

CHAPTER I

THE BACKGROUND

1.1 Background of the Study

Culinary business has a good prospect because everyone needs food and always eats. It makes culinary business keeps on developing and finally became a long lasting business. In many cities, culinary business has become very popular and one of the most popular culinary cities in Indonesian is Bandung. In Bandung, people can find many kinds of food and it makes people curious to explore the culinary dishes in Bandung. According to Sienny Lauws, who lives in Bandung, “A mailing-list for people fond of eating and exploring the culinary dishes of a particular region--the fact that many domestic tourists visit Bandung may indeed account for the great number of unique cuisines found in Bandung today” (par. 6). Because of this reason, I am interested to start my culinary business in Bandung.

I have a plan to make “***Bakso Rumput Laut***” (Seaweed Meatball) which has similarity with ‘*bakso malang*’. I make a variation of ‘*bakso malang*’, because it is one of the most favorite foods in Bandung. “Today,

because of a much larger demand, larger restaurants now specialize in serving '*bakso malang*' (Sandynata 3). Also, according to the article entitled "Enjoy a Profitable & Promising Business as a Franchise of Bakso Kota Cak Man Restaurant", it is stated that "'bakso malang is a favorite for children, adults, and elderly like" (par. 3).

The reason I mix seaweed as one of the ingredients is based on the fifty questionnaires that are spread to customers at Hyper Paskal Square food court. I found out that about sixty percents of the respondents are bored with the food there. They want to try unique food, and are interested in trying *Bakso Rumput Laut* which mixes seaweed as one of the ingredients in every meat dough (the data is in the 11th appendix). Also, another statement from "Culinary Treats: Bandung, West Java" states that, "...the domestic tourists are usually the same people and of course they will get bored easily if they see the same cuisines every time they come to Bandung" (par. 7). In addition, based on health reason that nowadays people are getting more aware of (Khoury), I am interested in making a meal which contains seaweed that has a healthy benefit and contains nutritious ingredients.

The vision of *Bakso Rumput Laut* is to provide popular and favorite healthy food in Bandung. The mission of *Bakso Rumput Laut* is giving a healthy and delicious food, especially in seaweed for people in Bandung; also popularize *Bakso Rumput Laut* as a healthy and delicious food mixed with seaweed in Bandung.

The target market of *Bakso Rumput Laut* is people who come to hang out to enjoy meal especially people who like seaweed and '*bakso malang*'.

Consequently, Paskal Hyper Square is chosen as the location of *Bakso Rumpot Laut*. It is supported by a reason that Paskal Hyper Square is a strategic and comfortable location to hang out while the people want to relax and enjoy their time with friends or family in their activities. It is proved based on the statement from “Bandung... Backtracking Our Steps” that mentions, “Paskal Hyper Square is a place with an impressive open air food court” (par. 4). Another reason, Paskal Hyper Square is popular becomes the biggest food court in Bandung with one thousand and one hundred menus of popular Indonesian food that attract people to come to Paskal Hyper Square’s Food Court. The article entitled “Paskal Hyper Square” states that, There are many choices in this area, such as food, relaxation, shopping café, and also food market that has 1100 food and drink menus, and many more” (par. 2). In conclusion, I am convinced that *Bakso Rumpot Laut* will have a great chance to grow up and to be popular considering its strategic location, the delicious taste, and the healthy benefits.

1.2 SWOT Analysis

1.2.1 Strength

There are several strengths of *Bakso Rumpot Laut* business. First, *Bakso Rumpot Laut* is located in a strategic place that is in Paskal Hyper Square. Second, *Bakso Rumpot Laut* has so many healthy benefits which become more advantage for my business than the other competitors.

1.2.2 Weaknesses

There are some weaknesses of my business. First, some people are allergic to seaweed. Second, some people do not like seaweed. It will be difficult to make them interested in trying *Bakso Rumput Laut*.

1.2.3 Opportunity

Bakso Rumput Laut is a promising business because it is the only 'bakso malang' with seaweed in Bandung. The uniqueness of the appearance and ingredients of *Bakso Rumput Laut* increases the curiosity of people to try *Bakso Rumput Laut*. So, *Bakso Rumput Laut* has a big opportunity to become one of the most favorite meals for many people.

1.2.4 Threat

In Paskal Hyper Square, there is another restaurant of 'bakso malang', such as "*Bakso Malang Cipaganti*". This becomes the threat for my business. However, *Bakso Rumput Laut* is different from "*Bakso Malang Cipaganti*" and it has never been found in Bandung before.