# CHAPTER I
PRELIMINARY

A. Initial Idea

Tourism in Indonesia has the potential and important role in improving and developing the country's economy (Yakub, 2019 p. 6). The tourism industry is a sector that is built and also developed by the government. Tourism is an industry that focuses on the development and utilization of natural resources with dynamic consumer-centered strengths. Tourism is the largest industry or industry group, which includes tourism, travel, lodging, conventions, expositions, meetings, and events; restaurant and regular service; association, objectives, event management; and recreation (Swabawa, Pemayun and Sutiarso, 2022, p. 8).

According to the Constitution of Indonesia number 10 of 2009 concerning Tourism, the tourism industry is a collection of tourism businesses related to the production of goods and/or services to meet the needs of tourists traveling. Examples of tourism businesses within the meaning of the Tourism Indonesian Constitution number 10 of 2009 include, among others, tourist attraction businesses, tourist areas, tourist transportation services, travel services, accommodation provision, catering services, tourist information services, and others. In recent years, the contribution of the tourism sector has increased significantly. The development of the tourism industry could have a positive impact on the country's economy every year. In addition, tourism in Indonesia also

increases the country's foreign exchange. This can be seen from the contribution of the tourism sector to Indonesia's GDP in the following figure:

FIGURE 1
Tourism Sector Contribution to 2017-2021 GDP
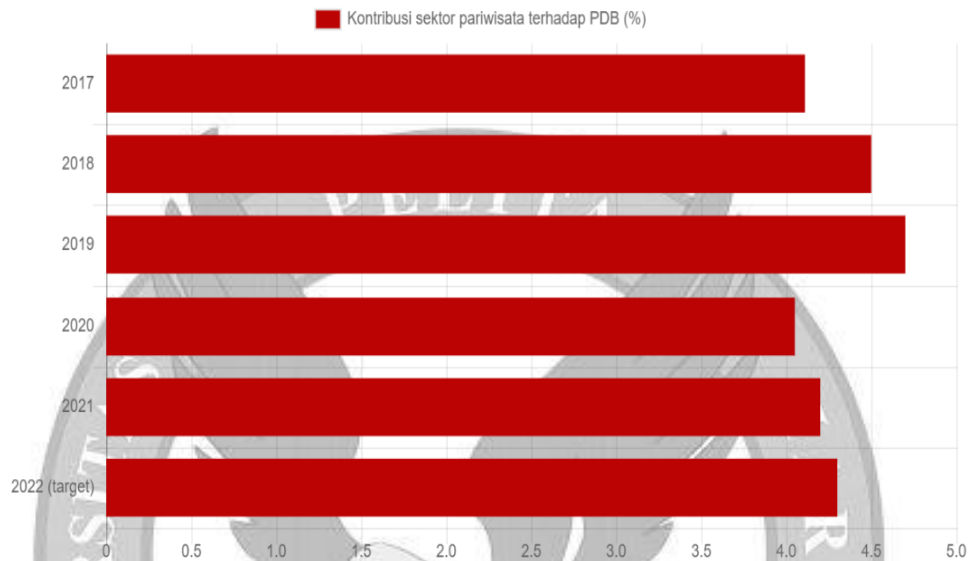
Source: Kementerian Pariwisata dan Ekonomi Kreatif (2021)

Based on figure 1, it can be seen that tourism continues to make a large contribution to GDP from 2017 to 2021. One of the regions that contributes greatly to the GDP of the Republic of Indonesia is DKI Jakarta. DKI Jakarta has become the area that has the most densely populated population in Indonesia. And not infrequently, people from other places migrate to DKI Jakarta to find job opportunities and to go to universities. The following is a table of population growth rates in DKI Jakarta Province.

TABLE 1
DKI Jakarta Population Growth Rate in 2018-2021

County/City	Number and Rate of Population Growth in DKI Jakarta							
	Population (thousand)				Population Growth Rate			
	2018	2019	2020	2021	2018	2019	2020	2021
South Jakarta	2246.14	2264.70	2226.81	2233.86	1.06	1.18	0.75	0.40
East Jakarta	2916.02	2937.86	3037.14	3056.30	0.98	1.09	1.17	0.80
Central Jakarta	924.69	928.11	1056.90	1066.46	0.29	0.34	1.53	1.14
West Jakarta	2559.36	2589.93	2434.51	2440.07	1.43	1.60	0.63	0.29
North Jakarta	1747.31	1812.91	1778.98	1784.75	1.10	1.22	0.76	0.41
DKI Jakarta	**10467.63**	**10557.81**	**10562.09**	**10609.68**	**1.07**	**1.19**	**0.92**	**0.57**

Source: Badan Pusat Statistik DKI Jakarta (2018-2021)

Based on the table above, it can be seen that all areas in DKI Jakarta experienced a significant decline in 2020 as a result of the COVID -19 pandemic which caused death and the number of new deaths reported in 2020 (Badan Pusat Statistik, 2021). Unstable population growth rates can affect economic growth in an area (Astuti, Hidayat & Darwin, 2017, p.146). However, in early 2021 the population began to increase which provided an overview of people's lives returning to normal. This is an opportunity to build a business.

In addition, population growth in an area can also have an impact on economic growth in that area. The rate of population growth will affect per capita income, living standards, agricultural development, labor employment and capital formation (Yunianto, 2021, p. 696). The total population when associated with the growth of income per capita in an area can abstractly reflect the progress of the regional economy (Yunianto, 2021, p. 696). One of the areas in Jakarta that has a dense population and has

tourist attractions that are always crowded with visitors is North Jakarta with a tourist spot called Pantai Indah Kapuk (PIK). A more detailed explanation can be seen from the table that describes DKI Jakarta's GRDP as follows:

TABLE 2

Regional Gross Domestic Product by Field of Business at Basic Prices Applicable in DKI Jakarta (Billion IDR) 2018-2021

Industrial Sector	2018	2019	2020	2021
Agriculture, Forestry and Fisheries	2,124.8	2,189.1	2,237.5	2,376.8
Mining and excavation	6,603.3	6165.3	4,676.4	6360.7
Manufacture	341,678.4	346,970.0	315,182.4	357,912.4
Electricity and Gas	9,119.7	10,308.3	9,216.1	7,615.1
Water supply; Sewerage, Waste Management, and Remediation Activities	907.6	945.7	925.2	965.8
Construction	314,639.3	329,925.7	313,083.7	326,459.1
Wholesale and Retail Trade; Motorcycle Repair	439,673.4	484.242.9	460,402.0	491,033,3
Transport and Storage	94,123.5	104,471.8	96,582.7	111.061.1
Accommodation and Food Service Activities	123,876.8	134,980.0	115,213.5	127,345.3
Information and Communication	203.929.7	230,913.6	258,132.4	272,008.1
Financial and Insurance Activities	268,501.1	297.561.9	312,420,2	324,289.4
Real Estate Activities	156.224,8	167.212.3	174,304.0	178,992.1
Business activity	211,399.7	243,676.2	245,241.7	248,415.1
Education	132,905.3	150,519.3	145,094.7	142,143.6
Public Administration and Defense; Mandatory Social Security	141,373.6	153,892.5	147,093.8	142,143.6
Human Health and Social Work Activities	44,091.6	48.101.0	58,739.4	63,374.6
Other Service Activities	101,433.4	113.559.8	109,643.2	107.565.8
GDRP	**2,592,606.5**	**2,815,636.1**	**2,768,189.7**	**2,914,581.0**

Source: Badan Pusat Statistik DKI Jakarta (2018-2021)

Table 2 illustrates various industrial sectors in Indonesia which continue to develop from time to time. DKI Jakarta Province is divided into five administrative cities, namely Central Jakarta, North Jakarta, East Jakarta, West Jakarta, and South Jakarta. Various industrial sectors from the five parts of the city area of DKI Jakarta contributed to a fairly high regional income. One sector of the tourism industry that contributes a large amount of regional income is the accommodation sector and food service activities.

Yoeti as cited in Putri, Nizma and Syahid (2020, p.89) explains that one type of business that is included in the tourism sector continues to be a tourist attraction, namely local food and beverage services. The development of the tourism industry also has a positive impact on several industries in Indonesia, including the food and beverage industry. The Ministry of Tourism and Creative Economy of the Republic of Indonesia has divided tourism businesses providing food and beverage services into several types, namely restaurant, coffee shop, cafeteria, canteen, dining room, inn-traven, pizzeria, a la carte restaurant, and snack bar. The following table shows the number of businesses providing food and beverages in the DKI Jakarta area.

TABLE 3
Number of Food and Beverage Provision Businesses in 2018-2020

Year	Type of business			
	Restaurant	**Catering**	**Other Pmm**	**Total**
2018	3.021	97	1.098	4.216
2019	3.182	92	1.065	4.339
2020	3.923	59	1.177	5.159

Source:Badan Pusat Statistik DKI Jakarta, (2018-2020)

The table above shows that there were 4,216 types of food service businesses in DKI Jakarta in 2018. Compared to 2019 data, the number of food and beverage businesses in DKI Jakarta increased to 4,339. In 2020, the number of food and beverage businesses in DKI Jakarta increase to 5,159. This shows that the area in DKI Jakarta supports the process of developing the food and beverage business, especially in areas where the growth rate continues to increase, such as North Jakarta.

In setting up a business must also be adjusted to market demand. This is because the success of a business can be achieved due to the influence of customers. Consumer demand and needs are an important part of business because they can be used to create a business that is right on target, shows the characteristics of a business, increases the added value of a product, and makes it easier for business to create the right strategy. In this modern era, people are always experiencing lifestyle changes that are often influenced by developing trends. The current lifestyle is not only about appearance, but also a current trend for some people to get together and do activities as a spare time filler. This can create great opportunities in the culinary industry in Indonesia. The growth of the culinary industry is marked by the mushrooming of restaurant, diner and cafe businesses in various parts of Indonesia (Stepy, Firman & Rusdinal, 2019, p.1535). In addition, the culinary business can also be an alternative tour that is increasingly in demand by people at all levels of society (Stepy, Firman & Rusdinal, 2019, p.1535). So that this can create great opportunities for business people to set

up cafes because they are adapted to the growth of the culinary industry and people's lifestyles.

In setting up a business, the products created must be adapted to the needs and demands of consumers. Customer satisfaction is an important aspect and is the key to running a successful business (Krivobokova in Razak, 2019, p.1). Customer satisfaction is important to improve customer focused product quality. Defining customer focused products can be seen from the high consumer demand related to the amount of consumption of food products. Further explanation regarding public consumption related to prepared food and beverages, especially in the North Jakarta area, can be seen in the following table:

TABLE 4
Consumption Participation Rate by Prepared Food and Beverage
In North Jakarta

Food Type	Average		
	2018	**2019**	**2020**
White bread	0.994	0.804	0.600
Sweet Bread	1.019	1.214	1.105
Cookies or Biscuits	0.608	0.585	0.595
Steamed Cake	1.338	1,679	1,730
Fritters	2,784	3,754	3.084
Green bean porridge	0.337	0.380	0.300
White rice	0.801	0.778	0.620
Gado-gado or Ketoprak	0.326	0.364	0.325
Mixed rice	1.311	1,672	1,660
Fried rice	0.423	0.417	0.377
Lontong or Ketupat Sayur	0.511	0.588	0.511
Soup or Soto	0.356	0.346	0.334

Source: Badan Pusat Statistik (2018-2020)

TABLE 4
Consumption Participation Rate by Prepared Food and Beverage
In North Jakarta (cont.)

Food Type	Average		
	2018	**2019**	**2020**
Cooked Vegetables	0.447	0.460	0.522
Sate or Tongseng	0.184	0.166	0.145
Noodles / Meatballs	0.755	0.853	0.752
Boiled or Fried Noodles	0.884	0.136	0.185
Instant noodle	0.202	0.649	0.752
Kids Snacks	0.884	0.568	0.363
Fried or grilled fish	0.421	0.402	0.417
Chicken / Meat	0.530	0.380	0.435
Processed Meat	0.651	0.741	0.634
Chicken porridge	0.664	0.638	0.602
Siomay	0.471	0.615	0.478
Fast food	0.404	0.469	0.644
Bottled Mineral Water	1,529	1,784	1,457
Ready-to-eat Drinks	0.370	0.452	0.458
Packaged Tea	0.347	0.551	0.277
Packaged Fruit Juice	0.182	0.252	0.253
Ready Beverages	1.232	1.343	1,203
Ice cream	0.272	0.338	0.319
Other Ice	0.389	0.577	0.939
Liquor	0.033	0.002	0.004

Source: Badan Pusat Statistik (2018-2020)

Based on the table above, it can be concluded that people who live in North Jakarta like steamed cakes, this can be seen from the data that consumption of steamed cakes always increases every year. Apart from steamed cakes, people in North Jakarta also like light meals, this can be seen from the average consumption of steamed cakes, fritters, bread or bakery

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products, and ready beverages. This can be seen from the average level of consumption of steamed cakes, fritters, bread or bakery products, and ready beverages which are relatively high compared to other foods. This shows that the business of providing food products, especially steamed cakes, fritters, bread or bakery products, and ready beverages is suitable to be established in the North Jakarta area.

The high number of public requests related to food consumption can be used as an opportunity to establish a business in the form of a cafe. The selection of products sold in a cafe can be adjusted to the high number of requests or the high amount of public consumption of a particular product. Steamed cakes, fritters, bread or bakery products, and ready beverages are several types of food that are suitable for sale in cafes because they have a high consumption rate in North Jakarta. Apart from that, lately there has also been a tendency for people to often eat dessert as a snack to do their assignments, relax or watch movies (Milansari, et al., 2021, p.2). This certainly increases business opportunities, especially in the processed food and beverage business to develop a processed food business that sells desserts in the form of steamed cakes, fritters, bread or bakery products, and ready beverages.

Based on the results of the 2018 Survei Sosial Ekonomi Nasional (SUSENAS) listed in (Sejati & Mulyono, 2022, p.176) shows that the level of consumption of steamed cakes in 2018 is 1,431 pieces per capita per week or the equivalent of 74,626 pieces per capita per year. This figure is quite high for the consumption of steamed cakes compared to pastries, which is

only 0.438 pieces per capita per week. The high level of consumption of steamed cakes shows that the potential for the development of cake-based foods is still relatively high and can be an opportunity to continue to be developed in the future. The high demand for steamed cakes by the community can occur because of the habits of Indonesian people who often consume steamed cakes for celebration or daily needs.

Steamed cake is one of the foods most often served at meetings, gatherings, picnics, training sessions, recitations, or community gatherings. Steamed cake itself is a food that has a variety of ingredients and a soft texture but has a short shelf life (Hopmans, Nurcahya & Caniago, 2022, p.33). Hakiki and Afifah (2019, p. 99) explain that Indonesian traditional desserts come from different regions with different tastes, some of which are savory, salty, and sweet. Ihromi, Marianah, and Susandi (2018, p. 73) define pastries as flour-based foods that are made in an oven and have a hard and crunchy texture. While fritters are food made from flour and combined with other ingredients with the cooking process which are fried using cooking oil.

The industry is currently experiencing a lot of changes and following developments from time to time, including in the hotel industry, which is now starting to re-develop traditional Indonesian food (Ulhaq, 2019, p. 10). The products range from main courses to desserts in the form of traditional foods, which are now slowly reappearing and packaged with more modern elements. The pastry and bakery industry in Indonesia is growing very rapidly, as can be seen by the increasing number of bakery and cake shop

outlets. Currently, products in the form of bakery and cake can be easily obtained. This certainly provides benefits to people who like pastry and bakery products.

Over time, to maintain local Indonesian products, it is necessary to innovate steamed cakes or traditional cakes as new icons in today's modern era, which are liked by all domestic and foreign tourists (Ulhaq, 2019, p. 11). Therefore, at this time, innovation is needed to create new dishes with a more attractive taste and appearance. The selection of steamed cakes or traditional cakes as the main product is due to the adaptation of products to the tastes of the Indonesian people, who tend to like traditional cakes (Hopmans, Nurcahya & Caniago, 2022, p.33). The selection of the entire menu, consisting of steamed cakes, cookies, and others, is carried out through a series of research projects related to product consumption trends that are popular with the public. The selection of steamed cakes or traditional cakes as the main menu is one of the efforts made by business owners to combine traditional and modern elements in the form of innovative and creative food. Product innovation is carried out to combine modern elements without reducing the local wisdom values of the traditional cake itself. In addition, the culinary business can also be an alternative tour that is increasingly in demand by people at all levels of society. So this can create great opportunities for business people to set up cafes because they are adapted to the growth of the culinary industry and people's lifestyles.

The consumption trend of North Jakarta people who like steamed cakes, fritters, bread or bakery products, and ready beverages can support the business concept that has the opportunity to develop in the future, namely a cafe business that sells a variety of foods, including steamed cakes which mostly are in the form of traditional Indonesian desserts, bakery products, fritters or fried foods, and beverages. This is also supported by the habits of people who consume coffee drinks and the like with snacks in the form of traditional cakes. Kayu Manis Bakery Café is a café that seizes this business opportunity. It is a cafe that provides dishes in the form of steamed cakes or traditional cakes, sponge cakes, and other bakery products which are innovated into a wider variety of flavors rather than its original version and packaged with more innovative presentations with various fritters and beverages as a complement.

Kayu Manis Bakery Cafe is located at Pantai Indah Kapuk Ruko 2 la Riviera Boulevard No.1 RT/RW 07/02 Jl. Marina Raya, Kamal Muara, Penjaringan, North Jakarta. The selection of this location is chosen from the consideration of some data that has been described above. This location is claimed as a strategic place because it is easily accessed with transportation facilities which are connected to public transportation such as LRT, BRT, and Feeder Bus. In addition, this location is easily accessed from all corners of Jakarta and is close to the entrance and exit of the Pantai Indah Kapuk Toll Road. Moreover, this location is also in an area close to Soekarno-Hatta International Airport.

The choice of location for the Kayu Manis Bakery Cafe business, which is located in Pantai Indah Kapuk (PIK), is adjusted to the high number of people in North Jakarta consuming steamed cakes, fritters, bread, or bakery products, and ready-to-drink beverages. In addition, Pantai Indah Kapuk is an area that is easily accessible from all directions, making it easier for the public to visit Pantai Indah Kapuk. Based on the observations that have been made, Pantai Indah Kapuk is an area where many shophouses have been built for businesses, restaurants, offices, and housing complexes and is a favorite hangout area for young people in DKI Jakarta, especially West Jakarta, North Jakarta, and Central Jakarta. By establishing a cafe in the area, the potential to attract consumers who will visit is very large.

Part of the development projects in the Pantai Indah Kapuk area have been completed and currently housing, shop houses and supermarkets are fully operational. Moreover, since the opening of various areas such as housing, shopping and golf islands, its success can be seen from the large number of visitors visiting the area. Subsequently, PIK has become a unique icon of North Jakarta, which is famous for its variety choice of food and beverages. All generation can appreciate this area distinctiveness and qualities. The milenial generation is among those that are most familiar with PIK. The eating habits of this generation are highly distinctive and different from those of earlier ones (Fabiola & Anggraini, 2019, p.1196).

B. Feasibility Study Objectives

Goals in business are important parts of showing the direction and goals of the business to achieve and measure the success that has been determined. The purpose of a business also serves as direction and guidance for employees, as well as a guarantee of trust for customers, investors, banks, and the government regarding the reliability of the business. The ultimate goal in establishing a business is to make a profit and the company can develop sustainably (Musfar, 2020, p.27).

In running a business, the company's goals are based on the theory of the Business Canvas Model. Osterwalder & Pigneur in (Kusriyanti, 2020, p. 528) explain that the Business Canvas Model is a business model that explains the various reasons for how an organization creates, delivers, and captures value. The purpose of business is divided into 2 major points, namely the main objective or major objectives, and sub-objectives, or minor objectives.

1. Major Objectives

   The main purpose of this research is to determine whether Kayu Manis Bakery Cafe is an idea that is feasible to be invested in and made. There are several aspects to consider, namely operational, market and marketing aspects, finance, and human resources, as well as management strategies and production aspects, with the hope that this business can continue to be occupied and succeed.

a. Market and Marketing Aspects

The market aspect analyzes the state of the market, such as segmentation, demand, supply, target, and the position of a business in the market. This aims to ensure that Kayu Manis Bakery Cafe has a suitable target market and competitive strategy. Morrison in Leonardo, Oskar and Sitorus (2021, p. 3) explains that the marketing aspect is carried out by analyzing the marketing mix (8P), namely product, price, place, promotion, people, packaging, programming, and partnerships, with the aim that marketing is carried out in accordance with the intended target market.

b. Operational Aspect

This aspect is an aspect that analyzes everything related to operational activities such as technology and other supporting factors that have an influence on operational activities. It aims to ensure that Kayu Manis Bakery Cafe has operational activities that can run smoothly.

c. Organizational Aspects and Human Resources

The human resources aspect analyzes the work readiness of the workforce in a business. This aspect aims to regulate the organizational structure in the cafe and ensure that everyone who works at Kayu Manis Bakery Cafe can work in accordance with the job description obligations given and get rights commensurate with their obligations.

d. Financial aspect

The financial aspect makes it easier to designate rental fees, legal fees, renovation costs, initial inventory costs, pre-operational costs, salary costs, supply costs, and equipment costs. This aspect ensures the required investment costs and the rate of return of the investment funds from the business being run.

2. Minor Objectives

Sub minor objectives of Kayu Manis Bakery Cafe are as follows:

a. Opening job opportunities in the food and beverage sector to help people who need jobs around the Cafe area.

b. Creating new innovations of traditional Indonesian cakes and new experiences of nostalgic Indonesian era, historical background of the products, and service concept of typical Indonesian.

c. Improving the economy in the tourism industry, especially in the food and beverage sub-sector.

d. Creating products with various flavors and suitable for consumption by all groups.

C. Methodology

Research methods are a series of activities used to collect and obtain data that is useful for researchers based on the formulation of the problem until obtaining results that can be processed for overall conclusions (Sahir, 2021, p. 1).To produce a business feasibility study precisely, valid and reliable data is needed. In this Kayu Manis Bakery Cafe business plan,

several forms of data will be used that can support the analysis of the business feasibility study to be carried out, so as to get accurate results. There are several data collection techniques that vary based on the type of data, namely primary data and secondary data.

1. Primary data

   Sugiyono (2018, p.193) explains that primary data is a method of collecting or collecting data from the original source for the specific purpose of research. In relation to this definition, primary data is a way of collecting data from the original source. It can be concluded that there is a need to set clear goals that can be used in research. Primary data can be collected by conducting research using structured questionnaires and interviews. The primary data collection methods in the feasibility study of the Kayu Manis Bakery Cafe business are questionnaires and observations.

   a. Questionnaire

      A questionnaire is a series of pre-formulated written questions in which respondents record their answers, usually in a rather closely defined alternative (Nugroho, 2018, p.19). A questionnaire is a method of collecting data, which is done by distributing several questions that lead to the survey objectives and giving them to respondents. In this study, the questionnaire distributed aims to determine the state of the target market and market conditions. The indicator of this research is how the feasibility of a cafe business with traditional elements in Pantai

Utara Kapuk (PIK) is measured by the public's interest in consuming pastries, Indonesian traditional desserts, and fritters. The author will use a sampling technique that is easy to use in obtaining the sample, namely convenience sampling. It is a sampling technique from respondents based on the respondent's willingness to provide information related to the research object used by the researcher (Fatimah, 2019, p. 30).

1) Research Time and Location

This research will be conducted during August to December with the main research location located at Pantai Utara Kapuk, North Jakarta.

2) Population and Sample

Every research must have a population and a sample to be studied. The population is a group of people, events, or interesting things that the researcher wants to study and conclude (Hernaeny, 2021, p.33), while the sample is part of the population or some elements, but not all elements of the population. The population for this study is people who live in DKI Jakarta, and nearby such as Jabodetabek area, because the researcher cannot examine the entire population, the researcher will take a sample from that population.

b. Observation

Observation is the activity of observing, recording, analyzing, and interpreting a behavior, action, or event in a planned

manner (Ni'matuzzahroh and Prasetyaningrum, 2018, p. 1). Observation is activity carried out by researchers to observe social activities that will be used as research material. In this study, researchers will observe several coffee shops and online cafes operating in the North Jakarta area to find out how they operate and the standard operational procedures they apply. Researchers also will make observations on the north coast of Kapuk, North Jakarta, and will obtain information that the location tends to be crowded with visitors from day to night, and visitors will increase on holidays.

2. Secondary Data

Secondary data is available data that has been collected by other sources and researchers for purposes other than this research (Sugiyono, 2018, p.193). Secondary data can provide additional information for researchers. The data can be obtained through journals, previous research, and publications from related statistical organizations and institutions, such as the Badan Pusat Statistik (BPS). Several data analysis techniques will be carried out in this study to determine the feasibility of the data collected by the researchers. Good data is valid and reliable data.

a. Validity test

A validity test is used to find out the state of the question or questionnaire, whether it should be discarded or replaced because it is considered irrelevant. This validity test is used as a measuring

tool to determine whether an instrument is valid or not. By using the validity test, the level of validity of a piece of data can be accounted for. This shows that the data obtained by researchers when conducting research is real. Valid condition means a condition which states that an instrument being measured can be used (Ovan and Andika, 2020, p. 3).

b. Reliability Test

Ovan and Andika (2020, p. 4) explains that an instrument that is declared reliable means that the instrument is good, can be trusted, and can be used as a data collection tool. Reliability is an index that shows the extent to which a measuring instrument can be trusted and relied on. Basically, the reliability of the instrument shows that the measuring instrument used to obtain the data has reliability and can be trusted. Reliability is consistency and can be trusted. The reliability test is used to determine the extent to which the measurement remains consistent. If someone has already filled out a questionnaire and is asked by the researcher to fill it out again because the data is missing, then the contents of the first and second questionnaire must be the same. Validity and reliability tests can be carried out using a supporting tool, namely the Statistical Package for the Social Sciences (SPSS).

D. Conceptual Overview

    1. Culinary tour

          Walker in Wiastuti and Sigar (2021, p. 323) explains that in tourism, the main need-based categories are food and beverages, such as culinary tourism and ecotourism. The meaning of the above explanation is that cuisine and ecotourism are key elements of the tourism industry. Culinary tourism is the discovery of food as a tourist destination. Currently, the habit of buying food in restaurants or cafes has become a necessity and is considered normal in society.

    2. Food and Beverage Service Business

          The food and beverage business is the business of providing food and beverages equipped with equipment and supplies for production, storage, and/or presentation. Rinawati and Ekawatiningsih (2019, p. 6) state that there are several types of businesses covered, coffee shop, cafeteria, canteen, dining room, inn-traven, pizzeria, a la carte restaurant, and snack bar.

    3. Restaurant

          Restaurants are an important part of our daily lifestyle because people like to travel and socialize several times a week, like eating out. They also provide comfortable places to relax and enjoy time with family, friends, and colleagues, as well as fill spare time before the next activity (Walker in Wiastuti and Sigar, 2021, p. 323). Based on the theory above, restaurants are important parts of everyday life.

4. Restaurant Types

 Rinawati and Ekawatiningsih (2019, p. 6) describe several types of restaurants as follows:

 a. Table D'Hote Restaurant

 Table D'Hote Restaurant is a restaurant that specializes in selling food with a complete menu, starting from appetizers to desserts. Each menu varies and also has varied prices that are adjusted to the menu served.

 b. Coffee shop / Brasserie

 This type of restaurant will usually be in a hotel or in certain places. This type of restaurant will provide a variety of menus for existing guests. The menu will consist of a breakfast, lunch, and dinner menu. This restaurant has the intention of making sure every guest does not have to bother looking for food outside the hotel because it is already available inside the hotel. It is usually sold in the form of a buffet quickly and at a relatively cheap price.

 c. Cafeteria / cafe

 The cafeteria is a small restaurant that mostly sells snacks such as cakes, snacks, coffee, and tea. However, currently, the menus served at cafes are becoming more diverse and some provide heavy meals. An ordinary cafe will be a comfortable place to chat, hang out, and also as a place to talk about business. Cafe interior design is usually made as attractive as possible and used to attract the attention of visitors. The facilities provided in the cafe are also very

diverse, including live music, wifi, toilets, sockets, photo spots, parking lots, and outdoor areas.

d. Canteen

The canteen is a restaurant that can be found in buildings, offices, factories, or schools. The canteen will also provide menus that are quite complete and sold at lower prices compared to other restaurants.

e. Dining Room

The dining room is a restaurant that is usually in a small hotel, the dining room is a more economical place than other ordinary places to eat. Dining room visitors are not reserved for visitors who stay at the hotel only so that visitors who do not stay at the hotel can also visit the dining room even though it is located inside the hotel.

f. Inn Tavern

Inn tavern is a restaurant run by individuals, which becomes a business. The price sold will be much cheaper than other restaurants.

g. Pizzeria

Pizzeria is a type of restaurant that specializes in pizza only. This pizzeria type restaurant is perfect for visitors who want to enjoy Italian food.
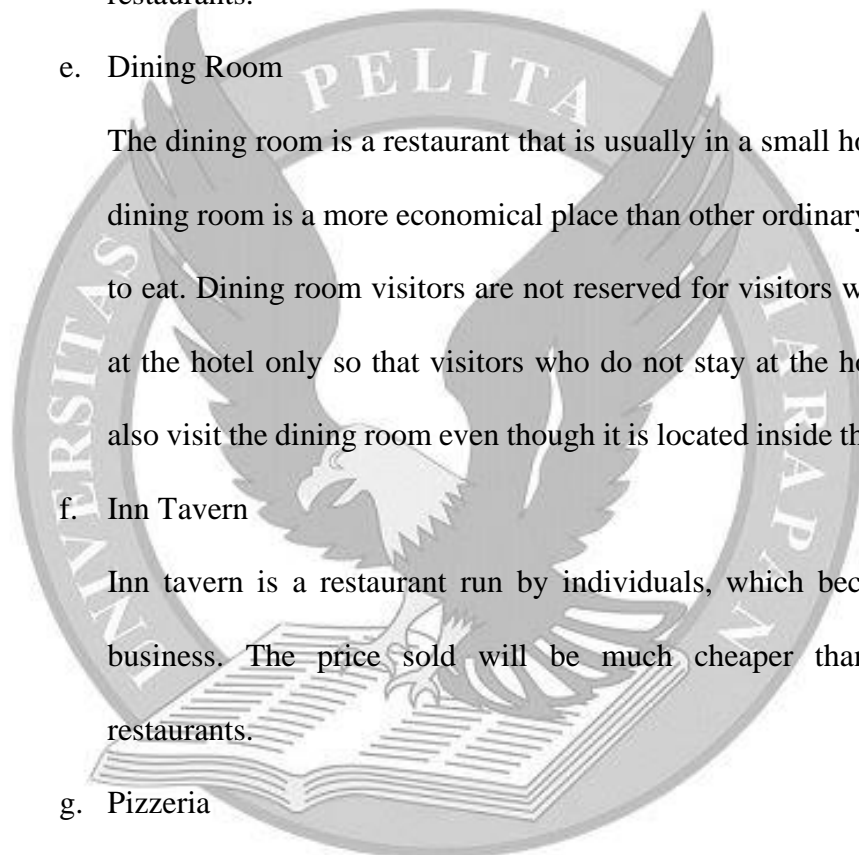
h. A La Carte Restaurant

This restaurant is officially licensed to sell a wide variety of food. Customers are given the freedom to choose the food they want and are sold by type at different prices.

i. Snack bar / milk bar

This type of restaurant has a place that is not too wide, with very fast service. Customers will take food through the counter and then bring it to the table themselves. This restaurant is also known as a fast food restaurant.

5. Restaurant Classification

There are several general restaurant classifications described in Rinawati and Ekawatiningsih (2019, p. 6):

a. Formal Dining Room

This restaurant is a high-class restaurant. This restaurant also has a very exclusive model and is also intended for guests who are able to enjoy it. This type of restaurant is the type of restaurant found in large hotels. This place sells food at high prices and is much less economical than other ordinary eating places. Basically, this form of restaurant is more intended and provided for guests staying at the hotel, but outside guests can also come to enjoy the restaurant.

b. Informal Dining Room

This restaurant is informal. This restaurant is a service industry that provides food and beverage services. This restaurant is managed professionally and prioritizes the speed of service, practicality, and

the frequency of very fast customer turnover. Cafes, fast food restaurants, snack bars, and other similar establishments are examples.

c. Specialty Restaurant

This restaurant is a professionally managed food and beverage service industry, this restaurant is a type of restaurant that sells typical food from a country, until the atmosphere and decoration are adjusted to the characteristics of that country.

6. Restaurant Service Classification

Sinaga in Salakkirat and Polisda (2021, p.25) explain that divides restaurant services into 5 categories of services that can be offered by restaurants, namely:

a. Table Service

Table service is a restaurant service system that uses waiters to deliver food and drinks to guests, the guests will sit facing the dining table. This table service system has several types in it which are well known, namely American service, English service, French service, and Russian service.

b. Counter Service

Counter service is a restaurant service where the food ordered by the guests will be served on the counter. Guests who come will be directed to sit at the counter. The waiters will serve it to the guests. This service model is considered easier, more practical and also saves time.

c. Self-service

Self Service is almost similar to buffet service. Self service is a service system for a restaurant where all visitors are given the freedom to take dishes according to their wishes because the food has been arranged completely and neatly on the table like a buffet system.

d. Buffet Service

Buffet Service is a service system in which food is served and laid out on a table of various types. This type of service is often used by various restaurants because it is considered easier for visitors to choose the food they like.

e. Carry Out Service

Carry out service can also be called take out service. This system is a service system in a restaurant where customers buy food that has been prepared in advance, and then it will be packaged in a box. The food that has been purchased is not directly eaten at the place but is taken home to be enjoyed outside the restaurant.

7. Dessert

Dessert is a dessert that plays an important role in the culinary menu of a cafe or restaurant. In the past, dessert was just an additional menu served at dinner in a cafe or restaurant (Wachyuni et al., 2020, p.277). Over time, dessert can become the main dish that can be enjoyed anytime, anywhere. Edrilia (2021, p. 1) explained that desserts can be divided into two types, namely Hot Dessert and Cold Dessert. Hot

Dessert is a dessert served warm. While Cold Dessert is a dessert that is served cold. Desserts can be classified into several types as follows:

a. Pies

Pies are dessert cakes made with additional ingredients of baking powder by means of baking. In the past, American housewives always served pies with other foods or toppings. Usually the pie is served with fresh fruit toppings with various colors so that it looks interesting to eat. However, fruit can also be replaced with some other foods such as crackers and potatoes.

b. Pastries

Pastry comes from the word paste which means mixing flour, fat, and liquid. Pastry is one type of cake that is made by baking so that the pastry is included in pastries. Several types of pastries that are significant and commonly consumed by the public are yeast-raised pastry, pie dough, puff pastry and éclair paste.

c. Cakes

Cakes are processed products from flour made by a baking process with a dominant characteristic, namely having a sweet taste. In the process of making cakes, what is needed is high skill and accuracy. The difference in bread making is that it requires strong gluten and yeast to ferment whereas pastries require high fat and sugar content.

d. Steamed Cake

Steamed cake is one type of cake that is made by steaming. Steamed cakes made by steaming contain liquid so they don't last long or rot quickly. Steamed cakes are usually a typical food in each region or commonly referred to as market snacks.

e. Cookies

Some cookies are made from cookie dough. Another word for cookies is a small cake. To make cookies, there are several ingredients needed to make the cake have a dry texture. Generally, cookies are baked and shaped separately.

f. Puddings, Custards, Mousses, and Souffles

Pudding is classified into three, namely starch-thickened pudding, baked pudding and steamed pudding. Usually pudding is made with various flavors such as vanilla, chocolate or fruit. Custard is a thick liquid made from eggs. Mousses are soft-textured desserts made from beaten egg whites or whipped cream. Souffles are light and fluffy desserts made from egg whites.

g. Frozen Desserts

Frozen desserts are divided into two, namely: churn-frozen desserts or ice cream made from milk, cream, sugar, flavorings and sometimes eggs, sherbet made from water, sugar, and fruit and still-frozen desserts such as bombes, frozen souffles and frozen mousses.

8. Business Concept

   Kayu Manis Bakery Cafe is a cafe that offers various types of bakery products and desserts which are innovated into a wider variety of flavors rather than its original version and packaged with more innovative presentations. Beside our main products, Kayu Manis Bakery Cafe also sells various fritters, cold desserts, and beverages as a complement. Kayu Manis Bakery Cafe provides several traditional food menus which are innovated in more modern elements, including Klepon, Putu Ayu, Dadar Gulung, Serabi, Nagasari, Bolu Pandan, Bolu Pisang, Bolu Gulung, Lapis Surabaya, Nastar, Kue Putri Salju, Kue Lidah Kucing, Kue Kastengel, Roti Tawar, Roti Bluder and Roti Sobek in its original version, and also combined with wide variety of flavors such as chocolate, red velvet, pandan, cheese and others wrapped in innovative presentations. As for the beverages such as Kopi Hitam, Kopi Susu, Sekoteng, Wedang Ronde, Teh Melati, Teh Susu, Es Cendol, Es Teler and Es Podeng.

   Kayu Manis Bakery Cafe is included in one type of restaurant, namely a cafeteria or cafe that mostly sells snacks such as cakes, snacks, coffee, and tea. The food menu choices at this cafe are dominated by sweet foods. This is because sweet foods are foods that are in great demand by all ages. The sweet treats provided at this cafe are safe for consumption by children and the elderly because they are made from natural ingredients and are low in sugar.

The selection of steamed cakes or traditional cakes as the main product is because products that appeal to the tastes of the Indonesian people tend to like traditional cakes. In addition, steamed cakes are also chosen as the main menu because they are suitable for consumption as a snack when gathering and relaxing in the cafe. The selection of several types of steamed cakes in this cafe is adjusted to the products that are often consumed by the public. Products in this cafe are packaged in a more innovative and creative way by adding several new flavors so that they can have a contemporary branding that can attract the attention of visitors. This is done with the aim of showing that this cafe can create product and service differentiation that is different when compared to other cafes. In addition, the culinary business can also be an alternative tour that is increasingly in demand by people at all levels of society. Therefore, this can create a big opportunity for cafes to develop into a business that follows the growth of the culinary industry and continues to make changes that are adapted to people's lifestyles.

Product innovation in the form of steamed cakes or traditional cakes which are into a wider variety of flavors rather than its original version and packaged with more innovative presentations is one way to attract the attention of visitors. The product innovation carried out in this business can be seen in the creation of new menus combined with traditional cakes such as Dadar Gulung with Fla Vanila and Chocolate, Chocolate and Cheese flavored Klepon, Putu Ayu, Nagasari, Serabi, Kue Lapis Surabaya, Bolu Pandan with shredded Chocolate or Cheese,

etc. The concept of food selection in this business is adapted to the tastes of the Indonesian people who like local specialties. In addition, this business concept is adapted to the target market of this business who light meals, this can be seen from the average consumption of steamed cakes, fritters, bread or bakery products, and ready beverages. This business concept is a form of product innovation in the form of steamed cakes or traditional cakes which are developed into a wider variety of flavors rather than its original version and packaged with more innovative presentations that can be accepted by many groups without leaving behind the distinctive taste of Indonesia.

The name of Kayu Manis Bakery Cafe was chosen because it was inspired by the typical Indonesian spice, which is Kayu Manis or Cinnamon that are often used in making pastries and bakery products. Kayu Manis or cinnamon is able to give a warm impression from the aroma it produces. The word "Kayu" is taken from the material used for the interior design of this cafe which resembles wood. To give visitors a comfortable, classic and natural impression, the interior design is made using materials made of wood so as to create a classic and traditional impression. The word "Manis" was chosen based on the products sold at this cafe, most of which have a sweet taste. In addition, the word "Manis" was chosen to give the impression of being friendly, appetizing and attracting attention. However, when combined, the word *Kayu Manis* is an Indonesian spice that produces warmth and is often used in bakery products and also in Indonesian food.

This name was chosen to show the characteristics of this cafe which is traditional and combined with modern elements. The choice of a cafe name that uses Indonesian aims to make it easier for customers to remember the cafe name when compared to a foreign language because it is easier to understand. Moreover, it was inspired as well by the consumption culture in America and Sweden, which are accustomed to consuming Cinnamon Roll for breakfast. Regarding the same cultural background from several countries, it is expected that customers can remember the name of the cafe easily and give the impression of being closer to customers. This business was created based on the purpose of establishing this business, namely to attract the attention of visitors to come to the cafe and enjoy some of the products being sold.

The advantage of this cafe is that the products sold at this cafe are products that are well known and liked by the public so that brand awareness can be formed easily because many people already recognize the products sold at this cafe. In addition, the products sold at this cafe are produced using natural ingredients and contain low sugar so that they can be consumed by all ages. The uniqueness of this cafe when compared to other cafes is the variety of flavors that are more than the original version and are packaged with more innovative presentations and create desserts that have high nutritional value from traditional foods. This concept is carried out as a new innovation from traditional Indonesian desserts that are packaged more innovatively and adapted to a lifestyle that continues to evolve. In addition, the ambience of the

interior design in this cafe can also give a distinct impression because it is made of Indonesian wood.

The aesthetic concept of Kayu Manis Bakery Cafe is a cafe made with a simple, classic and semi-modern design that can be seen from the dominant building design with white and brown colors made of wood. Kayu Manis Bakery Cafe tries to provide comfort to customers by providing a place to relax, hang out, work or create content that can give happiness. This cafe is designed by combining modern, classic, and traditional elements that would create an attractive ambience to visit and enjoy food and beverages, or simply taking pictures.

The point of sales in this cafe is different from other cafe concepts because, in addition to selling products, this cafe also sells an experience that can be enjoyed by visitors. This cafe provides a variety of traditional games such as *congklak, bekel, gasing, yo-yo*, and so on. Various traditional games can be played by visitors while waiting for orders. In addition, this cafe also provides a barcode that must be scanned by visitors before consuming the products sold at this cafe. The barcode contains several pictures of the manufacturing process and the history of the products sold in this cafe. This is done with the aim of increasing customer knowledge related to the history of the product to be consumed. Apart from that, customers are also invited to reminisce on old times by playing traditional games, which are rarely played nowadays. The concept of this cafe is adapted to the aesthetic concept

of Kayu Manis Bakery Cafe, which wants to create a cafe concept by combining classic, traditional, and modern elements.

Even though it is located in shophouses, most of them have a modern concept with a European style. Kayu Manis Bakery Cafe is one of the hidden gems that has a different concept. This cafe chooses to sell products in the form of traditional snacks and unique experiences for visitors. The exterior design of the cafe does look like a shophouse in general, but the interior design of the cafe is made with classic, traditional, and semi-modern concepts that can create comfort for visitors with vibes that are made like old times. The services provided in this cafe are also made as attractive as possible by greeting customers in several regional languages. The waiters who work in this cafe are also required to smile and be friendly when dealing with visitors. This is done to create an atmosphere like the old days, which always prioritized hospitality towards others.

In order to beat the competition in the business world, this cafe tries to reach as many target markets as possible by providing several menu variants that don't exist elsewhere with products that can be consumed by all ages. The large number of cake shops in Indonesia shows the high level of competition in the pastry and bakery industries. However, this encourages the creation of various innovations like what was done at this cafe as an attraction to increase the competitiveness of this cafe. This cafe strives to provide and continue to improve the quality of products that will be provided to customers by maintaining the raw

materials for making cakes, the processing process, and the presentation in order to give the best to consumers. In addition, this cafe also provides various additional facilities to increase customer satisfaction.

Kayu Manis Bakery Cafe is included in the informal dining room type because it is in the form of a cafe. An ordinary cafe will be a comfortable place to chat, hang out, and also as a place to talk about business. Kayu Manis Bakery Cafe uses wood-based furniture designs to provide a warm ambience for the visitors. In addition, wood materials are also chosen to give a natural impression and let the visitors blend with nature, as though when enjoying coffee in the middle of the forest. The arrangement of wooden furniture around the room was also chosen to give visitors a positive mood. So that visitors will feel comfortable and more flexible in enjoying the products at this cafe. The arrangement of wooden furniture is also supported by appropriate additional lighting and additional decorations in the form of ornamental plants. By using this design, the appearance of the cafe becomes more attractive.

The shop and kitchen of the Kayu Manis Bakery Cafe is located on Ruko Pantai Indah Kapuk 2 la Riviera Boulevard No.1 RT/RW 07/02 Jl. Marina Raya, Kamal Muara, Penjaringan, North Jakarta. The selection of this location is chosen from the consideration of some data that has been described above. This location is claimed as a strategic place because it is easily accessed with transportation facilities which are connected to public transportation such as LRT, BRT, and Feeder Bus. In addition, this location is easily accessed from all corners of

Jakarta and is close to the entrance and exit of the Pantai Indah Kapuk Toll Road. Moreover, this location is also in an area close to Soekarno-Hatta International Airport.

Kayu Manis Bakery Cafe is a café that will use table service. Table service is a restaurant service system that uses waiters to deliver food and drinks to guests, the guests will sit facing the dining table. Kayu Manis Bakery Cafe also provides a carry out service or take away system so that visitors who don't have time to dine in can bring home products from Kayu Manis Bakery Cafe. Delivery of pre-order products is carried out through online delivery service to deliver the food. Besides being shipped, products from Kayu Manis Bakery Cafe can also be picked up at the store. For the payment system, Kayu Manis Bakery Cafe accepts cash, transfers and M-Banking, e-wallets such as OVO, Gopay, and Qris from customers.

Kayu Manis Bakery Cafe also provides a pre-order system. The catering pre-order system is used to fulfill orders in large quantities for certain events. Pre-order time is a minimum of three days in order to provide the best product and the quantity desired by customers. For pre-order products, customers can contact the admin via Instagram, Whatsapp, and come directly to the store to discuss the products they want.