that is in accordance with the research conducted. There are two types of samples based on the approaches, namely (Sekaran & Roger, 2016):

    1) Probability Sample

        Probability sampling is a sample technique that is carried out by random selection and the units contained in the population have a chance to be selected. There are several techniques in the probability sample, which are as follows (Sekaran & Roger, 2016):

        a) Simple Random Sample

            Simple random sampling is the most basic technique in which every unit in a population has an equal chance of being sampled.

        b) Systematic Sample

In this technique, several units will be selected randomly from a number of populations that are given a range from 1 to what number and followed by the selection of other units taken from the same distance range as before as well as the same multiples.

c) Stratified Random Sample

This sampling technique makes a selection with the right criteria in a population and will later be selected using a simple random sample method or a systematic sample from each of the existing levels.

d) Multi-stage Cluster Sample

In this technique, sampling that divides the population into several groups called clusters and the divided population is equal but has different properties.

2) Non-probability Sample

Non-probability sampling is a sample technique where the sample has not been selected so that each unit in the population has no chance of being selected. There are several techniques in non-probability samples, which are as follows (Sekaran & Roger, 2016):

a) Convenience Sample

A sampling technique in which information is obtained from members in a population where the members are willing to provide information related to the researcher's research.

b) Snowball Sample

Snowball sampling is a sampling technique where researchers will select samples from a small group of people who are believed to be able to provide information in accordance with the research concept.

c) Quota Sample

In this technique, samples will be taken from each population group with a quota that corresponds to the number of population groups.

Researchers will collect the data needed for this feasibility study of Taco – Yaki's business by making and distributing questionnaires followed by a sampling technique approach in the form of probability samples and followed by simple random sampling method. Every unit of the population has the opportunity to be selected as a sample in this study. The sample that will be used is people who live in the DKI Jakarta area, specifically North Jakarta.

6. Data Testing Technique

Analysis and testing of data that has been obtained previously through a questionnaire will be tested with data testing techniques in the form of mean and frequency tests. The mean test is a test of data by looking at the average results obtained from all data through observation of data (Sekaran & Roger, 2016)**.**

D. Theoretical Conceptual Review

1. Explanation on Food and Beverage Industry

   Food and Beverage Industry is an industry engaged in preparing and serving food and beverages to consumers. This industry is part of the human's life because everyone needs food and drink throughout their lives. Food and beverage industry related to restaurants, catering, bars, etc. (Walker, 2014).

2. Definition of Restaurant

   Restaurant is one part of people's lifestyle that is important for everyone because humans need food and drink when they travel or socialize outside. The restaurant is a place for people to enjoy their time apart from activities by relaxing with their closest people with the aim of restoring all energy before doing the next activity (Walker, 2014).

3. History of Restaurant

   Since 1700 BC, a tavern has been found. Furthermore, in Ancient Egypt in 512 BC also found a public eating place that provides a limited menu, which is only available one type of menu. Then the Roman city is also proof that the ancient romans will eat in the public dining area with strong evidence of a single street that sells a variety of foods such as bread, wine, and hot foods (Walker, 2014).

   After the city of Rome, began to appear just like a tavern used for eating out by people. Followed by several countries from London, Paris, to Europe which started selling food and travelers can enjoy food at inns, taverns, and hotels. In 1550 the city of Constantinople was first

established a café or known as a coffeehouse. The café words have a meaning which is a small restaurant. Cafés began to expand throughout Europe (Walker, 2014).

The first restaurant located in France was called a "public dining room." France is a country that has a major role in the development of restaurants. There is a soup vendor named Boulanger who opened his culinary business in France. It is known that he sold the soup at his tavern on the Rue Bailleul and named the soups with *Restorantes*, which is the original word for restaurant. The French Revolution made the history of culinary and restaurant growing and in the end some people began to develop restaurants outside the European continent to spread throughout the world (Walker, 2014).

4. Restaurant Classification

According to (Walker, 2017), restaurant classification has two important categories, namely independent restaurants and chain restaurants. A restaurant that stands and is privately owned, whether the owner is only an individual or a few people, is known as an independent restaurant. To establish a restaurant that is categorized as an independent restaurant, someone needs to know how the restaurant operates, have sufficient finances, and must have the desire to run his business seriously in order to be successful. Meanwhile, a chain restaurant is a restaurant that already has its own group and is spread over several selected locations with the same concept, name, and design. In addition to these two main categories, there are several other restaurant classifications such as:

a. Quick Casual Restaurants

Quick Casual Restaurant is a restaurant that offers fast service, but the restaurant still applies the concept of casual dining. Some things to consider in this restaurant classification are serving menus with quality and fresh ingredients and offering healthy food options. An example of a restaurant with this classification is Yoshinoya at Central Park Mall.

b. Theme Restaurants

Theme Restaurants is a restaurant that has its own theme that is designed as well as possible with several interesting themes in order to attract customers, for example presenting a fun, romantic, or fantasy theme. Generally, they have a limited menu with their typical restaurant menu in accordance with a predetermined theme. An example of a restaurant with this classification is The Michael's Garden at Alam Sutera.

Taco – Yaki classified as a theme and quick casual restaurant. Taco – Yaki will provide an interesting and memorable experience for visitors by providing a unique interior concept with Mexican and Japanese themes. The restaurant theme in the form of a Mexican themed restaurant will be applied to the first floor dining area with a colorful concept by using a solid bold color scheme, supported by Latino music, decorative lights in the form of Mexican hats known as sombreros, and use cactus plants that will be put on photo spots area. Meanwhile, Japanese themed will be implemented on the second floor of dining area by using neutral

colors such as light brown which gives a minimalist impression, using wood materials, using simple furnishings, and in the photo spot area there are lanterns that enhance the Japanese themed. This aims to attract visitors to visit Taco – Yaki, especially for customers who like taking photos and looking for beautiful photo spots. Then Taco -Yaki also applies a quick casual restaurant which provides fast services but does not eliminate the concept of casual dining. This restaurant will create a relaxed and more informal atmosphere with the support of service by Taco - Yaki servers directly at the customer's table.

5. Types of Menus

According to (Davis et al., 2018), there are two types of menus that are known by the public and used by restaurants as a list of menus offered by a restaurant, namely:

a. *A la carte*

The type of menu that is generally found in various restaurants by presenting a varied menu. Consumers can choose the desired menu variant according to taste from several items provided by the restaurant. *A la carte* is a menu that provides more variety than *Table d'hote*, each dish has a different and separate price, and food will be prepared especially when there is a request order.

b. *Table d'hote*

The type of menu offered to consumers with a limited menu and has been set by the restaurant. In one course will usually be followed by three or four menu variants, the price offered is fixed and all the food

will be prepared within the specified time. Menus for breakfast, lunch and dinner have now been designed using the following *table d'hote* menu types:

1) Banquets

   Banquets offers a fixed menu with a set price and customers cannot choose the type of food unless there is a specific request such as vegetarian.

2) Buffets

   Buffets is a type of menu that presents a choice of menu variants that have been requested by consumers by considering the price of the buffet package offered by the catering or restaurant. Buffets are usually used when there are special occasions such as weddings, conferences, or birthday parties. Buffet presents food of all sizes from small to large portions and make sure that the food is served warm.

3) Cyclical menus

   Cyclical menus are menus that will be presented again by going through a repetition process within a predetermined time period. Cyclical menus are usually implemented by several caterers by repeating the menu within 2 weeks or 4 weeks.

4) Tasting menus

   Tasting menus are usually offered by high-level restaurants. The restaurant will offer a set menu containing several servings of various small dishes which are usually chef-made culinary arts.

The type of menu that will be provided by Taco - Yaki is in the form of an a la carte menu so that customers can choose and buy the items they want. Each food or drink item that is sold has its own set price.

6. Types of Services

According to (Davis et al., 2018), food service is a necessary aspect of the restaurant system, which requires the delivery of food that has been ordered by consumers from the food-making area, namely the kitchen, to the customer's hands. There are several factors that affect the method of service provided by a restaurant such as the type of restaurant that has been determined, the method of producing the dishes, the type of target market and the type of menu available at the restaurant. Restaurants that decide to provide the food service method they have determined must be able to provide a memorable experience for the customer. There are several types of services, one of them is table service.

Table service is a service method where the waiter will bring the food that has been ordered by the customer to the customer's table. Table service presents two types of menus that customers can choose, namely the *a la carte* menu and the *table d'hote* menu. Both of these menus will be served with the service method of delivering food to the guest table. There are several classifications of table services, namely:

1) American Service

    A service that prepares guest food in the kitchen with a predetermined portion and then distributed to the restaurant area to be brought by the waiter to the guest table.

2) French Service

This is a service that has a fairly complicated method compared to other table services where guest food will be prepared in the kitchen which is placed in silver salvers and will be brought to the restaurant area using a *gueridon*, which is a small cart containing guest food. In the *gueridon* there is a small stove for heating guest meals. The small cart will be place in front of the table guest and the food that has already been heated will be given directly to the guest.

3) Russian Service

Is a service that prepares food adjusted in portions in the kitchen area then the food will be placed in silver salvers after which the waiter will bring it to the restaurant. The waiter will serve the food in front of the house by putting the food served on the customer's plate.

4) English Service

Is a service that is usually used for private occasions. The service provided is by serving a whole meal that has been prepared in the kitchen and then placed on the guest table. The guest will take the food according to the portion he wants.

Taco - Yaki will apply service in the form of American service. When a customer's order is received by the kitchen team, the food will be prepared by cook and when it is done, the food will be distributed to the server and they will deliver to the customer's table.

7. Definition of Fusion Food

   According to (Hermawan, 2021), fusion food is categorized as an art by combining ingredients and techniques from more than one region or country to create new flavors that are unique and never existed before.

8. Definition of Mexican Restaurant

   According to (Walker, 2014), Mexican restaurant is a restaurant that serves quite a wide selection of Mexican food. Mexican food has a menu that comes from ingredients such as tortillas, ground beef, chili, nuts, coriander, and others. Generally, Mexican restaurants serve relatively inexpensive Mexican dishes because they don't contain a lot of meat in a dish. Mexican restaurant also has a colorful and exciting concept ranging from menu items, restaurant room decorations and also the music used. The hallmark of Mexican food is using seafood and spicy sauces to be included as an ingredient.

9. Definition of Taco

   According to (Schultz, 2014), a taco is a food whose ingredients are in a folded tortilla and the ingredients contained in it are ground beef, lettuce, tomato, cheese, and salsa. In general, tacos are foods that can be made with various choices that can be adjusted to the tastes of the maker. Someone can choose the variant of tortilla shells, desired filling, condiments and sauces.

10. Type of Taco

According to (Schultz, 2014), there are two types of taco based on the taco shells. The taco shells using tortilla which is made from flour and become the main ingredients in taco. The two types of tacos, namely:

a. Soft Shell Tacos

Is a tortilla that is still in soft condition because it is only heated over medium heat in a pan so that the tortilla feels soft when eaten.

b. Hard Shell Tacos

It is a tortilla that has gone through the frying process so that it has a dense and crunchy texture when eaten.

According to (Wyrick, 2014), tacos are a type of food that can be modified according to the tastes of each person. However, there are a few key ingredients that are commonly used to make tacos:

a. Tortillas

Tortillas are the main ingredient used to make tacos. Tortillas have thin skin and circular in shape. There are several types of tortillas that can be used for making tacos but usually there are two types that are most commonly used, namely flour tortillas or sometimes it is called by wheat tortilla and corn tortilla.

b. Chili

There are two types of chilies that can be used, namely dried chili and fresh chili. The chilies that are generally used are anchos chili which has a sweet and fruit taste, guajillo a long red chili which has caramel and fruit flavor, and poblanos.

c. Herbs, Spices, and Sauces

In tacos, the complementary seasoning is one of the components that will create the taste. Seasonings used such as Mexican oregano, achiote paste, and adobo.

d. Vegetables

Vegetables that can be found in taco foods are tomatoes and lettuce.

e. Mushrooms

Mushroom is one of the great additions to a taco. Mushrooms increase the strong taste because mushrooms can absorb flavors so mushroom give additional value if used as one of the ingredients in tacos.

f. Meat

Meat is the second ingredient commonly used in making tacos after tortillas. The meat used in general is beef that has been chopped into small pieces.

11. Explanation of Japanese Cuisine

In early ages, there were people who migrated to Japan with food and utensils so this contributed to the development of Japanese cuisine. Also, in the late sixteenth century, tempura became a dish associated with Japan, originally from Portugal. As a result of the influence of other countries such as China, several European countries and other countries, Japanese cuisine has developed over time (Cedillo, 2017). Japanese cuisine not only prioritizes the taste of the food served but also preserves

nature, maintains the nutritional balance of the food and ensures that the dishes stay fresh (Cedillo, 2017).

12. Business Concept

Taco – Yaki is a type of themed restaurant that offers Mexican specialties, namely Tacos as the main item which will be followed by several other menu from appetizers until desserts. Not only presenting the original menu, but the main menu and other menu variants will be creatively developed by the owner to produce a menu with a unique taste that has not existed before. Taco – Yaki prepared a Mexican - Japanese concept that will be designed as well as possible starting from the menu, room decoration, atmosphere and things related to infrastructure so that consumers can get a unique and satisfying experience when visiting this restaurant. In addition, Taco – Yaki also classified as a quick casual restaurant that offers fast service and fuses Mexican with Asian flavor like Japanese. Taco – Yaki serves menus with fresh ingredients and offers some healthy food menus. Taco – Yaki restaurant will be built in the city of North Jakarta with a location in the Kelapa Gading area and the restaurant will be operated from 10.00AM to 10.00PM. The target consumers of this restaurant are people who are classified as students, housewife, or workers with an age range of 15 to 40 years old who like to dine in at restaurants or fusion food.

Taco – Yaki's goal is to provide high quality service to its customers so that every customer who comes can experience an interesting and memorable experience through the friendliness of all restaurant staff, fast

and responsive service, the safeness felt when dine-in, and the cleanliness maintained at the Taco – Yaki restaurant. This restaurant uses a type of service in the form of American service where the waiter will help record and deliver items that have been ordered by the customer to the customer's table. Then the food ordered will be directly made by the chef in the kitchen area with the food portion that has been set when making the food menu. When finished, the food is ready to be served to the customer.

Taco – Yaki restaurant serves *a la carte* type menu with menu variants ranging from appetizers, main dishes, snacks, desserts, and beverages. Examples of the food menu provided are Mexican or Japanese salad as an appetizer, tacos as a main dish, nachos as snacks or light bites, and mocktails as the beverage. Taco – Yaki wants to provide satisfactory service by serving food with high quality ingredients and freshly made where the food will be made immediately when the customer orders. The beverages will be served in hot or ices based on the customer request. The restaurant also wants to present a product in healthier way using ingredients that have better nutritional content by using plant-based ingredients. The owner of the restaurant will modify some of the menus using own creativity so several taco menus that have not existed before will be born without eliminating the original taco menu. There will be several variants of the vegetarian menu that can be enjoyed by customers who do not eat red meat products. In addition, Taco – Yaki wants to provide an exciting and colorful atmosphere by presenting a Mexican and

Japanese themed as the concept that will be applied through the interior design and supported by the selection of colorful furniture and decorations so that customers can feel happy and comfortable with the condition of the restaurant. In addition, Taco – Yaki provides several facilities that can be used by visitors such as sitting area, Wi-Fi, sockets, toilets, and parking areas. To improve maximum service, Taco – Yaki providing delivery, take away, and reservation services. There are several collaboration partners used by this restaurant in providing delivery systems and online services such as Traveloka Eats, Shopee Food, Go Food and Grab Food. As for reservation services, consumers can make reservations via WhatsApp.