

# CHAPTER I

## THE BACKGROUND

### 1.1 Background of the Study

Today, many culinary businesses rapidly develop in Indonesia and make people motivated to create and build their businesses with new ideas. Culinary businesses can contribute big incomes for a nation, as the data of Labor Statistics show: “The culinary industry represents one of the fastest-growing occupational categories in the nation” (qtd.in Chalmers par. 5). For Indonesian people, the favorite food is not only modern food but also traditional food. Based on my survey through the Internet to 50 respondents, I can conclude that one of their favorite foods is Martabak Bangka. *Martabak* is a flat dough cake usually with savory fillings.

There is some significant information related to Martabak Bangka. Based on the information from a government site about Chinese people in Bangka, named BUKJAM (*Bangka Urang Kite Jitjong A.M*), it is stated that:

Martabak Bangka is a special cake originated from Bangka Island and is usually called *Hok Lo Pan*. Hok Lo Pan or *Martabak* in Indonesian is a special food from Bangka Belitung. *Martabak* was created by Hakka people. Literally, the meaning of Hok Lo Pan (*martabak*) is a cake that is made by Hok Lo people. However, this is the original cake from Hakka (Khek) Bangka' people. The real fact is *martabak* was made by immigrant Hakka (Khek) not by Hok Lo people. (par.1)

Hok Lo Pan (*martabak*) is a very simple cake. It takes only 12 minutes to make it. Nowadays, there are many varieties of *martabak's* toppings; there are bananas, cheese, chocolate, strawberry, and others. However, the original *martabak* only uses sesame seeds for the topping. Therefore, mostly in Bandung, the taste of Martabak Bangka nowadays becomes different from the original cake because Martabak Bangka is sold by people who are not from Bangka. As one of the Martabak Bangka's lovers who also comes from Bangka, I have a great desire that many people should know the original taste of Martabak Bangka. Based on these situations, I plan to run a food business that sells original Martabak Bangka.

The name of my business is Martabak Bangka PunyaQita. According to Jaringan Bisnis-Team, one of the favorite foods in Indonesia is Martabak Bangka (JB Team 10). It means that *martabak* can be easily accepted in the market. Therefore, this is a good opportunity for me to be successful in running this business, based on my survey of 50 people who are

employees and students in North Bandung; this cake has a good image in the market. Martabak Bangka is suitable for people who like sweet and salty meals. I also choose to run this business because this food is suitable for coffee break or as a gift brought back from a trip (JB Team 10).

The target market of my business is teenagers and adults who like the original taste of *martabak* and like to hang out. These people are the most suitable target for my business that offers the original taste of Martabak Bangka and also provides a comfortable place to enjoy the atmosphere of Bangka Island so that they would feel as if they were in Bangka. My product is packed into a packing box for customers who like to have it as a take-away meal. Besides, there is a dining room for consumers who like to dine in.

## 1.2 Unique Selling Proposition

Before starting a business, first it is important to know the unique business selling proposition. According to Entrepreneur Magazine, it is stated that, "Unique Selling Proposition (USP) is the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition" (par. 1). The uniqueness of Martabak Bangka PunyaQita is its special original taste and various sizes of the product.

Martabak Bangka PunyaQita presents the original taste of Martabak Bangka which is made by Bangka people who are competent in making *martabak*. Martabak Bangka PunyaQita also offers various sizes of

*martabak* based on the customers' demand. There are three sizes of Martabak Bangka PunyaQita which are small, medium, and large. The small Martabak Bangka PunyaQita can serve 1-2 people, medium-size can serve 1-5 people, and large size can serve 1-8 people. They can enjoy the delicious and warm Martabak Bangka with their friends or family because my business also provides a dining room which is decorated with Bangkanese cultural decorations, such as ethnic centerpieces from Bangka, some pictures of Bangka and ethnic wall-ornaments.

### 1.3 SWOT Analysis

SWOT Analysis is needed to define the strengths, weaknesses, opportunities, and threats of a business. Johnson, Scholes, and Whittington emphasize that "SWOT summarizes the key issues from the business environment and the strategic capability of an organization that are most likely to impact on strategy development" (119). Therefore, performing SWOT Analysis is important in the business in order to make the business develop successfully. The next paragraphs explain the strengths, weaknesses, opportunities, and threats of Martabak Bangka PunyaQita.

#### 1.3.1 Strengths

The first SWOT analysis is strength. Pearce and Robinson state that "strengths are special qualities that a company has and which is also

suitable with the needs of the markets“ (167). The strengths of my business are:

- The various sizes of Martabak Bangka.
- The original taste of *martabak* made by Bangka people.
- The reasonable price for each *martabak*.
- The use of a dining room.

I will divide Martabak Bangka PunyaQita's size into three various sizes, namely small, medium, and large based on the customers' demand.

Based on my survey of seven sellers of Martabak Bangka in Bandung, I consider that when Martabak Bangka is made by non-Bangkanese people, the taste of Martabak Bangka will be different from *martabak* made by Bangkanese. The original taste of Martabak Bangka comes from the process of making Martabak Bangka PunyaQita. The difference between Martabak Bangka PunyaQita and the other *martabak* is when Martabak Bangka PunyaQita's dough is not done, the dough will be lifted up from the cooker around three minutes and the dough will be spread with the butter at the same time. I will hire a Bangkanese cook who is an expert in making Martabak Bangka. Based on my survey of 50 people who are employees and students in Bandung, my products have reasonable prices and they are almost the same as the prices of the competitors. I also provide a dining room for consumers who like to enjoy the *martabak* at my stall.

### 1.3.2 Weaknesses

Weaknesses are the internal conditions that keep a business from developing. It is stated that, "Weaknesses are the qualities that prevent us from accomplishing our mission and achieving our full potential" ("SWOT Analysis" par. 4). The weakness of my business is that it is difficult to find a cook from Bangka who is an expert in making *martabak* in Bandung. To overcome this weakness, I will go to Bangka and try to find a cook who can join my business. The other weakness is that Martabak Bangka is not a new kind of meal so it is easy to imitate. This situation makes me think creatively to make the target market loyal to my business by giving a box of large sweet *martabak* for the consumers who have collected ten bills from Martabak Bangka PunyaQita.

### 1.3.3 Opportunities

According to Pearce and Robinson, opportunities mean "a major favorable situation in a firm's environment" (166). Based on the same survey that I have done, the opportunity of my business is the good image of my products in the market and the strategic location (Jl. Setia Budi No.175). The location is strategic for my business because it is near hotels, universities, cafes, and banks. I also start the first business which has a stall concept of Martabak Bangka that has various sizes in Bandung. Therefore, I have an opportunity to develop this business.

#### 1.3.4 Threats

Pearce and Robinson maintain that “a threat is a major unfavorable situation in a firm’s environment” (166). Based on the statement, my business’s threat is that there are many competitors who also sell *martabak*, either Martabak Bangka or other *martabak*, and this situation causes the price competition. They are Martabak Royal Bangka, Martabak Bangka/ Kubang, Martabak Bangka Royal Jaya, Martabak Mr. Black, Martabak San Francisco, and others. It is also difficult to get positive responses from the consumers at the beginning of the business.

Despite the threats and weaknesses, Martabak Bangka PunyaQita will become a promising business because the product is suitable for the situation these days where generally people like to have a sweet and salty snack. The theme of Bangkanese culture in the dining room also will be fascinating for people who like to hang out.