

CHAPTER I

INTRODUCTION

A. Initial Idea

Every company that produces, distribute, and serve food and beverages to customers are categorized as the food and beverage industry. These companies include cafes, restaurants, catering services, and lodging facilities. It is an essential part of the larger hospitality economy since it provides for fundamental human necessities as well as chances for entertainment, socializing, and cultural experiences. The industry is divided into two main segments: production, which includes the creation of food and beverages, and service, which involves the presentation and distribution of these products to customers. According to Davis et al. (2018), the food and beverage sector is essential to the global economy because it addresses customer demands for fusion cuisine and sustainability while also satisfying their want for convenience, variety, and excellent dining experiences.

Indonesia's economy is heavily influenced by household consumption, with the food and beverage (F&B) industry being a significant growth driver. The industry benefits from growing middle class and personal incomes, resulting in increased food and beverage spending. Local businesses have benefited from this expansion and are now prosperous exporters worldwide, while foreign businesses view Indonesia as a potential market to launch new

products and flavors to a willing consumer base (Ministry of Finance of the Republic of Indonesia, 2022).

TABLE 1
Number of Medium and Large Scale of Food and Beverage Service Activities
by Province and Business Type, 2022

City / Regency	Number of Food and Beverage Stores (PODES)
	2020
Kepulauan Seribu Regency	123
South Jakarta	5,318
East Jakarta	6,228
Central Jakarta	1,763
West Jakarta	3,165
North Jakarta	5,906
DKI Jakarta	22,503

Source: Central Bureau of Statistics (2022)

The table above shows South Jakarta ranks third among the six regions of DKI Jakarta with 5,318 food and beverage establishments. This number indicates that South Jakarta is a significant player in the food and beverage industry. South Jakarta, known for its trendy, affluent neighborhoods like Kemang, Senopati, and Blok M, has become a hub for modern dining experiences, cafés, and upscale restaurants. Its vibrant café culture, driven by a young, middle- to upper-class demographic, has contributed to the expansion of the food and beverage sector.

South Jakarta's thriving café scene also reflects the high disposable income of its residents and office workers, who seek not just food but also unique dining experiences. With its mix of residential, commercial, and recreational areas, South Jakarta provides ample opportunities for both high-end and boutique food businesses to flourish. This area's openness to new

concepts, like fusion pastries or experiential dining, suggests it could be a promising location for innovative businesses such as Karsa, which plans to offer a mix of Indonesian flavors in a contemporary pastry format.

While South Jakarta's restaurant count is notably high, underscoring both the competitive nature and the potential profitability of entering this market, standing out is essential for success. The demand for differentiation increases in South Jakarta, where a wide range of dining choices already satisfy a wide range of preferences. Interestingly, after a month-long observation from August to September, throughout South Jakarta, tasting rooms in the area are predominantly associated with wine and coffee, yet there remains a distinct lack of dedicated pastry tasting rooms.

Furthermore, there is a noticeable lack of exposure to traditional Indonesian ingredients and spices in modern pastry and bakery products, which represents a significant gap in the market. Many cafes and restaurants in this region, despite incorporating tropical or Indonesian elements into their dishes, often do not fully utilize the variety of local ingredients such as snakefruit, jackfruit, or traditional spices that are distinctive to Indonesia. This trend results in limited representation of the rich diversity of Indonesian culinary heritage in the contemporary dessert landscape.

During the observations, it became evident that several restaurants, cafes, and bakeries in South Jakarta are incorporating some Indonesian ingredients into their culinary creations. One prominent example is Union, a popular restaurant in Jakarta known for its American brasserie, bakery, and bar

concept, has embraced local ingredients and dishes as inspiration for its desserts. Notable examples include *the Ube Velvet Cake*, a vibrant purple cake made with ube, a sweet purple yam, and the *Martabak Doughnut*, which draws inspiration from Indonesia's beloved street food, martabak manis, filling it with texture and richness that are reminiscent of the original dish. Union's innovative approach to Indonesian ingredients demonstrates how global and local culinary influences can harmoniously coexist.

Further embracing the fusion trend, bakeries like Bakerman have introduced even more adventurous creations. One standout is the Mie Ayam Croissant, which incorporates the flavors of Indonesia's iconic chicken noodle dish into a flaky croissant, resulting in a savory, layered pastry that surprises with its fusion of textures and tastes. Another example is the Bakwan Jagung Croissant, combining the familiar flavors of Indonesian corn fritters with the buttery richness of croissant dough. These inventive pastries exemplify how South Jakarta's culinary scene continues to evolve, merging traditional Indonesian cuisine with contemporary pastry techniques to create truly unique dining experiences. Nonetheless, rare fruits like sapodilla are often absent from their menus, which suggests that modern bakeries in urban settings tend to prioritize Western-inspired pastries over integrating native ingredients, limiting consumer exposure to the unique flavors that Indonesia can offer.

Wijaya (2019) emphasize the richness and diversity of Indonesia's natural resources and culinary heritage, shaped by its archipelagic geography and tropical climate. These resources have historically supported a wide variety

of spices and ingredients, yet their application in modern pastry remains relatively underutilized. The development of a fusion pastry concept that focuses on integrating traditional Indonesian ingredients into bite-sized, modern desserts would address this gap. By highlighting these ingredients, such as palm sugar, coconut, and indigenous spices, the proposed business could help elevate local flavors and offer a unique alternative to the prevailing bakery trends. Thus, addressing this lack of exposure to Indonesian ingredients in contemporary pastries can not only meet a growing demand for culinary diversity but also support the promotion of local culinary tourism in South Jakarta, as highlighted in recent studies on Indonesian food culture and development.

In South Jakarta, lounge are associated with wine bars and specialty coffee shops, but there is a noticeable absence of dedicated fusion lounge. According to recent observations, South Jakarta boasts several lounge, primarily focused on beverages such as wine and coffee; namely, NORU, Cloud Lounge, Moonshine Dine & Lounge, and Livin's Sky Lounge. Similarly, according to the textbook Davis et al. (2018), lounges typically offer a mix of dining options, entertainment, and a place to unwind with friends or colleagues. In South Jakarta, several notable lounges exemplify this concept. For example, 1920 Lounge & Bar combines the glamour of the 1920s with modern sophistication, offering signature drinks and live entertainment in an intimate setting. Nubē9 Sky Lounge provides a multi-social experience that includes fine dining, a rooftop bar, and an indoor golf simulator, all with stunning views of

the city skyline. However, there are no reported pastry-specific lounge. Furthermore, the observation unveiled that restaurants, cafes, and lounges in the area did not have a bite-sized, pastry set menu.

As for the location, a preliminary survey was conducted amongst random individuals within a 5 kilometre radius of Ashta; it highlights a strong market interest in fusion cuisine that blends traditional Indonesian flavors with modern pastry techniques. Survey results show that the target demographic, primarily young adults aged 18–24 in South Jakarta and Tangerang, is drawn to artisanal, bite-sized pastries that allow for a variety of flavors in one sitting. There is a clear preference for using local tropical ingredients such as snakefruit and jackfruit, with many respondents expressing excitement about experiencing traditional twists on modern pastries. In addition, the lounge's competitive advantage lies in offering an exclusive tasting experience focused on fusion pastries, distinguishing it from other establishments that incorporate Indonesian elements but do not specialize in this niche.

South Jakarta's vibrant food and beverage (F&B) scene offers a significant opportunity for Karsa, a fusion pastry lounge, to make its mark. Several key factors highlight the benefits of selecting South Jakarta over other city areas:

1. Affluent Population and Growing Middle Class

South Jakarta boasts a high concentration of wealthy residents and a rapidly expanding middle class. This demographic evolution is leading to increased disposable income and a greater willingness to spend on

lifestyle and dining experiences. By 2030, Indonesia's middle class is projected to reach Rp. 141 million, resulting in higher expenditures on consumer goods and lifestyle services (Chhatwal, 2024).

2. Strong Growth in the Food and Beverage Sector

South Jakarta has over 5,318 medium and large food and beverage establishments in 2022, underscoring its significant role in Jakarta's lively culinary scene. Although East Jakarta tops the list with 6,228 establishments, South Jakarta's impressive figure emphasizes its status as a key gastronomic center, outpacing Central Jakarta with 1,763 and West Jakarta with 3,165 establishments (Central Bureau of Statistics, 2022b).

3. Consumer Spending Trends

Households in Jakarta have higher-than-average monthly spending, averaging Rp. 14.89 million in 2022, which is significantly above the national average of Rp. 8.36 million. This financial capability indicates a market eager for premium and innovative dining experiences (Ghifari, 2023).

4. Rising Popularity of Specialty Restaurants and Bakeries

There is a growing trend of specialty coffee shops and high-end bakery chains in Indonesia, particularly among millennials and consumers embracing a westernized culinary lifestyle. Establishments that offer artisanal breads, desserts, and pastries are becoming increasingly

popular, suggesting a market open to fusion pastry ideas (Yuningsih, 2024).

5. Ideal Location and Accessibility

South Jakarta's infrastructure and connectivity position it as an ideal spot for new business opportunities. The city's focus on enhancing public transportation, particularly through the expansion of the Mass Rapid Transit (MRT) system, significantly boosts mobility and access. The upcoming East-West MRT line, backed by a nearly \$1 billion loan from Japan, is anticipated to further elevate Jakarta's status as a global city by improving connectivity (Reuters, 2024). Moreover, efforts to upgrade pedestrian infrastructure and develop shared streets have made the area more accessible (Institute for Transportation and Development Policy, 2021). This combination of residential areas and commercial zones guarantees a continuous stream of potential customers looking for distinctive dining experiences.

The lounge is well-positioned to capitalize on the growing trend of fusion cuisine and unique culinary experiences in Jakarta. A mid-to-premium pricing strategy will reflect the high-quality ingredients and craftsmanship behind each pastry, while marketing efforts will focus on social media platforms to attract productive individuals, primarily millennials. The physical location in Astha, a culinary hotspot, coupled with the potential for online orders and delivery, will ensure broad accessibility. With strong consumer interest in culturally infused pastries and innovative dining experiences, the

Indonesian Fusion Pastry Tasting Lounge has the potential to thrive in the competitive South Jakarta food scene.

This gap in the market presents an ideal opportunity for Karsa, which tweaked the concept of a tasting room into a cultural fusion pastry tasting lounge that offers bite-sized sweet and savory pastries with a unique element of traditional Indonesian ingredients. The business would cater to a new niche, blending contemporary tastes with local culinary heritage. Due to the abundance of existing cafés and restaurants in the area, there is a need for differentiation; a pastry-focused lounge would not only stand out but also introduce an innovative dining experience that taps into the untapped demand for Indonesian-inspired pastries. This concept would contribute something fresh to the already vibrant culinary scene of Ashta, filling a significant gap in the market while offering a distinct experience in a crowded industry.

B. Business Feasibility Objectives

Determining whether the Cultural Fusion Pastry Tasting Lounge concept can be effectively implemented in Ashta, South Jakarta, depends significantly on the objectives of this feasibility study. The research is designed to evaluate the business from multiple perspectives, ensuring a comprehensive analysis of both the potential benefits and challenges of launching the business.

1. Major Objectives

- a. The primary goal is to understand the market demand for a cultural fusion pastry lounge that blends traditional Indonesian ingredients with

modern pastry techniques. This involves identifying target customers, evaluating market trends, and studying the competitive landscape. The objective is to determine whether there is sufficient demand in the South Jakarta area, where tourism and culinary experiences play a significant role in attracting both local and international visitors. Additionally, the analysis aims to explore customer preferences for fusion pastries and their openness to culturally immersive experiences. This will help ensure that the lounge caters to a market gap, providing a unique and culturally enriching dining experience.

- b. The operational objective is to assess the logistical and practical aspects of running the pastry tasting lounge. This includes understanding the supply chain for sourcing high-quality traditional Indonesian ingredients, such as pandan, coconut, and tempeh, and evaluating how these can be consistently integrated into the production of modern pastries. The study will also evaluate the physical layout of the space, production workflow, kitchen equipment requirements, and service delivery methods. The aim is to determine the most efficient operational structure that maintains high quality while ensuring cost-effectiveness and smooth daily operations.
- c. The organizational objective focuses on creating a clear structure for managing the business, including defining roles and responsibilities for staff. This involves determining the number and type of employees required, from pastry chefs skilled in fusion techniques to customer

service staff knowledgeable about Indonesian culture. Additionally, this aspect will assess training programs that will help the staff deliver a culturally rich and informative customer experience. Proper HR management is essential to maintaining a high standard of service, ensuring customer satisfaction, and supporting the overall success of the business.

- d. The financial objective is to analyze the overall profitability and sustainability of the business. This includes estimating startup costs, such as equipment purchases, interior design, and staff hiring, as well as ongoing operational expenses like ingredient sourcing, salaries, and utilities. Revenue projections will also be developed based on the pricing model for pastries and additional revenue streams, such as cultural events. The objective is to evaluate the business's ability to generate sufficient revenue to cover expenses and achieve profitability within a reasonable timeframe. The financial analysis will be key to understanding the business's long-term sustainability and potential for growth.

2. Minor Objectives

- a. With the growing interest in culinary tourism, innovative business concepts like the Cultural Fusion Pastry Tasting Lounge offer fresh opportunities for industry expansion. By blending modern pastry techniques with traditional Indonesian ingredients, this business not only enhances the local culinary scene but also creates employment for

the community. From pastry chefs to cultural educators and hospitality staff, the lounge will provide a variety of new job opportunities, contributing to the growth of the tourism and culinary sectors while preserving cultural heritage.

- b. The business aims to create meaningful opportunities for local suppliers and communities by incorporating locally sourced ingredients into its menu. By prioritizing traditional Indonesian ingredients such as pandan, coconut, gula melaka, and various regional spices, the lounge can foster sustainable relationships with local farmers, producers, and artisans. This not only helps promote the agricultural and artisanal sectors but also contributes to the local economy by expanding the market reach of these small-scale suppliers. Furthermore, the lounge can collaborate with local communities to host cultural events, offering them a platform to showcase their heritage and craft to a broader audience. This symbiotic relationship between the business and the local community can drive mutual growth and support cultural preservation.
- c. Another objective is to conduct a thorough analysis of the fusion pastry tasting lounge concept, allowing the business to gain a deep understanding of both its advantages and challenges. This involves exploring the market demand for a unique culinary experience that combines Indonesian traditional flavors with modern pastry techniques. On the advantage side, the business taps into the growing trend of experiential dining and cultural tourism, catering to customers who

seek novelty and authentic, locally-inspired food experiences. However, the business must also assess potential challenges, such as the complexity of balancing traditional ingredients with modern pastry techniques without alienating customers unfamiliar with Indonesian flavors. The objective is to uncover these dynamics and navigate them successfully, ensuring that the lounge can capitalize on its strengths while mitigating any operational or market-related risks.

C. Methodology

There will be two types of research methods conducted to complete the research plan, which are primary and secondary data.

1. Primary Data

Primary data refers to the collection of new, firsthand information directly from individuals, businesses, or other sources relevant to the study. This data is gathered through surveys, interviews, focus groups, and observations.

a. Marketing Analysis

- 1) **Surveys and Interviews:** Surveys and interviews will be conducted to gather insights from potential customers on their preferences for fusion pastries and cultural dining experiences. These methods allow for direct engagement with the target audience, ensuring accurate and relevant data. Surveys are particularly useful for capturing a wide range of customer

preferences, while interviews provide deeper insights (Sekaran & Bougie, 2016).

b. Operational Analysis

- 1) Test Kitchen Trials: Testing menu items in a controlled environment helps refine recipes and gather feedback on taste, presentation, and cultural authenticity. This practical approach ensures that the final product meets customer expectations (Labensky et al., 2020).

c. Organizational & HR Analysis

- 1) Employee Interviews: Interviews with industry professionals, such as pastry chefs and hospitality managers, will provide insight into the skill sets needed for staffing. These interviews offer valuable information on the operational challenges and opportunities specific to fusion cuisine (Dessler, 2023).
- 2) Observations of Similar Businesses: Observing competitors or similar businesses will help identify best practices in customer service, staff management, and workflow efficiency, ensuring the new business can operate smoothly (Griffin, 2012).

d. Financial Analysis

- 1) Revenue Projections Based on Customer Data: Using data gathered from customer surveys, revenue projections can be calculated by estimating spending habits and preferences. This

approach ensures that financial forecasts are grounded in actual market conditions (Drury, 2018).

2. Secondary Data

Secondary data refers to information that has already been collected and published by other sources. This type of data provides broader industry insights and helps validate findings from primary data.

a. Marketing Analysis

- 1) Industry Reports: Reports from organizations such as the World Tourism Organization (UNWTO) provide insights into culinary tourism trends, which are relevant to the fusion pastry concept. These reports offer valuable data on global and local market demand for cultural dining experiences (UNWTO, 2012).
- 2) Competitor Analysis: Reviewing the business models and customer feedback of existing fusion pastry shops in South Jakarta helps identify market gaps and opportunities. Websites like TripAdvisor and Zomato are useful for analyzing competitor performance and customer reviews.

b. Operational Analysis

- 1) Supplier Market Research: Research from the Indonesian Ministry of Agriculture provides information on the availability and seasonality of local ingredients. This data ensures that ingredient sourcing strategies are viable year-round (Ministry of Agriculture, 2022).

- 2) Best Practices in Culinary Operations: Trade publications like Culinary Arts Today provide valuable insights into the operational workflows of successful restaurants and pastry shops. These practices can be adapted for the lounge to ensure efficiency and quality (Labensky et al., 2020).

c. Organizational & HR Analysis

- 1) Labor Market Data: Reports from the Indonesian Ministry of Manpower provide insights into wage expectations, labor availability, and employment trends in the hospitality sector. This data is crucial for determining staffing levels and salary structures (Ministry of Manpower, 2023).
- 2) HR Best Practices: Academic research on HR practices in the hospitality industry highlights effective recruitment and employee retention strategies, which can help the business maintain a high level of service (Wilton, 2016).

d. Financial Analysis

- 1) Financial Performance of Similar Businesses: Case studies and public financial reports of similar businesses, particularly fusion restaurants, offer benchmarks for profitability and cost structures. This data helps in creating realistic financial projections for the lounge (Hartmann et al., 2020).
- 2) Economic Reports: Data from Indonesia's Central Bureau of Statistics (BPS) provides insights into economic conditions,

inflation rates, and consumer spending patterns. This information helps adjust financial models to account for economic fluctuations (Central Bureau of Statistics, 2021).

D. Business Conceptual Review

1. Definition of a Tasting Lounge

A tasting lounge is a dedicated space where customers can sample and experience curated selections of food or beverages in a relaxed, experiential setting. Originally associated with wineries and distilleries, tasting lounges have expanded into the culinary world, especially in the form of food tasting rooms where customers explore new flavors. This approach provides a unique sensory experience, which is a key aspect of customer engagement (Walker & Walker, 2021).

The Cultural Fusion Pastry Tasting Lounge concept adapts this idea by offering customers bite-sized pastries that blend traditional Indonesian ingredients with modern pastry techniques. This immersive cultural experience allows patrons to enjoy a fusion of flavors while learning about the history and significance of the ingredients.

2. History of Tasting Lounges

Tasting lounges have their roots in the European wine industry, where vineyards offered samples of their wines to visitors in tasting rooms. Over time, this concept evolved and extended to breweries and distilleries. Today,

it has been adopted by the food industry, where it is used to introduce customers to artisanal and gourmet products (Harrison et al., 2019).

The expansion of tasting lounges into pastry and dessert experiences aligns with modern consumer trends, where food is seen not only as nourishment but as a source of entertainment and cultural exploration. The growing interest in experiential dining has led to the development of tasting rooms that specialize in high-end desserts and pastries (Walker & Walker, 2021).

3. Types of Tasting Lounges

There are various types of tasting lounges, typically classified based on the product being offered:

- a. Wine and Beverage Tasting Lounges: These lounges focus on alcoholic beverages like wine, beer, or spirits.
- b. Food Tasting Lounges: These venues offer tastings of gourmet food items such as cheese, chocolate, or pastries.

4. Karsa Fusion Pastry Tasting Lounge

The business model chosen is a Fusion Pastry Tasting Lounge, which offers a culinary experience that combines traditional Indonesian flavors with contemporary pastry techniques. By incorporating ingredients such as pandan, coconut, and palm sugar, the lounge presents familiar Indonesian tastes in modern pastry forms. This fusion approach is designed to appeal to both local customers who appreciate traditional flavors and international clientele who are drawn to innovative, globalized food experiences.

According to Davis et al (2018), fusion cuisine blends elements from two or more culinary traditions, resulting in dishes that offer a unique combination of textures, flavors, and presentation. The Cultural Fusion Pastry Tasting Lounge leverages this trend by creating pastries that are not only rooted in Indonesian culinary traditions but are also influenced by French, Japanese, and other global pastry techniques.

5. Technical Aspects of the Tasting Lounge

a. Facilities

- 1) Aesthetic Design: Inspired by traditional Indonesian architecture combined with modern interiors. This blend reflects the fusion concept of the pastries themselves, where tradition meets modernity (Walker & Walker, 2021).

b. Management and Operations

- 1) Customer Experience: The lounge will prioritize excellent customer service, with staff trained to provide insights into the fusion pastries and to guide customers through their tasting experience (Harrison et al., 2019).

c. Operational Studies

- 1) Supply Chain Management: Establishing strong relationships with local suppliers to ensure a steady flow of fresh, high-quality ingredients is essential for this business. Consistency in the supply chain will help maintain product quality and customer satisfaction (Walker & Walker, 2021).

- 2) Workflow Optimization: Efficient kitchen and service workflows will ensure that customers receive their pastries promptly while maintaining high standards of presentation and quality (Davis et al., 2018).

6. Type of Restaurant

A specialty restaurant is defined as a business concentrating on a specific type of cuisine or a distinct dining experience, offering unique dishes often missing in general dining establishments (Walker & Walker, 2021). Catering to markets and offering a carefully chosen menu based on the theme or concept are key components of specialty restaurants' success. These eateries prioritize creativity and quality, frequently customizing their offerings to appeal to patrons looking for exceptional, one-of-a-kind dining (Davis et al., 2018).

Karsa pastry fusion lounge fits the specialty restaurant category, as it offers a fusion of Indonesian and Western pastries. The lounge emphasizes the cultural blending of flavors by combining local Indonesian ingredients such as pandan and palm sugar with modern pastry techniques. This creates a niche experience in the crowded South Jakarta café scene, catering to customers who seek artisanal, culturally significant foods. The focus on bite-sized portions further differentiates Karsa, giving customers a unique opportunity to explore various flavors in a single visit.

7. Type of Service

American service is a service style where servers deliver the food straight to the customer's table after it has been fully prepared and plated in

the kitchen (Miller, 2016). This approach prioritizes consistency and professionalism, guaranteeing that the meal is delivered on time and presented in an appealing manner.

Karsa will adopt the American service style to enhance the overall dining experience. Given the artisanal nature of Karsa's fusion pastries, plating and presentation are essential for conveying the premium quality and cultural storytelling behind each dish. Using American service allows staff to engage with customers, offering explanations of the fusion process and the ingredients used in the pastries. This interaction will elevate the customer experience by providing both excellent service and educational insights into the cultural significance of the food.

8. Type of Menu

A fixed menu is a structured offering of a set number of dishes that rarely change, while seasonal rotations introduce new items based on ingredient availability or cultural relevance at certain times of the year (Miller, 2016). While seasonal modifications keep the offerings interesting and fresh for returning customers, a set menu offers consistency, allowing customers to get to know a restaurant's distinctive dishes (Kotler & Keller, 2016).

Karsa will implement a fixed menu with seasonal rotations. The fixed menu will feature signature fusion pastries, ensuring consistent availability of popular items such as the Serundeng Croissant and Rendang Empanada. In addition, Karsa will introduce seasonal pastries that highlight local

ingredients and celebrate Indonesian cultural events or holidays, keeping the menu dynamic and encouraging repeat visits. For example, a special pandan dessert could be introduced during certain festive seasons, aligning with the lounge's cultural theme. This approach not only caters to the customer's desire for consistency but also satisfies their curiosity for new and innovative offerings.

The concept of a tasting lounge fits perfectly with Karsa's business model, offering an experiential and interactive dining environment where customers can explore fusion pastries. Karsa enables customers to try a wide range of flavors in one sitting by including bite-sized pastries prepared with traditional Indonesian ingredients. This approach enhances the sensory experience and aligns with modern trends where food is seen as a form of entertainment and cultural exploration. By combining regional Indonesian ingredients with international pastry skills, Karsa's fusion pastry lounge transcends traditional dining and carves out a distinct market that draws both domestic and foreign customers.

The technical aspects and service style further elevate Karsa's offering. Like the pastry concept itself, the lounge's design symbolizes an integration of tradition and innovation. While the fixed menu with seasonal rotations meets client desires for both novelty and dependability, the American service style guarantees consistency in presentation. Karsa stands out in Jakarta's competitive café market through its emphasis on handcrafted and culturally meaningful pastries, which puts it in the specialty restaurant category. All

things considered, Karsa's careful blending of various components results in a creative and culturally diverse eating experience.

