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Empowering product development through creative culinary house design

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Abstract: The existence of creative culinary houses with thematic besides culinary has attracted a lot of public attention. In the business balance between supply and demand, sharpness of analysis is needed to see the potential on both sides. Although the supply of culinary business has been very numerous and varied in the city of , analysis of how to build a unique product and find a niche that can still be penetrated is very important. Culinary developments around ex-lokalisasi area are still limited to products that have been developed in the community such as crackers, chips, seaweed and the like. The superior products that are in demand by the community and have great potential are various heavy and light foods that can be consumed in daily life to get enough sales potential and business sustainability. The community gives a positive appreciation in the question of perception about the existence of culinary houses and gives positive interest to become consumers, but some still have negative perceptions about the ex-lokalisasi area and expect the stigma to be lost. In the perception as a producer, the public still doubts the potential for marketing and sales success and the limitations of the place. It is expected that this creative culinary house can have relationships with various other economic centers in the city .

Keywords: Creative Culinary Houses, Superior Product, Marketing and sales

1. Introduction

In this part, the research background, problem formulation, and research objective will be shown.

1.1 Research Background

The rapid development of the city of in the last decade has resulted in a significant increase in economic potential. The increase in the number of points of recreation facilities for individuals and families spur city residents to be more eager to enjoy life. The development of Ex-lokalisasi requires tremendous energy for the City Government and the entire city of , to change the perception of the region that has a negative connotation into a promising economic potential area. The movement of the citizens of the city of and its surroundings to want to visit this area also requires considerable economic and tourist attraction. Culinary developments in the city of show remarkable improvement, along with the development of improved urban infrastructure. The growth of the culinary center which is a structuring transformation of street vendors has been able to provide economic passion for micro entrepreneurs. The existence of creative houses is expected to be able to increase the number of micro business people to fill the niche of potential market needs even though the number of micro business food and beverage



(culinary) has been very much in the city of .Several creative houses have been established by several other agencies, among others, the Trade and Industry Office, the Agriculture Service and Mandiri Bank around Ex-lokalisasi area. The existence of creative houses with thematic besides culinary has attracted a lot of public attention. However, its existence requires visitor continuity, which among others will be able to increase market potential or the potential for purchasing products on display. Likewise, the culinary creative House that will be managed by the Cooperatives and Micro Enterprises Office is expected to be able to attract visitors who are willing to buy products or micro business people who will and are learning to develop a culinary business.

In the business balance between supply and demand, sharpness of analysis is needed to see the potential on both sides. Although the supply of culinary business has been very numerous and varied in the city of , analysis of how to build a unique product and find a niche that can still be penetrated is very important. It is expected that the culinary creative House will be able to sustainably develop this potential market with a variety of needs analysis of supporting facilities that can enhance market competitiveness.

1.2 Research Objective

Based on the problem formulation, the objective for the research are (1) Obtain the latest conditions about the products and markets of food and beverage commodities (culinary) in the city of , especially around the former Dolly localization area, (2) Formulating superior products based on market potential and public preferences in general, (3) Get a picture of people's perceptions as consumers who will buy creative culinary products, (4) Obtain a description of the public's perception as a producer (business actor) who will enliven the product market in the culinary house and participate in learning to develop the business, and (5) Formulate a general description, layout and operational design of the culinary creative House.

2. Methods

In this part, first the research procedure will be discussed. Then the method of collecting data will be presented. After that an example of the result from data collection will be presented. This includes CIMOSA worksheet.

The procedure of conducting the research is pictured in the figure 1.

3. Result And Discussion

In this part, the result of the data collection will be presented.

3.1 Formulation of Creative Culinary Houses

The Creative House in question is expected to bring culinary business interest to the citizens of , especially for those with unemployment status. The number of unemployed in the city of can actually be completed by establishing 3 SMEs per RW with the capacity to absorb 5 people. Below is the design of Culinary Creative Houses .

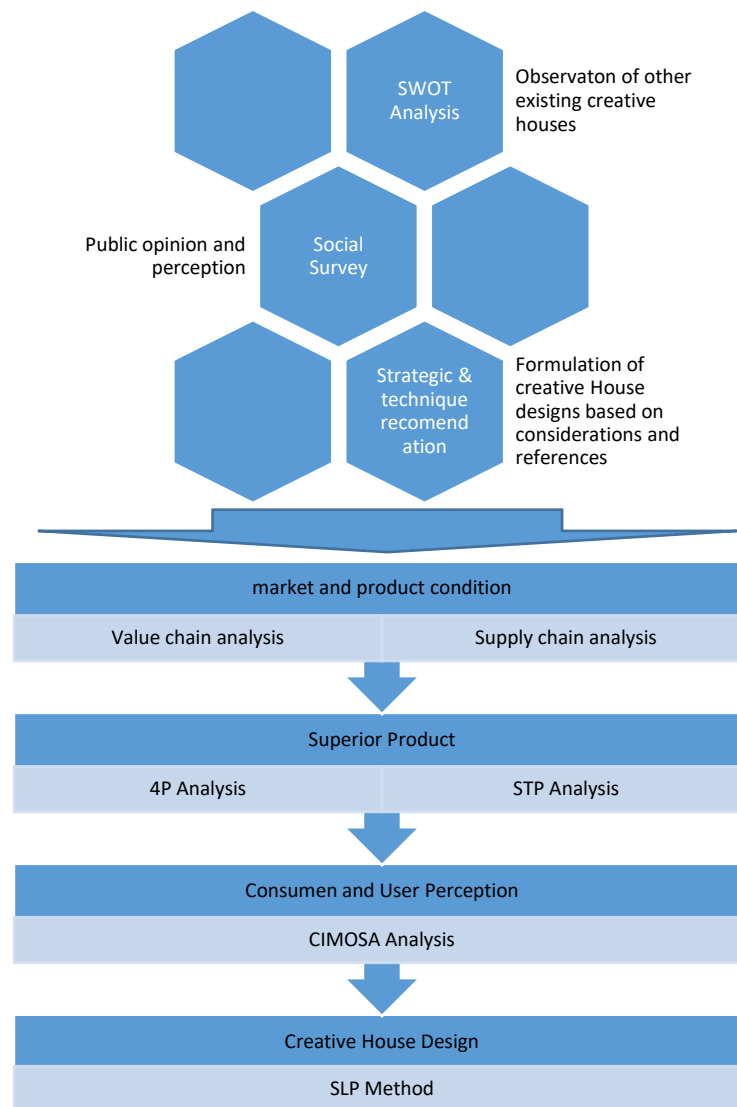


Figure 1. Research procedure to make creative house design start from observation until SLP method in the end. This perception based on public and user perception.

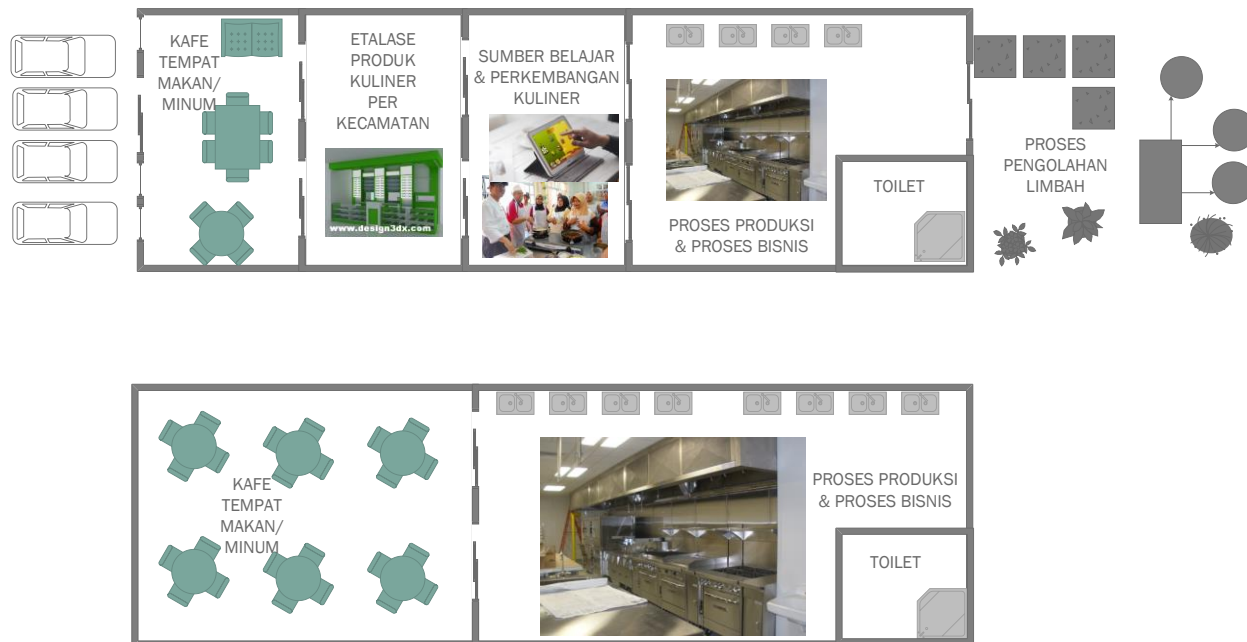


Figure 2. Culinary Creative Houses which collaborated with Coperation & SME Corporate 2017. This Design consist of four rooms, one toilet, and 1 waste recycle room.

3.2 Supply Chain Analysis

The supply chain is a series of flows of goods, information, and processes used to send products or services from the source location (supplier) to the destination (customer or buyer). In relation to this, the supply chain or supply chain contained in the products of food and beverage commodities that exist in Ex-lokalisasi mostly have the same plot. This is because most of the products produced are processed foods and drinks that have a longer expiration period than fresh foods and beverages. In some products the preservation or cooling process can also prolong the life of the product. The following is an illustration of the supply chain of food and beverage products in the ex-lokalisasi area. Below is supply chain ilustration.



Figure 3. Supply Chain Illustration of Culinary Creative Houses that deliver to raw material supplier, SME, City hall, and distribution.

In general, the existing condition of supply chain for food and beverage products produced around the ex-lokalisasi area starts from the procurement of raw materials from suppliers, where the type and amount of raw material needed varies depending on the food or beverage produced.

3.3 4P Analysis

In the marketing mix strategy, the product is the most important element. The selection of the types of products that will be produced and marketed will determine the promotional activities needed, as well as the pricing and distribution methods. In the product strategy, things that need to be considered in the product are quality, service, features, and others, because when there are consumers who buy products, not just buy products but also the satisfaction offered on the product.

Some of the criteria considered to develop creative culinary House planning include culinary creative House design, culinary creative House facilities and infrastructure, and products sold in creative culinary Houses. Based on the results of the questionnaire, creative culinary house design consisting of cafes, culinary product storefronts, learning facilities, production processes and waste management are in demand by respondents. For the culinary creative facilities and infrastructure, the main one is having an adequate parking space while the products sold in the culinary creative house are traditional food and drinks typical of the district or city in East Java.

3.4 CIMOSA Analysis

Creative Culinary Houses must establish the goals and direction towards which this business will run. The purpose of this creative culinary house is as a means for Dolly locals to develop their economy. Then after the goal is obtained, then the best strategy is formulated that must be compiled by the creative House to achieve that goal. Strategy development can be done based on strength, weakness, opportunities, and threats.

In the core process part of developing a product, creative culinary houses must present products that are different from other creative houses. For example, creative culinary houses carry the theme of traditional snacks that are packaged in a modern form. The develop product section is made based on the preferences of consumers. In the get order section, the creative House can choose the right media to promote the community so that people know more about the creative culinary house. At present, with the development of technology, online media in the form of social media is more popular with the public. This can be used as a means for creative culinary houses to make promotions. Promotions can be made through social media such as Facebook or institutions that are currently popular with the public, as well as through the website. In the fulfill order section the culinary creative house fulfills the product to be sold in collaboration with the community at Dolly to make the food and drinks to be sold. Meanwhile, for food and beverage variations can be adjusted to current consumer preferences. By selling traditional food from other regions can be used as a means of preserving cultural heritage in the form of traditional food. In the support product section, it relates to what will be provided by the culinary creative House to support the business process.

In the support process section for Human Resources, creative culinary houses must have good human resources management to support the running of the business. Creative houses must at least have the resources as servants to serve customers and have cooks who are able to cook well so as to maintain the quality of the food sold. Human resources in the creative House must be right in order to meet the demands of customers who come. In the finance & accounting section, creative houses need to calculate the existing cash flow. Finance & Accounting can be done by taking into account financial flows in creative Houses so that costs become more efficient. In the information technology section, creative houses can utilize existing technologies such as utilizing online information media as a means of promotion. In addition, along with the development of creative houses the use of technology can be applied to regulate the inventory of products sold so that there is no demand from consumers that cannot be fulfilled.

3.5 BMC Analysis

Business Model Canvas will provide reference recommendations to formulate supplier and consumer balance, income and costs, as well as reference operational activities to process the resources owned effectively and efficiently. The Canvas Business Model (MBC) is formed with Nine Buildings Blocks which makes it easy for business people to frame and expand business. The following is a Business Model Canvas consisting of key activities, key partnerships, key resources, channels, Customer Relationships, Value Proposition, Customer Segments, revenue streams and cost structures. The following is a culinary creative House business model:



Figure 4. Culinary Creative House Business Model use BMC and CIMOSA Analysis.

4. Conclusion

Based on the finding in the result and the discussion above, the conclusion for this research are:

1. Culinary developments around Ex-lokalisasi area are still limited to products that have been developed in the community such as crackers, chips, seaweed and the like.
2. The superior products that are in demand by the community and have great potential are various heavy and light foods that can be consumed in daily life to get enough sales potential and business sustainability.
3. The community gives a positive appreciation in the question of perception about the existence of culinary houses and gives positive interest to become consumers, but some still have negative perceptions about the ex-lokalisasi area and expect the stigma to be lost.
4. In the perception as a producer, the public still doubts the potential for marketing and sales success and the limitations of the place. It is expected that this creative culinary house can have relationships with various other economic centers in the city of .
5. The general description of culinary creative houses is technically consisting of sales marketing areas, culinary learning areas of the past, until the waste production and processing process has been described and can be continued with more detailed specifications.

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