

CHAPTER I

INTRODUCTION

A. The Initial Idea

Tourism industry has been the fastest growing sector in the world. UNWTO notes that the tourism industry in industrialized and developed states has produced economic and employment benefits in many related sectors from construction to agriculture or telecommunications (UNWTO, 2018). The rapid growth of tourism in Indonesia also can't be denied. As Indonesia is the largest archipelagic state in the world based on the number of islands per province which each province has. The total islands that Indonesia has is 16.056 islands (Statistics Indonesia, 2019, p. 10). Meanwhile, the annual population growth rate in Indonesia from year 2010-2018 is 1,33% with the total population of 265.015.300 in 2018 (Statistics Indonesia, 2019, p. 81). With the mentioned data above, Indonesia can be concluded as a vastly diverse country with large potential to develop in many different fields, including tourism. According to Walker (2017, p. 399),

Tourism is dynamic, evolving, consumer-driven force and is the world's largest industry, or collection of industries, when all its interrelated components are placed under one umbrella: tourism and travel; lodging; conventions, expositions, meetings, and events; restaurants and managed service; assembly, destination, and event management; and recreation. Tourism plays a foundational rule in framing the various services that hospitality companies perform.

Thus, the tourism industry is not always related to lodging and attraction business but also to food and beverage business or restaurants and food service. DKI Jakarta, as the capital city of Indonesia has already experienced population growth every year with the rate of 0.95% from 2014-2018. If we

take a look at Table 1 below which shows the population of DKI Jakarta, the number of population has increased gradually from 2014-2018 until it reached 10.467.632 in 2018.

DKI Jakarta is chosen because the food service business will be opened in that area. In relation to this, the higher population growth rate in one area, it will directly affect the needs and demands in accommodation and food and beverage activities sector. When the population increases, the number of needs and demands will also increase.

TABLE 1
Population of DKI Jakarta by District 2014-2018

No.	District	Population				
		2014	2015	2016	2017	2018
1.	Thousand Island	23.011	23.340	23.616	23.897	24.130
2.	South Jakarta	2.164.070	2.185.710	2.206.732	2.226.830	2.246.140
3.	East Jakarta	2.817.994	2.843.820	2.868.910	2.892.783	2.916.020
4.	Central Jakarta	910.381	914.180	917.754	921.344	924.690
5.	West Jakarta	2.430.410	2.463.611	2.496.042	2.528.065	2.559.362
6.	North Jakarta	1.729.444	1.747.310	1.764.614	1.781.316	1.797.290
DKI Jakarta		10.075.310	10.177.971	10.277.668	10.374.235	10.467.632

Source: Statistics of DKI Jakarta Province (2019, p. 71)

According to Robbins & Judge (2016, p. 128), based on Abraham Maslow's hierarchy of five needs theory: physiological, safety, social, self-esteem, and self-actualization. The most basic and important need for humans is physiological needs, such as food to relieve hunger, beverages to relieve thirst, and shelter. As can be seen from Maslow's theory, food is humans' primary need, so opening food and beverage business, such as restaurant is the right option to be considered and done.

Walker (2017, p. 48) stated that:

The restaurant business is also a vital component under the travel and tourism umbrella. People go to restaurants to fulfill diverse needs and wants. Eating is a biological need that restaurants accommodate, but restaurants and the people who work in them fulfill numerous other human desires, such as the need to socialize and be entertained.

It could be proven that the demand for accommodation and food service activities sectors are really increasing in order to satisfy both social (the dining market) and biological (the eating market) needs of several million people in Indonesia. When the demand of certain sector increases, it would impact the nation's economy. The indicator to measure economic health of a country by observing the total market value of all finished goods and services produced by a country in a certain period of time is called GDP (Gross Domestic Product). Meanwhile, if it is at the regional level (provinces/ regencies/ municipalities) is called GRDP (Gross Regional Domestic Product) (Statistics Indonesia, 2019, p. 623).

GRDP could be presented in two appraisal versions, which are at current prices and at constant prices. Current price is an assessment of the goods and services produced or consumed at the current year's price while constant price is an assessment of the goods and services produced or consumed at a fixed price in one base year, which is in the year of 2010. The following table shows the Gross Regional Domestic Product at 2010 constant market prices by industry from 2014-2018 in DKI Jakarta, Indonesia.

TABLE 2
Gross Regional Domestic Product of DKI Jakarta at 2010 Constant Market Prices
by Industry (Billion Rupiahs), 2014-2018

No.	Industrial Origin	2014	2015	2016	2017	2018
1.	Agriculture, Forestry, and Fisheries	1359,9	1375,4	1387,5	1391,5	1394,3
2.	Mining and Quarrying	2976,9	2956,1	2911,7	2916,3	2939,8
3.	Manufacturing	177774,8	186802,7	193625,4	207942,4	219744,5
4.	Electricity and Gas Supply	3826,3	3923,9	3904,5	4344,5	5228,2
5.	Water Supply, Sewerage, Waste Management, and Remediation Activities	630,5	651,8	666,2	685,6	750,7
6.	Construction	188294,7	195804,6	198680,1	208861,7	215890,4
7.	Wholesale and Retails Trade; Repair of Motor and Vehicles and Motorcycles	228775,7	234748,2	245877,3	259765,2	276058,3
8.	Transportation and Storage	41780,9	45905,1	51657,9	56260,5	61318,5
9.	Accommodation and Food Service Activities	68850,6	72599,6	76873,4	81389,9	85779,6
10.	Information and Communication	128510,6	141500,8	156515,6	172427,8	189054
11.	Finance Services and Insurance	140160,3	155162,9	168797,7	178829,3	183582,6
12.	Real Estate Activities	93399,1	97809,81	102395,7	106781,8	111601,2
13.	Business Activities	98965,4	106646,6	116289,7	128237,3	139487,4
14.	Public Administration and Defense; Compulsory Social Security	61594	62319,3	64388,9	61594,1	67893,7
15.	Education Services	66842,6	71210,2	74590,9	75889,6	80506,8
16.	Health Services and Social Activities	21775,2	23425,8	25255,9	26920	28668,9
17.	Other Services	47870,8	51720,4	56097,7	61128,3	66286
GRDP		1373389,1	1454563,8	1539916,8	1635366,5	1736195,6

Source: Statistics of DKI Jakarta Province (2019, p. 91)

From the Table 2 above states the number of growth rate of GRDP of DKI Jakarta has increased steadily from 2014-2018, especially in accommodation and food service activities sector. The growth rate of GRDP in 2014 to 2018 reached 6,03% by percentage and in accommodation and food service activities sector shows an increase of 5,64%. Therefore, this indicates a favorable tendency of development on accommodation and food service activities sector in DKI Jakarta during recent years because the sales keep increasing. It also shows that this industry has a wide range of market. In regard to the food service activities, there are eight reasons for going into the restaurant business (Walker, 2017, pp. 4–5), namely money, buyout potential, challenge, a place to socialize, habit, a firm lifestyle, express yourself, and too much time on your hands. In recent years, food tourism has grown considerably. It has become one of the most dynamic and creative segments in tourism (World Tourism Organization, 2012, p. 5). Consumers are willing to experiment and try new cuisines as a result of globalization and shifting economic influence (Boutsioukou, 2018, p. 4).

Hot pot restaurants have long been one of the most popular types of restaurant in China, Taiwan, Hong Kong, Japan, and Thailand (Koetse, 2018). Its popularity and variety of choices now, make many business owners in Indonesia open hot pot restaurant, whether it's franchised restaurant or self-owned restaurant. It is proven by Haidilao chain who offers hot pot hospitality. Zhang Yong as the founder has become the world's richest eatery entrepreneur as their revenues up 36% to \$10,4 billion in 2018 from \$7.5 billion in 2017 and keep increasing. The company continues opening the hot pot restaurants

in Asia (including Indonesia) and beyond at the rate of one every three days (Ambler, 2018). Koetse (2018) stated that hot pot is super diverse in tastes, characteristics, and variations while it could become a natural ice breaker since hot pot is such an active and a social way of eating.

Hot pot restaurants now are commonly seen in Indonesia, especially in Jakarta, either in Chinese style, Japanese style, Thailand style, or Mongolian style. Table 3 will provide a list of types of hot pot restaurant available in DKI Jakarta.

TABLE 3
Types of Hot Pot Restaurant in DKI Jakarta

No.	Type	Number of Brands
1.	Japanese	29
2.	Chinese	20
3.	Thailand	5
4.	Mongolia	1
5.	Mix (two types)	5
TOTAL		60

Source: Data Analysis (2019)

Based on Table 3, the number of brands of hot pot restaurant in DKI Jakarta area is 60 brands. The more detailed list of hot pot brands could be seen on the Appendix K. Most of restaurant specializes in Japanese style of hot pot while some specialize in Chinese, Thailand, Mongolian, or mix style of hot pot. With the data above, it is very obvious that there is no hot pot restaurant that focuses on Indonesian soup taste.

In relation to the result, it will become a good opportunity to open Indonesian style hot pot restaurant in DKI Jakarta. In pursuance of motivation to fulfill food service activities demand, to push the range of food choices further, and gradually embrace localism when it comes to food, the researcher decides to propose business of Cita Rasa Hot Pot in West Jakarta. As

Indonesia is also famous for the Spice Island of antiquity and may be likened to a kaleidoscope of Asian cookery. According to Brackman (2009, p. 20),

Indonesian food is an exciting blend of Muslim, Hindu and Buddhist influences expressed differently by melding of Malay-Arab, Indian, and Chinese culinary arts. In a brilliant way, the Indonesian has subtly combined these constructing influences and, primarily through the judicious use of the very spices which gave the island their name, has developed a unique form of cookery.

Indonesian spices will definitely be used for the soup base since the soup base for the hot pot itself is Indonesian soup base such as *soto* soup, *pindang* soup, *rawon* soup, and spicy beef soup (meatball soup) as well as its condiments. This establishment also aims to introduce variant of Indonesian soup base inspired by hot pot food culture from other countries with their own base soups and condiments. In simple way, this establishment adapts and is inspired by hot pot style which usually relates with China and combines it with the taste of Indonesian people. Cita Rasa Hot Pot wants to raise the interest towards Indonesian soup base and gives another alternative of innovated hot pot.

There are many locations available in West Jakarta, but a *Ruko* Tanjung Duren Square at South Tanjung Duren, Grogol Petamburan is chosen as the location of this establishment. Based on data stated above, compared to other districts in DKI Jakarta, it can be implied that West Jakarta is the second most populated district in DKI Jakarta. With such high number of people in West Jakarta, this means that there is a high level of demand in food service activities, since food is one of basic humans' needs. Moreover, South Tanjung Duren is located near major roads and highways, as well as residences that

have population and visitors which matched with the potential market of this establishment and other facilities as attraction for customers to come.

B. The Objectives

The objectives of this business feasibility study can be classified as follows:

1. Major objectives

- a. To investigate this establishment's business feasibility study from the market and marketing aspect.
- b. To investigate this establishment's business feasibility study from the operational aspect.
- c. To investigate this establishment's business feasibility study from the organization and human resources department aspect.
- d. To investigate this establishment's business feasibility study from the financial aspect.
- e. To investigate this establishment's overall business feasibility, whether it is feasible and reliable to be implemented in the near future.

2. Minor objectives

- a. To fulfill the demand of food service activities.
- b. To introduce and raise the interest towards Indonesian typical soup as the soup base of hot pot restaurant.
- c. To contribute as an addition to range of food selection in West Jakarta.
- d. To create new job opportunities.
- e. Determine strategies so that this proposed business can be competitive among the competitors and newcomers.

C. Research Method

Sekaran & Bougie (2016, p. 2) defined business research as a systematic and organized effort to investigate a specific problem in work setting that needs a solution. The availability of data plays a crucial role in providing an accurate, reliable and trustworthy conclusion. Therefore, data collection techniques that would be implemented in this business feasibility study are:

1. Primary Data

According to Sekaran & Bougie (2016, p. 38),

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

a. Questionnaire

According to Sekaran & Bougie (2016, p. 142),

“Questionnaire is a preformulated written set of questions to which respondents record their answers, usually within rather closely defined alternatives.”

There are three methods of collecting questionnaire, which are personally administered questionnaires, mail questionnaires and electronic and online questionnaires (Sekaran & Bougie, 2016, p. 142).

Method of questionnaire that is going to be used in this business feasibility study is personally administered questionnaires.

1) Personally administered questionnaires

According to Sekaran & Bougie (2016, p. 143), personally administered questionnaires is a survey which is confined to a local area only. The main advantages of personally administered questionnaire are less expensive and that researcher only needs less

time to collect all the completed responses rather than conducting an interview (Sekaran & Bougie, 2016, p. 143). Moreover, any questions that arise from respondents could be answered directly on the spot by the researcher. The questionnaire will be divided into two parts, which are respondents' profile and consumer behavior; marketing mix. In October 2019, the questionnaire was distributed in West Jakarta area, specifically at shopping mall, university, and church community in the afternoon.

According to Sekaran & Bougie (2016, p. 239),

Sampling is the process of selecting a sufficient number of the right elements from the population, so that a study of the sample and an understanding of its properties or characteristics make it possible for us to generalize such properties or characteristics to the population elements.

There are major steps in sampling, such as (Sekaran & Bougie, 2016, pp. 239–241):

1) Define the population

Sampling begins with defining the target population, in terms of elements, geographical boundaries, and time. The researcher wants to make conclusion about which group of people, events, or things of interest that are appropriate for this feasibility study. The target population is all residents in DKI Jakarta.

2) Determine the sample frame

The sampling frame is a physical representation of all the considerable elements in the population from which the sample is drawn. The sample frame for this feasibility study is male or female respondents who have eaten hot pot before with the

range of 20 – 59 years old who are in West Jakarta with various occupations.

3) Determine the sampling design

There are two types of sampling design which are probability and non-probability sampling. The technique that will be used in this feasibility study is non probability sampling where the subject does not have a known chance of being selected, specifically the convenience sampling. Meanwhile, convenience sampling means that the members of the population are conveniently available to provide the information. It is quick, convenient, and less expensive to be done.

4) Determine the appropriate sample size

Sekaran & Bougie (2016, p. 264) stated that in 1975, Roscoe proposed the following rules of thumb for determining sample size:

- a) Sample size that is appropriate for most research is larger than 30 and less than 500.
- b) Sample size that is to be broken into subsamples (males/ females, juniors/ seniors. etc.). It is necessary to have a minimum sample size of 30 for each category.
- c) For multivariate research (including multiple regression analyses), the sample size should be several times

(preferably ten times or more) as large as the number of variables in the study.

- d) For simple experimental research with tight experimental controls (matched pairs, etc.) could be successful with samples as small as 10 to 20 in size.

In accordance with that, Hair, Black, Babin, & Anderson (2014, p. 176), stated that,

“A general rule is that the ratio should never fall below 5:1, meaning that five observations are made for each independent variable in the variate.”

Therefore, the minimum sample size required for this business feasibility study is 210 respondents, as the distributed questionnaires contain 42 questions on the marketing mix section (42 questions times five equals 210).

5) Execute the sampling process

All the steps above must be implemented and in the final step of sampling process, a scale is needed for the questionnaire.

Scale is a tool to distinguish how individuals differ from one another on the variables of interest to our study. The Likert scale will be implemented in this business feasibility study. It shows how strongly respondents agree with a statement on a six-point scale with the following anchors: 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Disagree, 4 = Slightly Agree, 5 = Agree, 6 = Strongly Agree.

Scale categories that are going to be used in the Likert scale are nominal scale and interval scale. According to Sekaran & Bougie (2016, p. 207), nominal scale is the one that allows the researcher to assign subjects to certain categories of groups, such as gender while, interval scale shows the differences, order, and equality of the magnitude of the difference in the variable.

b. Observation

According to Sekaran & Bougie (2016, p. 127),

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

There are a few advantages of observation which are its directness and the possibility to observe certain groups of individuals whom it might be otherwise be difficult to obtain information from (Sekaran & Bougie, 2016, p. 139). There are several things in the descriptive observation stage that are to be observed by researcher (Sekaran & Bougie, 2016, p. 133):

1. *Space* layout of the physical setting. Example: the factory floor layout.
2. *Objects* physical elements. Example: office equipment.
3. *Actors* relevant details of the persons involved.
4. *Feelings, emotions, activities, actions, and goals* of the actors.
5. *Events* for instance meetings.
6. *Time* or the *time sequence* of events, feelings, actions, and the like.

In this feasibility study, researcher observed several things such as space layout and design restaurant, equipment at restaurant, and service sequence at restaurant.

2. Secondary Data

According to Sekaran & Bougie (2016, p. 37), secondary data is data that already exist because they have been collected by others for another purpose than current study's purpose. Some instances include statistical bulletins, government publications, published or unpublished information available from either within or outside of organization, library records, and online data (Sekaran & Bougie, 2016, p. 37).

Secondary information can be obtained through several ways:

- a. Textbooks from libraries or online books, such as Hospitality book, Finance book, Food and Beverage book, Recipe book, and Marketing book.
- b. Online government publicity to obtain official statistics that are relevant to the business feasibility study, such as Statistics Indonesia which provides data regarding population or business growth, as well as other official information in the form of numeric data or graphic data.
- c. Credible online sources, such as websites from official organization (Tourism Organization) and electronic journals.

D. Theoretical Conceptual Overview

There are several theories supporting this business feasibility study, which are:

1. Definition of Restaurant

According to Barrows, Powers, & Reynolds (2012, p. 68), restaurant is:

“Any public place that specializes in the sale of prepared food for consumption on- or off- premise.”

The term restaurant was originated from French word *restaurant*, which means “restorer of energy” as it was used early in the mid-1700s to describe public places that offered soup and bread (Barrows et al., 2012, p. 68). Meanwhile, according to Walker (2013, p. 268), the definition of restaurant is as follows:

“Restaurant offers a place to relax and enjoy the company of family, friends, colleagues, and business associates and to restore our energy level before heading off to the next class or engagement.”

2. Classification of Restaurant

Restaurant has many different types of classification according to the type of service offered, type of food and beverages sold, and so on. Based on Walker (2013, p. 283), restaurants can be segmented into a number of categories:

a. Chain or Independent Restaurant

The advantages of chain restaurant are it already gets recognition in the marketplace, has greater advertising clout, has sophisticated systems development, and has discounted purchasing. Moreover, it is quite easy to open and flexible. The owner can do their own thing in terms

of concept development, menus, décor, and so on but generally accompanied by more risks.

Example of chain or independent restaurant: Union Square.

b. Franchised Restaurants

When an investor, or franchisee, has bought the right to use the restaurant then it means they own franchised restaurants. It is a possible option for those who lack extensive and yet want to open up a restaurant with a fewer risk than starting up their own restaurant from scratch. The franchisee is responsible for the day-to-day running and management of the restaurant. Meanwhile, the company, or franchisor, is responsible for granting the license, providing support, marketing and proven restaurant concept.

Example of franchised restaurants: McDonald's and KFC.

c. Sandwich Shops

Sandwich and sub shops are comparatively simple to open and operate rather than full-service restaurant. The menu consists of various kinds of hot and cold sandwiches made with a selection of bread or buns and toppings or fillings of different meats and vegetables or salads and pickled items. Little or no cooking is required. Hot and cold soups and pastries may also be offered along with a selection of hot and cold beverages.

Example of sandwich shops: Jimmy John's.

d. Quick-service Restaurants

Quick-service restaurants offer limited menus such as burgers, chicken, tacos, burritos, and other items for the convenience of people on the go. It requires the guests paid for before service. Quick-service restaurants are usually associated with “quick food”.

Example of quick-service restaurants: McDonald’s, KFC.

e. Quick Casual Restaurants

Quick casual restaurant is mix between quick service and casual dining. The traits of quick casual restaurants are: the use of high-quality ingredients; fresh, made-to-order menu items; healthful options; limited or self-serving formats; upscale décor, and carry-out meals.

Example of quick casual restaurants: Atlanta Bread Company, Panera Bread, and Au Bon Pain.

f. Family Restaurants

Family restaurants evolved from the coffee-shop style restaurant. Family style restaurants often located in or within easy reach of the suburbs or Interstate roads. In this segment, most restaurants are individually or family operated. They offer informal and simple menu and service designed to appeal to families. Most of family restaurants do not serve alcoholic beverages, but some offer wine and beer.

Example of family restaurants: Bob Evans, Perkins, Steak ‘n Shake, Waffle House, and Friendly’s.

g. Casual Restaurants

Casual restaurant is popular because it fits the societal trend of more relaxed lifestyle. Defining factors including signature food items, creative bar menus or enhance wine service, and comfortable homey décor.

Example of casual restaurants: Applebee's, Hard Rock Cafe, Chili's, and T.G.I.Friday's.

h. Fine dining Restaurants

The term *fine dining* refers to the cuisine and service offered in restaurants where food, drink, and service are expensive and usually enjoyed leisurely. In fine dining restaurants, there are many customers who celebrate their special occasions, such as weddings or birthdays. But, there are also many customers who bring their business guest and write off the meal cost as a business expense. Fine dining is usually found in enclaves of wealth and where business is conducted-cities such as New York and San Francisco. The menu in fine dining restaurant is expensive because usually they use imported items such as imported Scottish smoked salmon, caviar, and truffles.

Example of fine-dining restaurants: The French Laundry, Four Seasons, Fleming's, Morton's The Steakhouse, and The Palm.

i. Hotel Restaurants

Restaurants inside hotels have always tried to support guest's desire to have a meal there, not only a meal but including a cup of coffee, or just a cocktail. Nowadays, luxury hotels usually used their popular

restaurants to help market their hotel brand. They counted on to have restaurants boasting a highly paid chef who understands French, Asian, and American food, who likely attended an American culinary school or trained at a prestige restaurant, and who has mastered French cuisine.

Examples of hotel restaurants: Picasso, Prime Steakhouse, Le Cirque, and Michael Mina at The Bellagio Hotel in Las Vegas.

j. Steakhouses

Steakhouse is a business that only has limited menu and that caters to a well-identified market: steak eaters. All steakhouse concepts feature steak, but the range in service offered is wide from walk-up to high-end service.

Examples of steakhouses: The Peter Luger Steakhouse in Brooklyn, New York and Outback Steakhouse.

k. Seafood Restaurants

Seafood restaurant is a restaurant that specializes in seafood cuisine and seafood dishes, such as fish and shellfish. Dishes may include freshwater fish. Many seafood restaurants are owned and operated by independent restaurant owners. Meanwhile, the concept of seafood restaurants may focus upon the preparation and service of fresh seafood (as opposed to frozen products).

Example of seafood restaurants: Captain D's.

l. Ethnic Restaurants

Ethnic restaurant is a restaurant which provides ethnic food from a certain region or country, supported by the region's or country's style menu, decoration, and others.

Example of ethnic restaurants: Papa John's (Italian Restaurant), P. F. Chang's China Bistro (Asian Restaurant).

m. Theme Restaurants

Theme restaurants are built around an idea, usually emphasizing fun and fantasy, glamorizing and romanticizing an activity such as sports, travel, and an era in time (the good old days), the Hollywood of yesterday - almost anything. Celebrities are central to many theme restaurants and even some celebrities are part owners and show up from time to time. Much or most of the profit in many theme restaurants comes from the sale of high-priced merchandise. The cost will be high if it is a large theme restaurant.

Examples of theme restaurants: Justin Timberlake's Southern Hospitality BBQ in New York City, Bon Jovie's Sole Kitchen, and Ashton Kutcher and Wilmer Alderrama's Dolce Enoteca e Ristorante.

n. Coffee Shops

Coffee shops were originally created based on the model of Italian bars, which reflected the deeply rooted espresso tradition in Italy. The original concept later on was modified and now coffee shops offer wider variety of beverages and styles of coffee to meet the taste of

consumers, who have a tendency to prefer a greater selection of products.

Example of coffee shops: Starbucks.

o. Chef-owned Restaurants

Chefs who own restaurants have the advantage of having an experienced, highly motivated person in charge, often helped by a spouse or partner equally interested in the restaurant's success. However, hundreds of chefs are less knowledgeable about costs, marketing, and "the numbers" that are requisite for a restaurant's success.

Example of chef-owned restaurants: Per Se, New York City, owned by Chef Thomas Keller, and Daniel, New York City, owned by Chef Daniel Boulud.

p. Centralized Home Delivery Restaurants

In this type of restaurant, meals are being ordered and delivered via the Internet in the same way as fresh flowers. Food items can be prepared and delivered within a local area by car, motorcycle, or bicycle. The center can be where a bank of phone operators and clerks take orders via the Internet or by telephone. The home delivery centers verify and process credit card information and use computers to perform accounting. Centralization reduces the cost of order taking, food preparation, and accounting, except marketing cost.

Example of centralized home delivery restaurants: Steak-Out Franchising.

3. Classification of Service

According to Cousins, Lillicrap, & Weekes (2014, p. 17), there are five basic types of service, such as:

a. Table Service

This type of service where guests are being served after they have been seated. The waiter or waitress will approach their table bringing the menu to the guest. Then, the guest will order and select from the menu. It could be seen at any restaurant such as café or banquet.

b. Assisted Service

Assisted service is a type of service where guests are welcomed to sit in front of the counter and directly order the food and beverages from the menu, buffet, or passed trays.. If the food and beverages are ready, then the waiter or waitress could bring the food for them or they can just take it directly and dined at laid cover.

c. Self-service

According to its name, self-service is a type of service where the guests serve themselves from a buffet or counter. The guest will select their own food and carry their own dishes. We could see this type of service in the cafeteria.

d. Single Point Service

Type of service where the guests directly order, pay, and take the food at the counter. Such service could be seen at fast food restaurants, drive-thru, or food court.

e. Specialized or In Situ Service

Type of service where food and beverages are directly delivered to the guests. The dining area is usually specialized or pre-arranged by the guests. For example: at hospital, home delivery, or room service.

4. Classification of Menu

There are several types of menu and Walker (2013, pp. 278–279), stated that there are ten types of menu, which are:

a. À la carte

It offers individually price for each item.

b. Table d'hôte

It offers a selection of one or more items for each course at a fixed price. It is frequently used in hotel and Europe. The benefit of this menu is the guests' perception of receiving good values where guest is assured of a meal at a guaranteed price.

c. Du jour menu

Du jour menu means list of items "of the day."

d. Cyclical menu

The type of menu which will repeat in cycle every few days (normally 7, 10, 14, or 28 days) and generally used in institutions.

e. California menu

Some restaurants in California allow the guests to order any item on the menu at any time of the day.

f. Tourist menu

It is used to attract tourists' attention and usually underline the value. The food in the tourist menu is quickly prepared, inexpensive, and reflective of regional taste.

g. Lunch and dinner menu

From the guests' perspective, lunch and dinner menu are different. Nowadays, the lunch menu needs to be easy to read and quick to prepare because the guests have only about 45 minutes to order and enjoy the meal. However, at dinner time, the guests have more leisure time which makes the portion and price on the dinner menu tend to be a little larger.

h. Degustation (Chef's Tasting) menu

Dégustation came from French term which means "to taste with relish" or "a careful, appreciative tasting of various foods." The menu offers a sample of the chef's best dishes which will mainly focus on the gustatory system, the senses, high culinary art, and good company.

i. Sustainable menu

Sustainable menu consists of item which has seasonal and sustainable ingredients. Contemporary restaurants usually have sustainable menu, such as *Ubunta*, a Napa Valley restaurant that has its own garden where the executive chef, Jeremy Fox stated that the cooks treat those vegetables with care and respect not just to meet his standard but to meet their own.

j. Kids' menu

Restaurants which are targeted families usually have their own separate menu for kids. For example: Burger King has Big Kid meals to catch the attention of preteen crowd.

5. Understanding of Hot Pot

Hot pot is derived from Chinese word: *huǒguō* (火锅), which means fire pot. According to McCarthy (2018) hot pot is a Chinese cooking method, prepared with a simmering or boiling pot of soup stock or broth without the use of a lot of oil and will be eaten with a variety of complementary fresh foods such as meat, vegetables, tofu, seafood, mushrooms, and others. Condiments and dipping sauce will also accompanied hot pot. Hot pot is usually placed at the middle of the table. The ingredients will then be placed in the broth, cooked, and taken out and dipped into the chosen sauce before eating. Nowadays, there are many kinds of hot pot will be found in East Asia. There are a few types of hot pot, namely shabu-shabu and sukiyaki (hot pot in Japan), yao hon or chhnang pleurng (hot pot in Cambodia), Thai suki (hot pot in Thailand), and lẩu or cù lao (hot pot in Vietnam). Hot pot is also known as steamboat in China. All types of hot pot mentioned above have a distinguished flavor and style but actually what matters most is its eating enjoyment: sitting with friends and family around the boiling soup, sharing food, eating slowly and talking. Shabu-shabu uses broth made with kelp (*kombu*). Meat and vegetables are usually dipped in *ponzu* or *goma* (sesame seed) sauce before eating. For sukiyaki, the ingredients are usually dipped in raw,

beaten eggs before being eaten. Then, *yao hon* or *chhnang pleurng* uses coconut milk as the base of the soup. Meanwhile, Thai suki usually use *tom yum* soup, taste sour and spicy at the same time. Moreover, *l  u* or *c  * *lao* is lighter in terms of tastes and types of dipping sauce. Lastly, in China cuisine, hot pot may vary but the most famous variations is the Chongqing hot pot which uses Sichuan pepper. It gives numb and spicy taste.

6. History of Hot Pot

Hot pot has its own history for more than one thousand years and China is regarded as the home of hot pot. En (2018) stated some theories suggested that hot pot came from Mongolian Empire whose warriors and horsemen camped outside and had dinner together circled around a pot on the fire because it was a way to keep their body warm while eating at the same time. The theory claimed that they used their shield to stew meat and used their helmets as the soup pot. The way the warrior and horsemen cooked then spread widely and became the tradition of Chinese people. They usually used hot pot cooking method for three months in one year when winter came. Other theories said that hot pot was actually invented by boatmen in Chongqing who sought a simple and cheap way to cook. From Mongolia to China, from Japan to Korea, hotpot has now become a common style of eating throughout Asia and elsewhere. Several of broth and ingredients are used in different countries and regions. They have developed their own distinct hot pot styles.

7. Definition of Soup

Soups are as old as history and one of the first types of soups is founded about 6000 BCE. The word soup comes from sop which means a dish consisting of a soup or thick stew that was soaked up with bread (Johnson & Wales University, 2010, p. 527). Nowadays, waterproof and heatproof containers had been discovered so boiling foods are possible. Commercial canning also has been well-known in the 19th century so commercial soups are available. But, most restaurants still prefer to make their own soups from scratch which will produce more fresh and flavory soups since it has been made from high-quality ingredients. Most soups are made from stock. According to Johnson & Wales University (2010, pp. 527–531), there are three types of soups, as follows:

a. Clear soups or un-thickened soup

It is made from clear stock or broth and not thickened. Broth (bouillon) is made from simmered meat and vegetables. Meanwhile, consommé is a concentrated and clear soup made from a rich broth. For example: vegetable soup is made from clear stock that has been seasoned and may include meat, vegetables, and starch.

b. Thick soups

It is not clear or transparent because it has thickening agent such as roux, cream, or vegetable *purée*. Milk also could be used as a thickening agent but it will thin the soup unlike cream which will add richness without thinning the soup. *Purée* soups are thickened by

grinding the soup's main ingredient such as broccoli or asparagus. For example: cream of chicken or cream of mushroom.

c. Specialty soups

It highlights the cuisine of specific region or reflects or shows the use of special ingredients or techniques. For example: bisques (made from shellfish and contains cream), chowders (made from fish, seafood, or vegetable), cold soups (soups that may cooked or uncooked and then chilled), and international soups (linked to different nations or cultures, e.g. Borscht from Russia).

In relation to the soup, this proposed business will use four kinds of soups, such as:

a. *Soto*

The Jakarta Post (2018) stated that,

“*Soto* is a traditional soup dish composed of broth, meat, and vegetables, is often served with rice, making a quick and complete meal for any time of the day”

Soto has different types depending on the area in Indonesia. Each area has its own signature of *soto* dishes.

b. *Pindang*

Jones (2016) stated that,

“*Pindang* is a soup-based dish that is accompanied with steamed rice. Its main ingredients are tamarind, leek, tomatoes, lemongrass, galangal, basil, and Indonesian spices.”

The taste of *pindang* is mildly sour, savory, and a little bit spicy.

c. *Rawon*

Wiens (2016) stated that,

“Another one of the traditional Indonesian dishes originally from Eastern Java, is rawon, a black colored beef stew.”

The most important ingredient in *rawon* soup is *keluak* (or *kluwak*). It is a nut that has a taste like kind of dark chocolate but more nutty and with a hint of a rye taste.

d. Indonesian meatball soup

The Associated Press (2010) stated that,

“Meatball soup is a savoury soup (broth) of meatballs and noodles often garnished with bok choy, wontons, tofu, crisp fried shallots and hard-boiled egg.”

8. Business Concept

From types of restaurant classification by Walker, this proposed business is included in the type of independent restaurant because all the restaurant concept, menu, and decoration will be created and developed by the owner. The menu that will be used is à la carte menu. On the menu itself, the restaurant will serve Indonesian base soup such as *soto* soup, *pindang* soup, spicy beef (meatball) soup, and *rawon* soup. The restaurant will also provide condiments like variant of Indonesian chili sauce and relishes. Meanwhile, the restaurant’s decoration will mainly focus on modern casual Indonesian theme.