

CHAPTER I

THE BACKGROUND

1.1 Background of Study

Many kinds of traditional food are usually served in some special occasions in Indonesia. In Indonesia, this traditional has food delicious taste because the recipes of the traditional food contain many combinations of ingredients and seasoning which create a delicious taste.

In these days, culinary business is very developing in every city. Many people compete to make a unique food product. M. Ichsan Arif in his article “Mengenal Bisnis Makanan” says that many people can make the product unique or have a unique taste so it will create one “brand” to our food product. Making one food business concept which is strong and unique is one of the challenges (par. 3). Thus, some people should try making a unique product by always making some experiments or mixing the ingredients because at this time many people tend to be interested in tasting new food. They can find and buy many kinds of unique food in street vendors on the sidewalk or in elegant places.

Arif believes that “Culinary business is growing faster than before because culinary business never dies to be explored and people always need to eat” (par. 1). According to that statement, culinary business is growing fast and needs to be explored since people always need to eat. As a result, I choose this business because I want to explore and develop culinary business, especially in Javanese food. My second reason is that I like cooking and eating very much. I often make a new recipe which has new ingredients. The last reason is I choose *Nasi Begana* because most people in Indonesia eat rice or use food ingredients containing carbohydrate like sago and cassava. In Indonesia, the people prefer to eat rice instead of bread. Hanny says in her article “Beras Makanan Pokok Sumber Protein” that in Indonesia 90% of people tend to prefer to eat rice instead of bread (par.1). Thus, I combine three reasons that I mention in the previous sentences to build a business opportunity in culinary business. I also make research to run my business. Based on questionnaires that I distributed to 100 people who come to Tegalega, 72% respondents know about *Nasi Begana*.

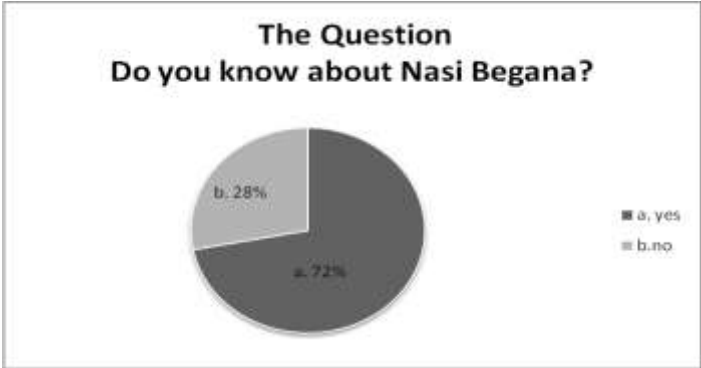


Figure 2.3 People Know *Nasi Begana* (%)

Source: Questionnaire

I will try to open a tent that sells *Nasi Begana*. *Nasi Begana* is rice with all sorts of side dishes. Sometimes people use *Nasi Begana* for *Nasi Tumpeng*. *Nasi Tumpeng* refers to the cooked rice which is triangle in shape and it is surrounded by dishes. We can use *Nasi Begana* in some occasions such as a birthday party, a wedding anniversary party, a 7 month-pregnancy party, a one-month anniversary for baby or a graduation.

The name of my business is *Tenda Begana Organik* (Begana Organic Tent). I choose the name because the name of my business matches with my menu. TBO is a tent which sells many kinds of traditional food especially *Nasi Begana*. In TBO, the consumers can choose *Nasi Begana* with white, yellow, red, green, and purple rice with all sort of side dishes based on their taste. TBO is a place that provides for people who like eating organic food. Samantha Fisher in her article which the title is "Organic Foods Healthier than Conventional Foods" says that "Organic foods are crops and animals produced and fed with natural food and without the use of chemical additives" (par.1). Based on the questionnaires that I distributed to 100 people in Tegalega with different age, sex, and job, all people who completed the questionnaire said that they are very concern about their health. In other words, by eating the food in TBO they do not have to worry about carbohydrate, proteins and fat because reduce their weight and they can be healthy. Sheryl Walters says in her article that "organic food can be considered to be better and healthier not only for consumer and also for the environment" (par.1).

The location of TBO is on Tegalega Sports Ground. I choose Tegalega Sports Ground because the distance between the location of production and Tegalega is not too far. Therefore, I want sell the product only in south Bandung. In addition, many people from many places around Bandung go there for doing sport (jogging), shopping, hanging out with their family and friends, and buying some food. They usually buy and eat some food after the activities. In other words, Tegalega is a suitable place to open TBO.

1.2. Unique Selling Proposition

The uniqueness of TBO is that all ingredients used are organic. I use organic rice which is healthier than ordinary rice in general. I also want to introduce the unique name for the food that can make consumers interested in buying *Nasi Begana*, for example is *Nasi Begana Special Jengke*. I provide this menu for people who like *jengkol*. Especially for this menu, TBO gives its consumers free cucumber and chips to minimize the smell of their mouth caused by eating *jengkol*. The next menu is *Nasi Begana Setan* which is provided for people who like spicy food. Another menu is *Nasi Edan*. This menu provides food for people who want to eat in big portions. The last one is *Nasi Begana Kucing*. It is a menu which is provided for people who want to enjoy *Nasi Begana* with fish dishes (salt fish such as *jambal*, *peda*, *gabus*).

1.3. SWOT Analysis

Before I start my business, I should make SWOT analysis to know what strategic plan that I should deal with in my business. SWOT analysis can make me easily analyze my business. Philip Kotler states that “SWOT consists of strength, weakness, opportunity, threat” (102).

1.3.1 Strength

The first is strength. According to Thompson, “Strength is something a company is good at doing or an attribute that enhances its competitive” (85). There are several strengths of TBO. First, only few places provide food with organic ingredients. Second, TBO only offers organic menus especially *Nasi Begana* for people who care about their health. TBO sells colorful organic rice. I choose *suji* leaves to color the rice green. I choose beet to color the purple rice, and saffron to color the yellow rice.

1.3.2. Weakness

Second is about the weakness of the company. Thompson states “Weakness is something a company lacks or does poorly (in comparison to others) or a condition that’s puts it at a disadvantage in the marketplace” (90). First, the weakness of my business is that the prices of the organic ingredients are more expensive than non-organic ingredients. I solve this problem by doing observations like interviews and distributing questionnaires to consumers and make sure they want to try organic menus in TBO. The

next weakness is that the ingredients are from an organic ingredients distributor which place is too far from Lembang to the production place in Kopo. Consequently, it can make the cost bigger to get the available ingredients. To solve this problem I do not depend on only one supplier of ingredients, but I cooperate with some producers of organic ingredients. Another weakness is that the ingredients are not available in every season. Their availability depends on the weather because in a rainy season the ingredients will be rotten easily. I solve these problems by keeping stock of ingredients for a few days. I do not want to keep the ingredients too long because I always want to use fresh ingredients. The last weakness is that this business is not common in our society because the ingredients used are organic. To solve the problem I will have grand opening promotions by giving 10% discount in the first month of TBO's opening and giving flyers or brochures.

1.3.3. Opportunity

The third one is opportunity. Opportunity is “an area of buyer need or potential interest which in a company can perform profitably” (Kotler and Armstrong 102). Learning from the theory, in running this business there are some opportunities such as an area of buyer and potential of company that can give good effects for my business. With good opportunity, I want to begin establishing this business because there are only few organic food places in Bandung especially surrounding Tegalega Sports Ground. I want to introduce

and develop this business because nowadays most people want to keep themselves healthy and realize to take care of themselves by having a good habit of eating and eating healthy food. It was proven when I distributed the questionnaire. All of the respondents care about their health. It is an opportunity for me to sell food made of organic ingredients in TBO. TBO's competitors are people and restaurants which sell non organic *Nasi Begana*.

1.3.4 Threat

The last is threat. Kotler and Armstrong point out that threat is “a challenge posed by an unfavorable trend or development that would lead, in the absence of defensive marketing action, to deterioration in sales or profit” (104). Sometimes I have a little bit difficulty to get the organic ingredients because of the distance from the production place to a traditional market that sells organic food. The weather factor can also influence TBO to get organic ingredients. Thus, it can disturb the operation of TBO. For example, if it rains continuously vegetables maybe become rotten or their harvest may fail. All the threats can effect the production and the price of the menu. TBO's competitors are people and restaurants which sell *Nasi Begana* non-organic such as, Red crispy (Organic Fried chicken) at Komplek Singgasana Pradana.