

# CHAPTER I

## INTRODUCTION

### A. The Initial Idea

Tourism is everything related to the tourist objects, attractions and all the related business in that field. (*Undang-Undang Republik Indonesia nomor 9 tahun 1990 tentang Kepariwisataaan pasal 1 butir 3*) According to the United Nations World Tourism Organization (UNWTO), tourism is a social, cultural and economic phenomenon that involves the movement of people from their usual environment which can be to another country or places for personal or business and profesional purposes. Tourism industry has become the fastest growing economic sector in the world.

According to Walker (2020), there are 5 scope in the Hospitality and Tourism Industry such as travel, lodging, assembly and event management, restaurant and managed services, and recreation. Restaurant business is one of the important component under the tourism industry. People go to restaurant to fulfill their needs and wants as eating is part of their biological concern.

**TABLE 1**

Gross Domestic Product at 2010 Constant Prices by Industry in Indonesia  
(Trillion Rupiah)

| <b>Industry</b>  | <b>2019</b>     | <b>2020</b>     | <b>2021</b>     |
|--|-----------------|-----------------|-----------------|
| Agriculture, Forestry, and Fishing                                   | 1,354.4         | 1,378.3         | 1,430.7         |
| Mining and Quarrying   | 806.2           | 790.5           | 822.1           |
| Manufacturing  | 2,276.7         | 2,209.9         | 2,284.8         |
| Electricity and Gas  | 111.4           | 108.8           | 114.9           |
| Water Supply; Sewerage, Waste Management, and Remediation Activities | 9.0             | 9.5             | 9.9             |
| Construction   | 1,108.4         | 1,072.3         | 1,102.5         |
| Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles | 1,440.2         | 1,1385.8        | 1,450.2         |
| Transportation and Storage   | 463.1           | 393.4           | 406.2           |
| <b>Accommodation and Food Service Activities</b>                     | <b>333.3</b>    | <b>299.1</b>    | <b>310.8</b>    |
| Information and Communication  | 589.5           | 652.1           | 696.5           |
| Financial and Insurance Activities                                   | 443.1           | 457.5           | 464.6           |
| Real Estate Activities   | 316.9           | 324.3           | 333.3           |
| Business Activities  | 206.9           | 195.7           | 197.1           |
| Public Administration and Defense; Compulsory Social Security        | 365.6           | 365.4           | 364.2           |
| Education  | 341.4           | 350.3           | 350.7           |
| Human Health and Social Work Activities                              | 127.5           | 142.2           | 157.1           |
| Other Services Activities  | 205.0           | 196.6           | 200.8           |
| <b>Gross Domestic Regional Product</b>                               | <b>10,949.2</b> | <b>10,723.1</b> | <b>11,119.9</b> |

Source: *Badan Pusat Statistik* (2022)

Table 1 shows that since the Covid-19 pandemic, the accommodation and food & service activities in Indonesia, especially in the year of 2020, were also affected. However, in 2021 we can see that the Gross Domestic Product (GDP) in accommodation and food services activities has improved. From table 1 we can conclude, it will be a great opportunity to gain profit when opening a business that related to accommodation or food & services activities in Indonesia. This is also an indication that food & beverage is a promising business in Indonesia.

The need for food is one of the basic needs that must be met by every human being. McLeod's (2022) writing an article about Maslow's Hierarchy of Needs. It is explained that there are 5 levels of human needs which are described in form of a pyramid, where each individual is required to fulfill the most basic level of the pyramid first in order to move another higher level. The most basic needs that must be met for human survival are called physiological needs. These needs include the need for clothing, food and drink, and shelter. The fulfillment of physiological needs is needed and must be fulfilled so that humans can survive.

**TABLE 2**

Average Weekly Expenditure Per Capita of DKI Jakarta by Group of Food  
Year of 2020-2021 (Rupiah)

| <b>Commodity Group</b>             | <b>2020</b>    | <b>2021</b>    |
|------------------------------------|----------------|----------------|
| <b>Ready-to-eat Food and Drink</b> | <b>432,168</b> | <b>408,839</b> |
| Vegetables                         | 62,057         | 70,778         |
| Grains                             | 57,157         | 63,208         |
| Egg and Milk                       | 63,285         | 61,394         |
| Fruits                             | 46,322         | 43,491         |
| Meat                               | 57,224         | 55,088         |
| Oil and Coconut                    | 14,934         | 16,784         |
| Nuts                               | 13,729         | 15,341         |
| Spices                             | 13,557         | 14,709         |
| Others                             | 14,991         | 17,232         |

Source: *Statistik Sektorial Provinsi DKI Jakarta (2022)*

The table above describes the average per capita expenditure per week in DKI Jakarta by type of food in 2020-2021. In addition, the data in the table 2 shows a growth of demand for food based on their group every year. During 2020-2021, it can be seen that prepared food and drink is the commodity group with the highest consumption compared to other types of food. This proves how people really look forward to the days when they can enjoy traveling and dining out of their home. From the data above, we can also see how the demand for fast food and beverages is very high in the DKI Jakarta. Therefore, opening a business engaged in food and beverages in Jakarta is highly recommended.

**TABLE 3**

Coffee Consumption in Indonesia Year of 2017-2022 (60 kg Bag)

| <b>Coffee Consumption in Indonesia</b> |                             |
|--|-----------------------------|
| <b>Year</b>                            | <b>Amount per 60 kg Bag</b> |
| 2019/2020                              | 4,800,000                   |
| 2020/2021                              | 4,806,000                   |
| 2021/2022                              | 5,000,000                   |

Source: International Coffee Organization (2022)

According to the data from the International Coffee Organization (ICO), coffee consumption in Indonesia reached 5 million bags measuring 60 kilograms in the 2020/2021 period. This number increased by 4.04% compared to the previous period which was 4.81 million bags measuring 60 kg. From table 3, it shows that every year from 2010-2021 coffee consumption has increased. Coffee consumption in Indonesia in 2020/2021 was also the highest in the last decade. Furthermore, Indonesia's coffee consumption is one of the largest in the world. This proves that Indonesians really like this caffeine drink. Even drinking coffee has now become a lifestyle for some Indonesians.

**TABLE 4**  
Average Weekly Expenditure Per Capita of  
DKI Jakarta by Group of Beverages  
(Rupiah/Capita/Week)

| <b>Group of Beverages</b>   | <b>2018</b> | <b>2019</b> | <b>2020</b> | <b>2021</b> |
|---|-------------|-------------|-------------|-------------|
| Bottled tea, soft drink   | 4,569       | 5,161       | 6,148       | 5,100       |
| Packaged fruit juices, healthy drinks, energy drinks              | 4,565       | 4,788       | 5,446       | 7,631       |
| <b>Ready to drinks (coffee, coffee milk, tea, chocolate milk)</b> | 19,730      | 18,602      | 21,424      | 18,809      |
| Ice cream   | 7,565       | 8,526       | 7,735       | 7,723       |
| Liquor  | 13,035      | 580         | 241         | 155         |
| Others  | 291         | 16,095      | 17,209      | 15,240      |

Source: *Badan Pusat Statistik* (2022)

Table 4 explains the average per capita expenditure per week in DKI Jakarta by type of drink from 2018 until 2021. From this data, it can be seen that there was an increase in the number of consumption of ready-to-drink beverages in 2020 compared to 2019 and 2018. This indicates an increase in the number of consumption of ready-to-drink beverages from year to year. From this table, It can also be seen that the demand for ready-to-drink beverages is the most dominant demand in Jakarta. With the stable demand every year, making ready-to-drink beverages one of the best opportunities that can be taken as a business.

**TABLE 5**

Average Weekly Expenditure Per Capita by Group of Ready-to-Drinks (Coffee, coffee milk, tea, chocolate milk) in DKI Jakarta (Rupiah/Capita/Week)

| District/City        | 2018         | 2019         | 2020         | 2021         |
|----------------------|--------------|--------------|--------------|--------------|
| Thousand Island      | 1,156        | 1,243        | 1,524        | 1,229        |
| South Jakarta        | 4,258        | 4,200        | 5,872        | 3,768        |
| East Jakarta         | 3,527        | 2,805        | 2,417        | 2,502        |
| Central Jakarta      | 4,445        | 3,779        | 4,041        | 4,060        |
| West Jakarta         | 2,986        | 2,956        | 3,790        | 3,001        |
| <b>North Jakarta</b> | <b>3,358</b> | <b>3,619</b> | <b>3,780</b> | <b>4,249</b> |

Source: *Badan Pusat Statistik* (2022)

Table 5 explains the average per capita expenditure per week based on ready-to-drink beverages in each district/city of DKI Jakarta. From the 6 regencies/cities of DKI Jakarta, it can be seen that North Jakarta is a place that has a stable increase in the consumption every year. Although in the previous table there was a decrease in consumption of ready-to-drink beverages in 2021, from table 5, it show that this does not apply in the North Jakarta. We can conclude that North Jakarta is the most appropriate place to open a business that offer ready-to-drinks (coffee, coffee milk, tea, chocolate milk).

Kopitiam is a coffee shop that has different and unique characteristics from other coffee shops. Therefore, to find out how the public's interest in Kopitiam is, a pre-test questionnaire is carried out to determine whether or not it is feasible to open a Kopitiam business. The opportunity for researchers to determine the significance attached to survey questions is during pre-testing (Bowden et al., 2002). The pre-test questionnaire has



been answered by 92 respondents where the majority of respondents are 25-30 years old and 36-40 years old. It can be concluded that the people above 25 years have interest in a kopitiam.

**TABLE 6**  
Results of Pre-test Questionnaire

| No. | Question   | Option | Results |            |
|-----|--|--------|---------|------------|
|     |  |        | Total   | Percentage |
| 1.  | Do you like to hangout in a kopitiam?  | Yes    | 87      | 94.6%      |
|     |  | No     | 5       | 5.4%       |
| 2.  | Do you enjoy drinking coffee/tea in a kopitiam?                              | Yes    | 84      | 91.3%      |
|     |  | No     | 8       | 8.7%       |
| 3.  | Do you enjoy eating in a kopitiam?   | Yes    | 85      | 92.4%      |
|     |  | No     | 7       | 7.6%       |
| 4.  | Do you enjoy an Asian cuisine (especially Singapore, Malaysia, Indonesia)?   | Yes    | 85      | 92.4%      |
|     |  | No     | 7       | 7.6%       |
| 5.  | Have you ever known and try <i>wu xiang xia bing</i> ?                       | Yes    | 18      | 19.6%      |
|     |  | No     | 74      | 80.4%      |
| 6.  | Are you interested try <i>wu xiang xia bing</i> ?                            | Yes    | 84      | 91.3%      |
|     |  | No     | 8       | 8.7%       |
| 7.  | Do you interested to go to the kopitiam if it located in Pantai Indah Kapuk? | Yes    | 87      | 94.6%      |
|     |  | No     | 5       | 5.4%       |

Source: Processed Data (2022)

Based on processed data on tabel 6 , it is concluded that 87 respondents (94.6%) like to hangout in kopitiam, 84 respondents (91.3%) enjoy drinking coffee/tea in a kopitiam, 85 respondents (92.4%) enjoy eating in a kopitiam, as many as 85 respondents (92.4%) enjoy an Asian cuisine (especially Singapore, Malaysia and Indonesia cuisine), and 87 respondents (94.6%) are interested in visiting The Liong's Kopitiam & Snack Bar if it is located



in Pantai Indah Kapuk. Therefore, based on the results of the pre-test of this questionnaire, it can be said that it is feasible to build a Kopitiam business.

**TABLE 7**

Number of Restaurants by District in North Jakarta City

| Districts                  | Number of Restaurants by District in North City |             |
|----------------------------|---|-------------|
|                            | 2019  | 2020        |
| <b>Penjaringan</b>         | <b>204</b>                                      | <b>750</b>  |
| Pademangan                 | 74  | 204         |
| Tanjung Priuk              | 40  | 307         |
| Koja                       | 7   | 58          |
| Kelapa Gading              | 280   | 752         |
| Cilincing                  | 2   | 6           |
| <b>Total North Jakarta</b> | <b>607</b>                                      | <b>2077</b> |

Source: *Badan Pusat Statistik* (2021)

Based on the table 7, it can be seen that the number of restaurants as a whole is increasing from 2019 to 2020 in the North Jakarta City area. There is a recorded growth in the number of restaurants, especially in the Penjaringan area. This is also a factor in the establishment of The Liong's Kopitiam & Snack Bar at Pantai Indah Kapuk, Penjaringan, North Jakarta City.

Coffee culture is an important part of Southeast Asian society. This local coffee shops or known as kopitiam became so popular. Kopitiam is a gathering center for its customers like a community club where people gather, relax and talk about things that are happening around them or a place to gather with people who have the same hobby. Kopitiam can be a third space, after home and work.

The Liong's Kopitiam & Snack Bar will become a good breakfast and lunch place where Kopitiam serves a wide selection of light bites and selection of meals that are suitable to be served with coffee or tea while discussing the latest news in the newspaper or magazine that have provide with family and friends. The Liong's Kopitiam & Snack Bar also a place for snack time/break time where many people like coffee or tea accompanied with some *wu xiang xia bing* (snack fritters) that they can choose by their own on our snack bar section which rare to found in others Kopitiam. And become the first Kopitiam place which not only provide a comfort place where people can chilling and hangout with friends, but a kopitiam that also provide some simple childhood board games like chess, othello, ludo, chinese checkers and *congklak* (Indonesia traditional game). Those all the time board games can take part in connecting people without seeing their age or generations. People can easily relax in our Kopitiam after having a tiring day.

## **B. The Objectives**

This Feasibility Study was made with the aim of finding out whether the business is feasible or not to be conducted by analyzing some several aspects in the development of The Liong's Kopitiam & Snack Bar. There are 2 (two) main objectives in conducting a Feasibility Study, which are major objectives and minor objectives:

## 1. Major Objectives

Include all aspects of the business feasibility study that being analyzed in the business plan, such as:

### a. Marketing Aspect

- 1) To analyze the aspects of market and marketing consisting of demand and supply.
- 2) To analyze the segmentation, target, and position of the business in market.
- 3) To analyze the marketing mix consisting of products, pricing, distribution, promotion, people, packaging, programming, and cooperation.
- 4) To analyze the economic, social, legal, political, technological and environmental conditions related to the business that's need to be run.

### b. Operational Aspect

- 1) To analyze type activities and facilities that needed for business.
- 2) To analyze the business location.
- 3) To analyze the functional relationship between required activities.
- 4) To analyze activity space requirements, calculation of raw materials, equipment and facilities.

### c. Organizational Aspect and Human Resources

- 1) To analyze the organizational structure.

2) To organize the human resources, training & development, and job analysis, decided duties and responsibilities of each job position.

d. Financial Aspect

1) To analyze the needs and sources of business funds.

2) To analyze the estimated operating costs and revenues.

3) To analyze balance sheet projections, profit and loss projections, and cash flow projections.

4) To analyze the break-even point, investment valuation, report finance ratio, and risk management.

2. Minor Objectives

Includes all the macro and micro things that want to be achieved through the business that have not been mentioned in the major objectives.

a. Creating job opportunities for the local community and environment.

b. Play a role in driving the regional and state economy from the food and beverage supply sector in North Jakarta City.

c. Providing delicious and affordable breakfast sets to the community.

d. Identify business strategies that can be carried out by The Liong's Kopitiam & Snack Bar to be able to compete with competitors.

By conducting an analysis with the existing aspects, the author would find out whether or not the business will be run and can facilitate & expedite the business development so we can reduce the risk of loss and make sure the business can last for a long time in the future.

### **C. Research Methodology**

To get precise and detailed business feasibility study results, it is necessary to have reliable and accurate data. The data was obtained by using research methods. The research method used is business research. According to Sekaran & Bougie (2016, p. 2), business research is:

*“An organized, systematic, data-based, critical, objective, inquiry or investigation into a specific problem, undertaken with the purpose of finding answers or solutions to it.”*

#### **1. Type of Research**

According to Sekaran & Bougie (2016), there are two types of research methods that commonly used, namely quantitative research and qualitative research. Quantitative research is research using data in the form of numbers which are usually collected through structured questions. Meanwhile, qualitative research is research using data in the form of sentences obtained through interviews, open-ended questions in questionnaires, as well as through observations and data from the internet. In quantitative research, the author will use survey methods to obtain funds regarding market interest of the products and services that will be sell. And in qualitative, the author will make direct observations

in the field regarding the location and operational aspects of the place where the business will be established.

## 2. Type of Data

There are two types of data according to Sekaran & Bougie (2016) such as primary data and secondary data. And those type of data will be used in this business feasibility study.

### a. Primary Data

Primary data is a data that obtained or collected by the researchers directly from their own data sources. (Bougie & Sekaran, 2016)

Primary data were collected from direct sources for specific research objectives. the methods that can be used to collect primary data include conducting interviews, observations, and questionnaires. In collecting primary data for business feasibility study research of The Liong's Koptiam & Snack Bar, the author used these following data collection techniques:

#### 1) Questionnaire

Questionnaire is a collection of questions that have been structured in a structured manner by the researcher which is used to record the answers of the respondents to obtain the information that needed in the preparation of this business feasibility study. Based on the book written by Sekaran & Bougie (2016, p. 142–143), the questionnaires are:

*“a preformulated written set of questions to which respondents record their answer, usually within rather closely defined alternatives. Questionnaires are generally designed to collect large numbers of quantitative data.”*

According to Sekaran & Bougie (2016) there are some types of questionnaires:

a) Personally Administered Questionnaires

Personally Administered questionnaires is the questionnaires that are distributed directly by researchers to respondents so that they can be completed in a short period of time

b) Electronic Mail & Online Questionnaires

Electronic mail and online questionnaires is the type of questionnaires where the researcher distribute the questionnaires by online such as via e-mail or links that can cover respondents widely and make it easy for respondents to fill out questionnaires.

Questionnaires are generally designed to collect large amounts of quantitative data. The purpose of distributing the questionnaire is to collect information from the public so that they can find out whether The Liong's Kopitiam and Snack Bar can fulfill the market demand or not. Due to the COVID-19 pandemic, the distribution of questionnaires can be replaced online. using the Google Form media to reduce physical contact is recommended.



## 2) Observation

Observation is an activity carried out by researchers by conducting observations and analysis directly in the field (Sekaran & Bougie, 2016). There are four types of observation such as:

### a) Controlled versus Uncontrolled Observation

Controlled observation is an observation that takes place in the conditions that have been controlled. While uncontrolled observation is a observation where no one tries to control, manipulate, or influence the existing condition.

### b) Participant versus Nonparticipant Observation

Participant observation is an observation in which the researcher participates directly in the life of the object that being observed. While non-participant observation occurs when the researcher is only an observer because does not participate in object life.

### c) Structured versus Unstructured Observation

Structured observation is an observation that is designed and planned according to the objectives of the research itself. While unstructured observation is an observation that has not been planned before.

#### d) Concealed versus Uncontrolled Observation

Concealed observation is an observation that is carried out where the object that being observed does not know that it is being observed so it won't be aware of the observation that being conducted. While unconcealed observation is where the object that being observed knows that it is being observed so it can create different react.

In this case, The Liong's Kopitiam and Snack Bar uses uncontrolled observation where the situation will not be controlled, non-participant observation where the researcher does not participate in the daily life of the object to be observed, structured observation where the location, time, and variables to be observed will be planned, and concealed observation in which the observation subject does not know that it is being observed. The researcher will observe an established kopitiam place to know how they operate their standard of procedures (SOP) of their business.

#### b. Secondary Data

According to Sekaran & Bougie (2016, p. 37), secondary data is research data that is collected for other purposes. Secondary data is a collection of information that has been processed and is available in media. Here are some secondary data that will be used:

#### 1) Literature Review

Literature review is the best of published and unpublished documents where the document contains information, ideas, and written evidence from a certain point of view. (Sekaran & Bougie, 2016) In this case, the researcher will collect secondary data in accordance with the research topic that can be obtained in the form of printed books, journals, theses, information manuscripts, reports, and newspapers.

#### 2) Internet

According to Sekaran & Bougie (2016) the internet is a place where researchers can find everything they want to know in detail. Through the internet, researchers can also search for various trusted sources that have been published such as books, journals, articles, manuscripts, newspapers, and various other documents.

#### 3. Time and Location

This study will be conducted by distributing questionnaire and doing observation around North Jakarta especially in Pantai Indah Kapuk. And the research study will be conducted from September to October.

#### 4. Population

According to Sekaran & Bougie (2016, p.236) the population is the entire group or person, event, or object that is the target of the research

to be studied. The population in this study is the people of North Jakarta City.

#### 5. Sample

To collect data in the questionnaire, it needs the right respondent or object as a representative who can represent the entire population. Representatives of the entire population can be referred to as samples (Sekaran & Bougie, 2016, p. 235). In other words, only some part of the population can make up the sample. The sample that will be used in this research is the people of North Jakarta City who live in the Pantai Indah Kapuk and its surroundings or who frequently visit Pantai Indah Kapuk. According to Sekaran & Bougie (2016, p.240) there are two types of sampling technique namely probability sampling and non-probability sampling. Non-probability sampling is a sampling technique that does not provide an opportunity for each member of the population to be selected as part of the research sample. While convenience sampling is a technique of collecting information from members of the population who are willing to.

#### 6. Data Analysis and Testing Techniques

The data that has been collected needs to be re-analyzed. This analysis was conducted to classify the data based on the variables. Data from each variable will be presented and calculated to test the hypothesis that has been proposed by the researcher. One program that is often used to test hypotheses is the Statistical Package for the Social Science (SPSS).

This SPSS will be used to test the reliability and validity of the marketing mix from the data that has been obtained. Validity testing is the degree of determination between the data that actually occurs on the object and the data that has been collected by the researcher. While the reliability test is the extent to the results that have been carried out using the same object will produce the same data as well.

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

##### **1. Definition of Restaurant**

According to Walker (2020, p.162), a restaurant define as:

*“Restaurants are vital part of our everyday lifestyles: because we are a society on the go, we patronize them several times a week to socialize as well as eat and drink.”*

Based on the theory, it can be concluded that the restaurant is an important or vital part of our daily life or lifestyle. Restaurants provide a place to chill, enjoy the company of loved ones, friends, coworkers, and business partners. Because humans are social creatures, restaurants are one of the mainstay places to socialize.

##### **2. History of Restaurant**

Around 1700 Some wealthy landowners built their own inns where these inns were run by domestic slaves. Then came the term "restaurant business" where this business term was pioneered by Seqius Locates, a Roman innkeeper in 40 BC. He got the idea from a ship worker who couldn't go home for lunch (Walker, 2020 p. 30) An ordinary, a type of

eatery for commoners, first appeared in England in the late sixteenth century. These establishments were taverns with a long communal table where a fixed-price, fixed-menu meal was served. (Walker, 2020 p. 31)

Western Europe's eating preferences started to be influenced by two exotic imports in the sixteenth century: coffee and tea. Europe has a rapid expansion of coffeehouses in the seventeenth century. Samuel Cole established the first place for communal entertainment, which was the first tavern or inn in the colony, according to Boston magistrate John Winthrop, in his diary on March 4, 1634. The Stadt Huys, the first known tavern in New York, was constructed by the Dutch in 1642. (Walker, 2020 p. 31)

The French Revolution changed culinary history where M. Boulanger, the father of modern restaurants, sold soup at his tavern called Rue Bailleul. He gave the soup the name "soup restorantes," which is where the term "restaurant" comes from. The French Revolution (1789–1799) altered the development of cuisine. In Europe, restaurants kept getting more popular. (Walker, 2020 p. 32)

### 3. Type of Restaurant

Restaurants can be classified into several stated by Walker (2020). First, independent restaurants which are privately owned restaurants founded by one or more owners who are usually involved in daily operations. chain restaurants which are restaurant groups that have similar targets, concepts, designs, services, and food, as well as well-known names. And

last, franchise restaurant, different from the chain, the various stores or branches of franchise restaurant are owned by various people who are solely in charge of running the business daily. According to Walker (2020, p. 168) restaurants can also be categorized including fine dining, casual dining and dinner house restaurants, family, fast-casual, quick-service restaurants and so on.

a. Fine Dining

Fine Dining is a restaurant that offers various elements in terms of food, service, and also the decoration that create an unforgettable experience for restaurant guests. Fine dining is a full-service restaurant that has a variety of menu choices of at least 15 or more where the food can be made from scratch using fresh and raw ingredients. Many fine dining restaurants serve haute cuisine which can be interpreted as luxury food. The price of food and drinks offered by fine dining restaurants is also quite expensive compared to other types of restaurants. The example is GAIA by OSO Ristorante, The Plaza.

b. Celebrity-Owned Restaurant

Celebrity restaurants have an attraction in the form of figures from celebrities who are the owners of the restaurant. A restaurant owned by a celebrity usually offers food that the celebrity likes. This restaurant has a fairly high level of popularity because it is



influenced by the popularity of a public figure as a restaurant owner.

The example is AB Steakhouse by Chef Akira.

c. Steak Houses

Steak house is a restaurant that offers a red meat menu as its main menu. not only that, Steak house also offers a menu of chicken or even seafood to attract more customers. The example is the Fiesta Steak.

d. Casual Dining and Dinner-House Restaurant

This type of restaurant is a restaurant that provides a relaxing environment intended for middle class people who want to enjoy food and drinks with an informal restaurant atmosphere and at an affordable price. Although the atmosphere offered seems chill, it still has an elegant impression, so this type of restaurant is able to develop quickly in the community. The example is Cork and Screw Country Club, Senayan.

e. Family Restaurant

The majority of family restaurant are run by individuals or families. Family restaurants are typically found in or near suburbs with convenient access. Most of them offer a relaxed atmosphere, a straightforward menu, and family-friendly service. The example is *Ikan Bakar Cianjur* Restaurant.

f. Ethnic Restaurant

Ethnic restaurant offers a dining experience menu of dishes that have a taste with the characteristics of a particular region or country. It has exterior and interior decorations with the characteristics of the region or country. For the example is Putien Restaurant which offers Chinese Food from Putien.

g. Theme Restaurant

A theme restaurant usually offers a limited menu, but guests will be attracted to visit this restaurant because of the experience that they provided. a theme restaurant presenting creativity according to their exterior and interior decorations until the arrangement of the dishes. For the example is Miss Unicorn, Bekasi.

h. Quick Service/Fast-Food Restaurant

Quick Service/Fast-Food Restaurant is a restaurant that prioritizes speed of their service so they only offer menus that are easy to make such as hamburgers, pizza, fried chicken, pancakes, sandwiches and so on. The food and beverages industry is primarily driven by the quick-service segment. The example is McDonald's.

i. Coffee Shop

The coffee shop offers a variety of coffee as the main menu with some cakes and other snacks as a complement. Coffee shop has a concept with a warm atmosphere and some soft music making it

suitable for its guests to socializing. The example is Starbucks Coffee.

j. Bakery or Dessert Shop

Bakery or dessert shop has its own uniqueness in the variants of the sweet or dessert menu offered. the menus offered include various types of bread menus, cakes, other desserts. The example is Scarlett's Café, Pantai Indah Kapuk.

4. Type of Service

According to Lillicrap & Cousins (2018, p. 18), type of services such as:

a. Table Service

A service where customers will be served by waiters at their respective tables. This type of service is divided into four, Russian service, English service, American service and French service.

b. Assisted Service

It is a combination of table service and self-service. where guests can take their own food on the display or buffet or guests can also place an order for food and it will be delivered by the waiter.

c. Self-Service

A service where customers serve themselves. The customer immediately selects and orders food at the counter and then bring the order to their table without the help of the waiters.

d. Single Point Service

The customer place orders, make payments, and pick up food and drinks instantly at the counter.

e. Specialised or In Situ Service

Food and drinks are served to wherever the customer located.

5. Type of Menu

According to Walker (2020) menu holds the key to a restaurant's success. The concept of a restaurant must be founded on what the target market's customers expect, and menu is one of the factor that can affect to the customers expectations. that's why the menu must go above and beyond their expectations. Type of menu such as:

a. A-la-carte Menu

Items on these menus have distinct prices.

b. Table d'hote Menu

For a set fee, table d'hôte menus include a choice of one or more dishes for each course. In hotels especially in Europe, this type of menu is utilized more commonly. The benefit is that visitors feel they are getting good value.

c. Du Jour Menu

Du jour menus offer list of special of the day food.

d. Tourist Menu

These menus serve as a tourist attraction. The menus typically feature offer, affordable, easily and quickly prepared foods that are the representative of local tastes.

e. California Menu

California menus is type of menu where the visitors can order anything from the menu that are available at any time of day.

f. Cyclical Menu

Cyclical menus is the menu that repeat itself over the period of the time.

6. Definition of Liong

According to *Kamus Besar Bahasa Indonesia* (KBBI) the word of “liong” means an imitation of a large dragon for performances in a procession during Chinese New Year. Dragon in Chinese culture or called as liong is a symbol of something good. Liong symbolizes truth, luck, goodness, strength and prosperity. According to Chinese folklore, liong’s are the ancestors of humans. That's why liong’s are considered so important. The liong symbol can be found in many places where many Chinese people live or open their businesses.

## 7. History of Kopitiam

Oxford English Dictionary explain the definition of Kopitiam as:

*“A coffee house serving traditional Malay and Chinese fare.”*

Kopitiam is a coffee shop that also offer some traditional breakfast which usually found in Southeast Asia especially Malaysia, Singapore and Indonesia. A Kopitiam is come from two word, "kopi" and "tiam". The word come from the Melayu "kopi" for coffee and the Chinese (Hokkien) "tiam" for shop.

The end of the 18th century, Singapore got a lot of immigrants from all over Europe and Asia who helped accelerate the development of their country. As these cultures began to mingle, the love of European people of coffee met the tastes of Malaysia (the closest country to Singapore) and that's how the kopitiam coffee was born. (Zienchuk, 2013).

This mixing of cultures has changed the name of the coffee and even overhauled the entire coffee production process. First, the strong and bitter Robusta beans were replaced with traditional Arabica varieties due to their better adaptability to Southeast Asian growing conditions. Furthermore, as many of Singapore's new immigrants did not have access to coffee brewing equipment, a new sock used for filtering the coffee was introduced and even became one of the characteristic of the kopitiam. This filtering process involves coating the inside of a flannel "sock" with ground coffee beans, placing them on top of a coffee cup, pouring hot water and letting them filter. The coffee beans coat the

flannel material, allowing the water to soak in and absorb the coffee flavour. Finally, the addition of sugar and evaporated milk completes the process and the result is a thick and sweet coffee. (Zienchuk, 2013). According to Zienchuk (2013) the emergence of this kopitiam also takes the argument that Singaporeans who are tired of working need a place to socialize and relax. And kopitiam being the perfect location for them. Kopitiam is known as a place where people of all cultures, religions and social status can gather and become one. Singaporeans' habits while in the kopitiam are chatting, discussing daily events, reading newspapers, playing chess and, of course, enjoying a cup of coffee.

#### 8. Characteristic of Kopitiam

Kopitiam menus usually offer simple and comforting food like egg, toast, and kaya. The main selling point of Kopitiam is their beverages, which speciality in coffee and tea. Kopitiam is a mixture of European, Malay, and Chinese cuisines. there are some characteristic of kopitiam that make it different from other ordinary coffee shop or restaurant:

##### a. Coffe Making Process

Kopitiam uses a special coffee maker in the form of a long aluminum teapot. The unique shape of this teapot has a function as a long coffee filter container as well. Instead of buying expensive coffee machines, they make simple filters out of cloth. While other coffee shops, use various coffee making tools with modern machines or manual tools such as V60, french press, and others.



This traditional Hainan style to make the taste of the coffee become unique even has a particular taste that can't be find in modern coffee.

b. Types of Kopitiam Coffee

These are types of coffee that usually can be found in a kopitiam:

- 1) Kopi : Coffee + Sweetened condensed milk
- 2) Kopi O : Coffee + Sugar
- 3) Kopi C : Coffee + Sugar + Evaporated milk
- 4) Gu Yu Coffee : Coffee + Butter
- 5) Kopi O Kosong : Coffee + Water (without sugar)
- 6) Kopi C Kosong : Coffee + Evaporated milk (without sugar)
- 7) Kopi Peng : Iced Coffee
- 8) Kopi Siew Dai : Coffee + a little sugar
- 9) Kopi Ga Dai : Coffee + a lot of sugar
- 10) Kopi Gao: Strong coffee
- 11) Kopi Tit Lo : Extra thick coffee
- 12) Kopi Poh : Diluted coffee
- 13) Kopi Cham/Yuan Yang : Coffee + Tea + Sweetened condensed milk
- 14) Kopi Tarik : Coffee + Sweetened condensed milk (made by pulling a drink from one glass to another)

c. The use of the Milk

Kopitiam also has coffee milk. The type of milk used is evaporated milk, some use sweetened condensed milk if requested. While most coffee cafes use UHT milk to make coffee.

d. Coffee Maker

Coffee cafes rely on baristas or coffee makers who must master various Italian-style coffee variants. While in kopitiam, there is a coffee interpreter/maker who specializes in making coffee. The coffee maker plays an important role in making the coffee blend that will become the mark of the kopitiam. They usually learn to make coffee on their own.

e. Kopitiam Food

Usually Kopitiam sells food with almost the same menu, such as soft-boiled eggs and toast or toast with butter or srikaya jam. Not a few kopitiam also sell nasi lemak, fried kwetiauw, or laksa. While modern coffee shops are generally offer modern bakeries or cakes, with a variety of Western-style food.

f. Price and Service

Kopitiam food and drink prices are cheaper than coffee shop or cafes. Kopitiam can be an option to fill your stomach when you have limited funds while abroad. Kopitiam service is also fast, even though it serves food. Provide a fast service come from the

kopitiam history that was made for the workers who need a lot of food, cheap, and fast.

#### 9. Business Concept

The Liong's Kopitiam & Snack Bar is a combination of casual dining-ethnic restaurant-coffee shop where traditional coffee from Singapore-Malaysia are the main menu. Kopitiam offers a lot type of coffee such as *Kopi O*, *Kopi Peng*, *Kopi C*, *Kopi Tarik*, *Kopi Gao*, *Kopi Milo* and *Kopi Yuan Yang*. Not only selling traditional coffee, but The Liong's Kopitiam & Snack Bar also offers other non-coffee drinks such as tea, milo and barley.

The Liong's Kopitiam also carries the concept of a Snack Bar where this kopitiam provides a variety of side dishes that are suitable as a companion to coffee and tea. One of the snacks that will not be found in other kopitiam is *wu xiang xia bing*. *Wu xiang xia bing* is one of Singaporean favorite foods. Usually *wu xiang xia bing* consists of crispy prawn cracker fritters, *guan chang* / chinese pork sausages, and bouncy fish cake with the savory flavor accompanying with the fresh cucumber and served with sweet red sauce. In this kopitiam, the customers can choose their *wu xiang xia bing* that has been displayed on the bar counter. Since Indonesians also like fritters and after doing some pre-test questionnaires at the beginning, *wu xiang xia bing* that will be offer by The Liong's Kopitiam & Snack Bar will be able to win the Indonesian customers heart. Not only Singapore food, The Liong's Kopitiam &

Snack Bar also offer other Asian cuisine such as Malaysian and Indonesian food on their menu which also suitable with the kopitiam style.

The Liong's Kopitiam & Snack Bar also will provide updated newspaper and magazine that can be read freely for our customers. Not only that, The Liong's Kopitiam & Snack Bar will we also provide some all time board games that can be played by young and old generations. This also will become one of our differentiate with other kopitiam. Our customers will be able to have a good time chilling and hanging out with their friends after having a tiring day.

The Liong's Kopitiam & Snack Bar will be located in Pantai Indah Kapuk with the target market men and women aged 25 years and above. The type of service that is carried out in The Liong's Kopitiam & Snack Bar is assisted service, which is a combination of table service and self service. The customers who come, choose and buy the food and drinks that they want at the counter then they can wait and pick up the food and drinks they ordered themselves. But our waiter will also be ready to help deliver orders to the table. The type of menu from The Liong's Kopitiam & Snack Bar is the A la Carte Menu, where the customers can choose individually for each food or drinks on the menu.

The Liong's Kopitiam & Snack Bar presents a place that have modern, aesthetically pleasing and instragmable interior design ambience which is in line with the target market, above 25 years. However, The Liong's

Kopitiam & Snack Bar does not leave the identity of an authentic Kopitiam. The Liong's Kopitiam & Snack Bar continues to ensure that the elements of a Kopitiam remain by painting Kopitiam elements on the walls. This makes The Liong's Kopitiam & Snack Bar have an aesthetic and authentic atmosphere as a Kopitiam.

The Liong's Kopitiam & Snack Bar will provide a comfortable feeling to customers by providing various payment methods, both cash and non-cash (debit card or credit card) as well as Quick Response Code Indonesian Standard (QRIS) in order to make payments through various applications. In addition to ordering directly on the spot, consumers also can place an online order through an online delivery application. The Liong's Koptiam & Snack Bar will collaborate with GoFood, GrabFood and ShopeeFood to make it easier for consumers who want to order food online wherever they are. Not only that, The Liong's Kopitiam & Snack Bar will also carry out various promotions especially through social media. The social media platforms that will be used are Instagram, Facebook and Tiktok.