

A BUSINESS DESIGN FINAL REPORT

JANNAT KITCHEN



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DEPARTMENT OF MANAGEMENT

INTERNATIONAL PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

UNIVERSITAS ISLAM INDONESIA

YOGYAKARTA

2024

A BUSINESS DESIGN FINAL REPORT

JANNAT KITCHEN

A Final Report

Written and submitted to fulfill one of the requirements to achieve a bachelor's degree
in Management Study Program, Faculty of Business and Economics, Universitas Islam
Indonesia

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2024

DECLARATION OF AUTHENTICITY

“I hereby declare that this Business Design and Build Final Report does not contain any works that have been previously submitted by other people to obtain a bachelor’s degree in a university, and to the best of my knowledge, nor does it contain any works or opinion that have been previously written or published by other people, except those referred to in this text and clearly indicated as reference. If it is proven later that this statement is untrue, I am conscious that I will be subjected to punishment/sanction according to the applicable regulations,”

Yogyakarta, 08 July 2024



The Author,

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Gehad Rashed Mansoor Al Sabahi



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Bismillaahirrahmaanirrahiim.

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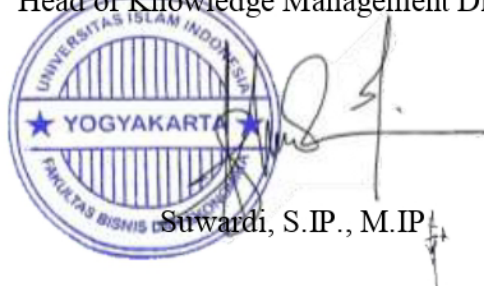
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Yogyakarta, 9 July 2024

Head of Knowledge Management Division,



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A BUSINESS DESIGN FINAL REPORT

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Defended before the Board of Examiners
on July 19, 2024 and Declared Acceptable

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July 19, 2024

Examiner II



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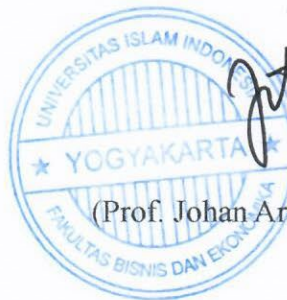
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ABSTRACT

Indonesia is a country that has a high tolerance for cultural differences. Strong cultural acculturation in Indonesian society gives rise to new preferences for various things related to culture, including culinary. Jannat Kitchen's founder saw this as a real business opportunity. Jannat Kitchen was established to tap into the growing market demand for Arabian food in Indonesia. The business was committed to provide high-quality and authentic Arabian food, affordable, and carefully curated taste for the customers. Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries and original Yemeni chefs and staff members to ensure the authenticity of the flavour of the food and the sense of the culinary culture. The business is located in the area of Ma'had Tahfidzul Qur'an Isy Karima, Jl. Raya Solo - Tawangmangu Jl. Pakel No.KM34, Popongan, Gerdu, Kec. Karangpandan, Kabupaten Karanganyar, Jawa Tengah 57791. During its implementation, Jannat Kitchen passed several problems with the main priority was marketing issues. PDCA-Method was used to analyze the problems. The use of social media marketing is less appropriate and does not suit consumer behavior so its application is less effective. Jannat Kitchen tried to execute traditional marketing to complete the social media marketing. The traditional marketing strategy implemented by Jannat Kitchen was successful and in accordance with the company's milestones.

Key Words: culinary business, Arabian food, social media marketing, traditional marketing

PREFACE

Praise for the presence of Allah SWT for His mercy and grace so that the author can complete this Business Design Final Report on time and with a great result. This report was written to fulfil one of the requirements to achieve a bachelor's degree in Management Study Program, Faculty of Business and Economics, Universitas Islam Indonesia.

The compilation of this report is supported by various parties, both material and spiritual. Therefore, from a sincere heart the author would like to thank to:

1. Umi Miftakhul Jannah, S.Tr.T. as author's lovely wife, Ghaith Gehad Rashed Al Sabahi as author's proudly son, Prof. Dr. Rashed Mansoor Mohammed Al Sabahi and Hayaat Mohammed Ali Al Baadani as author's parents, and all member of author's family who always give love, spiritual, emotional, and concrete support for the author as a comfortable space during the process of compiling this report.
2. Mr. Bagus Panuntun, S.E., MBA. as the supervisor who has provided guidance, critics, and suggestions to the author and accompanied the author during the process of completing the Business Design Final Report, as well as all lecturers from the Faculty of Business and Economics, Universitas Islam Indonesia who gave their time and effort to convey their knowledge and thought to the writer.
3. The Big Family of Jannat Kitchen who has become a business family full of support, experience, positive atmosphere, and becomes the main inspiration in compiling this report.

The author realizes that there are still shortcomings in this Business Design Final Report, for that the author apologizes and expects constructive criticism and suggestions from all parties to improve the author's writing in the future.

Yogyakarta, 4 June 2024

Author

A handwritten signature in black ink, appearing to read 'Gehad Rashed Mansoor Al Sabahi', with the year '2024' written below it.

Gehad Rashed Mansoor Al Sabahi

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CHAPTER 1

INTRODUCTION

1.1 Background

Indonesia is a country that has a high tolerance for cultural differences. Since the early arrival of Islam into the archipelago (Indonesia) in the first century AH or 7th century AD, carrier teaching of Islam from the Arabian Peninsula who comes as traders or as Muballigh brings social change in the static agrarian feudal society (Abdullah et al., n.d.). Indonesian people who embrace Islam have been heavily influenced by Arabic culture (Mahabie, 2020). They can easily accept language, lifestyle, habits, even culinary culture. Acculturation of Arabic and local community culture is deeply rooted, especially in the Islamic boarding school environment (Mahfud et al., 2021). The strong cultural acculturation in society gives rise to new preferences for various things related to culture, including culinary. People have a need for new and unique flavours from foreign culinary delights, in this case Arabian food. Arabian food has become a new taste among society.

Being a Yemeni living in an Islamic boarding school environment in Indonesia who has a high interest in Arabic culture, Jannat Kitchen founder saw a real business opportunity. In light of these conditions, Jannat Kitchen was established to tap into the growing market demand for Arabian food in Indonesia, particularly within the Islamic Boarding School community. The business committed to provide high-quality and authentic Arabian food, affordable, and carefully curated taste for the customers. Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries and original Yemeni chefs and staff members to ensure

the authenticity of the flavour of the food and the sense of the culinary culture. The establishment of Jannat Kitchen not only fulfills the demand for unique and authentic Arabian food but also provides a platform for Jannat Kitchen owners to showcase their culinary heritage. With this business existence, it is hoped that the business contributes to the cultural diversity and enrichment of the culinary industry in Indonesia, as well as fosters cross-cultural exchange and promotes understanding and appreciation among diverse communities.

1.2 Formulation of Problems

Based on the background explained, the author identifies the formulation of problems as followed:

1. Growing market demand for Arabian food in Indonesia, particularly within the Islamic Boarding School community.
2. Jannat Kitchen Founder's wishes to showcase the Arabian culinary heritage and contribute to the cultural diversity and enrichment of the culinary industry in Indonesia.
3. There is a need to foster cross-cultural exchange and promote understanding and appreciation among Yemeni and Indonesian communities.

1.3 Objectives

Based on the formulation of problems, the author identifies the objectives as followed:

1. To establish Jannat Kitchen as a leading provider of authentic Arabian food, particularly within the Islamic Boarding School community.

2. To showcase the Arabian culinary heritage and contribute to the cultural diversity and enrichment of the culinary industry in Indonesia.
3. To foster cross-cultural exchange and promote understanding and appreciation among Yemeni and Indonesian communities through culinary experiences at Jannat Kitchen.

1.4 Benefits

The Business Design Final Report has several benefits which are explained as followed:

1. The business design final report provided benchmarks for evaluating the performance and success of Jannat Kitchen over time that became insights and analysis to support future strategic decision-making for the business, such as expansion plans, menu development, pricing strategies, and resource allocation based on the experience which enabled continuous improvement and innovation within Jannat Kitchen.
2. The business design final report served as a comprehensive documentation of the entire process of establishing and operating Jannat Kitchen, including human resources/organizational aspects, production/operational aspects, marketing aspects, and financial aspects.
3. The business design final report can be considered material for the investors by showcasing the thorough planning, market research, and growth potential of Jannat Kitchen, thereby attracting potential investors, or securing additional funding for business expansion.

4. The business design final report served as a valuable resource for knowledge sharing and capacity building within the organization, allowing for the transfer of best practices, expertise, and lessons learned for further research related to culinary business.

1.5 Scope

In compiling the business design report, it is necessary to limit the scope of the problem. The author limited the scope of problems that would be discussed in the report to be more focused. The scope of problem boundaries are as followed:

1. This report presented a business final report for the time period of business implementation from March 2023 to July 2023.
2. The problem identification in CHAPTER III is analyzed based on the time period of business implementation from March 2023 to July 2023, and the solving problem presented is taken from the highest priority of the problems.

1.6 Report Systematics

The compilation of the Business Design Final Report needs to be prepared systematically and structurally to make them easier to analyze and understand carefully. The system of this report is briefly presented as followed:

1. Chapter I: Introduction

This chapter contained the basic thinking of the business project which is explained in the background, formulation of problems, objectives, benefits, scope, and report systematics.

2. Chapter II: General Report on the Implementation of Business Activities

This chapter contained the general information about the business and business implementation report.

3. Chapter III: Identification and Solving of Problems

This chapter contained identification of problems that the business project has been passed, theories and solving methods that the business owner apply to solve the problems.

4. Chapter IV: Conclusion and Recommendation

This chapter contained a resume of the business implementation, business problems, problems solutions, and suggestions for other entrepreneurs.

CHAPTER 2

GENERAL REPORT ON THE IMPLEMENTATION OF BUSINESS ACTIVITIES

2.1 Business Profile

As a business operating in the field of culinary industry, Jannat Kitchen offers high-quality and authentic Arabian food, affordable, and carefully curated tastes for the customers. Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries, and original Yemeni chef and staff members to ensure the authenticity of the flavor of the food and the sense of the culinary culture. The menu offered is Nasi Mandi and Chocolate Cake.

2.1.1 Establishment and Founder

Jannat Kitchen was founded by an original Yemeni student from Universitas Islam Indonesia (UII), International Management Study Program named Gehad Rashed Mansoor Al Sabahi in the early year of 2023. The establishment of this business began when the founder moved to Indonesia and lived in the Islamic boarding school area (*Pondok Pesantren Isy Karima, Karangpandan, Karanganyar*) in 2018. The founder saw that people living in the Islamic boarding school and its surroundings had a high interest and appreciation for Arabian culture, including culinary. Arabian food has become a new taste among society. Moreover, during Muslim holidays, they prefer to eat typical Arabian foods as a symbol of religious culture. Furthermore, not only the people who live around the founder's environment, in general Indonesian people can accept the taste of Arabian food. They need new taste preferences, and this has led to a high demand for Arabian food in society.

The founder of Jannat Kitchen saw this condition as a real business opportunity. This occasion can become a business practical and source of livelihood for the founder of Jannat Kitchen while studying in Indonesia. Moreover, with the establishment of this business, it aims to facilitate cross-cultural interactions and encourage mutual understanding and appreciation among Indonesian and Yemeni communities.



Figure 2.1 Founder of Jannat Kitchen

2.1.2 Business Logo



Figure 2.2 Logo of Jannat Kitchen

The logo of Jannat Kitchen consists of the brand name “Jannat Kitchen” and tableware such as spoons and forks and serving hoods which are symbols of the culinary business. There is also a tagline for the restaurant, namely *"100% Yemeni Food"*, which means that Jannat Kitchen wants to convey its commitment to maintaining the authenticity of the Arabian food provided. The colours used for the logo are black and gold. This colour was chosen because gold is a colour associated with wealth, money and luminosity and is prominent in chocolate (Alnasuan, 2016). The expected suggestive effect of this colour choice is that customers feel high quality, premium and classy food when enjoying Arabian food from Jannat Kitchen.

2.1.3 Vision and Mission

Vision:

Jannat Kitchen wishes to become the premier destination for authentic Arabian food in Indonesia.

Mission:

1. Satisfy customers by providing high-quality and authentic Arabian food, affordable, and carefully curated taste.
2. Prioritize the use of high-quality ingredients sourced originally from local and imported from Arabian countries to ensure the authenticity of the flavor.
3. Prioritize original Yemeni chefs and staff members to ensure the authenticity of the sense of the culinary culture and to provide a platform for Yemenis who live in Indonesia.
4. Contribute to the cultural diversity and enrichment of the culinary landscape in Indonesia, as well as fosters cross-cultural exchange and promotes understanding and appreciation among diverse communities.

2.1.4 Business Location

Jannat Kitchen is located in the area of Ma'had Tahfidzul Qur'an Isy Karima, Jl. Raya Solo - Tawangmangu Jl. Pakel No.KM34, Popongan, Gerdu, Kec. Karangpandan, Kabupaten Karanganyar, Jawa Tengah 57791.



Figure 2.3 Jannat Kitchen's Location in Karanganyar Town, Central Java

Source: Google Maps

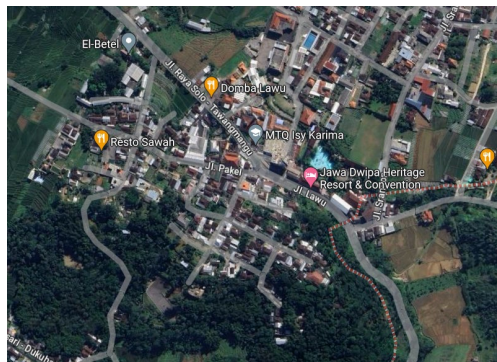


Figure 2.4 Jannat Kitchen's Location in Karangpandan, Karanganyar

Source: Google Maps



Figure 2.5 Jannat Kitchen's Location in The Area of MTQ Isy Karima

Source: Google Maps

2.2 Business Implementation

2.2.1 Human Resources and Organization Aspects

1. Organizational Structure

Organizational structure is defined as an organizational configuration or arrangement outlining the division of labor in a rational and conscious manner to make sure that no functional division is overlapped with the help of hierarchical coordination and control (Jonathan et al., 2018). The organizational structure of Jannat Kitchen is as followed:

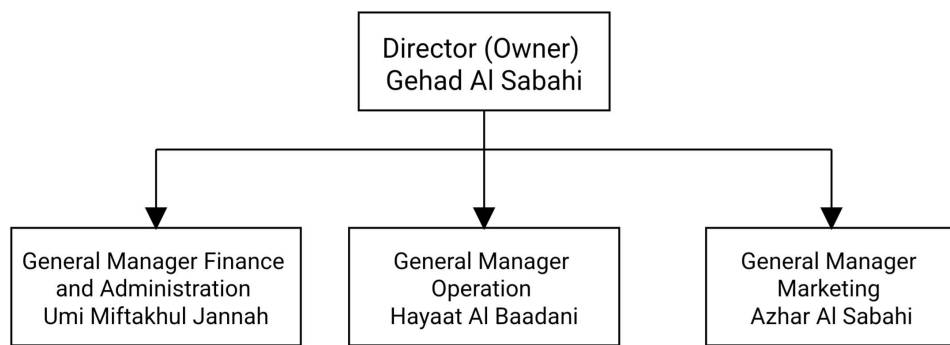


Figure 2.6 Organizational Structure of Jannat Kitchen

2. Job Description

A job description for a specific role is the method of applying the practices and standards of a particular field to a specific job in a specific location and function (Wallen & Fisher, 2018). The basic job description typically consists of an overview of the role's place within the organization and detailed descriptions of the specific duties expected of the role (Wallen & Fisher, 2018). The followings are the job descriptions at Jannat Kitchen:

Table 2.1 Role and Job Description in Jannat Kitchen

No.	Role	Specific Duties
1.	Director (Owner)	<ul style="list-style-type: none"> ● Setting and monitoring strategic goals and objectives for the business. ● Ensuring compliance with legal and regulatory requirements. ● Leading and managing all leaders of every department within the company. ● Conduct regular company evaluations.
2.	GM Finance and Administration	<ul style="list-style-type: none"> ● Oversee the financial aspect of the company including budgeting, forecasting, and financial reporting. ● Oversee administrative functions such as facilities management, procurement, and office operations. ● Manage the company's cash flow, investments, and financial risk. ● Lead the finance and accounting team, providing guidance and support to ensure accurate and timely financial reports.
3.	GM Operation	<ul style="list-style-type: none"> ● Create plans to improve efficiency and set goals and track performances. ● Manage all resources such as staff, equipment, and materials. ● Control the operations based on the regulations and maintain the quality of products. ● Encourage improvements and innovation with culinary industry trends. ● Identify potential risks and develop plans for solving.
4.	GM Marketing	<ul style="list-style-type: none"> ● Set marketing goals and create strategies. ● Plan, execute, and oversee the branding and campaigns. ● Ensure consistent brand messaging. ● Allocate resources efficiently for business marketing.

3. Qualification

Qualification includes special skill, experience, and knowledge that makes the human resources suitable for the role in the business (The Britanica Dictionary, n.d.). In the case of Jannat Kitchen, the role will be adjusted according to the respective areas of expertise of the human resources remembering that the business will be run by the family members. The main qualifications for each role are as followed:

Table 2.2 Qualifications for Jannat Kitchen's Human Resources

No.	Role	Qualifications
1.	Director (Owner)	<ul style="list-style-type: none">● Strong leadership skills and able to manage teams effectively.● Advance in communication and interpersonal skills.● Creative, innovative, and visionary.● Good in problem solving and decision-making.
2.	GM Finance and Administration	<ul style="list-style-type: none">● Has good knowledge in finance and administration.● Proficiency in financial and administration software such as MS Office.
3.	GM Operation	<ul style="list-style-type: none">● Good knowledge in manufacture, including supply chain management, production, and quality control.● Good in problem solving for operational problems.● Has good commitment for product quality, and operational efficiency.
4.	GM Marketing	<ul style="list-style-type: none">● Good in marketing research and customer segmentation.● Good knowledge of traditional marketing and digital marketing.● Creative,innovative, and has good skills in designing.

4. Recruitment and Selection Process

Recruitment is a process to find the source of capable manpower for staffing. Meanwhile, the selection which is suitable with the qualifications of each role in the business organization (Shwetha N, 2024). In the case of Jannat Kitchen, no recruitment and selection is carried out because the business is a private business run by family members.

5. Performance Appraisal System

In running a business, employee performance appraisal is an important element of human resource management. Performance appraisal measures the achievement of work targets and provides constructive feedback to improve individual and team performance (Setyawati¹ & Rindaningsih², n.d.).

To assess performance appraisal, many methods can be used. The choice of this method can be adjusted to each company's style. Jannat Kitchen uses the MBO (Management by Objective) method in assessing performance appraisals. The MBO method sets certain standards or goals that must be achieved within a certain period which are discussed by the manager with his subordinates and mutually agreed upon by both parties (Shrestha, 2022). The MBO method focuses on the end goals and is result-oriented.

Jannat Kitchen has certain standards for the quality of its products. These standards relate to the quality of food and its sustainability, the speed of response to the customer's request, as well as the speed of delivery of the product to the customer.

Jannat Kitchen also has strict standards regarding the quality and cost of the resources used in cooking the product, as these standards are which determine and evaluate the performance of the project completely, and these criteria are the ones that evaluate the performance of the work team. Jannat Kitchen will provide an evaluation every month as a performance appraisal, the aspects that will be evaluated consist of traits, behaviors, and results of the target.

6. Compensation System

Jannat Kitchen has a simple system of rewards and penalties regarding achieving or not achieving the required standards for the project. The system is as followed:

1. When the performance of the team members achieves the standards that Jannat Kitchen possesses, there will be an incentive in the form of a bonus at the end of the month.
2. If the performance of the team members does not meet the standards that Jannat Kitchen has, the project members will not be able to receive bonuses so they will just receive the basic salary.

2.2.2 Production/Operational Aspects

1. Products Detail

The products sold by Jannat Kitchen are presented with the following explanation:

Table 2.3 Jannat Kitchen's Products Detail

No	Name of Product	Picture	Price
1.	Nasi Mandi		Rp 35.000,-
2.	Chocolate Cake		Rp 8.000,-

2. Raw Materials

Jannat Kitchen does the materials purchasing to original Arabian stores which are located in Jakarta as they import the materials directly from Arabian countries. Jannat Kitchen also buys some materials from local stores considering the price.

The suppliers that Jannat Kitchen has are below:

Table 2.4 Jannat Kitchen's Supplier List

Material	Name of Supplier
Cake Ingredients	Toko Marlin
Arabian Food Spices	Bandar Adan
	ASBA Store
	Mohammedjol
Spices	Lapak Rempah Pasar Gedhe



Figure 2.7 Raw Material Example

NOTA NO.

BANYAKNYA	NAMA BARANG	HARGA	JUMLAH
2 kg	Telur	60.000	
2	coklat bubuk	10.000	
3	FORVITA	11.000	
	amanda	11.000	
2	Segitiga biru	24.000	
1	Hercules	46.000	
4	Minyak goreng 1lt	72.000	
5	Thinwall 200ml	65.000	
12	Bell Vanilla	72.000	
3	ultramilk	42.000	

Jumlah Rp. 467.000

Hormat kami,

ASBA Store Jember Timur

Jurnal Kibchen
Kibchen
452 882 3294-7019

Nota472
08-08-2023

No	Uraian	Qty	Saldo	Saldo
1	Donatela 8kg	8,00	165.000,00	230.000,00
2	Donatela 1kg	1,00	25.000,00	25.000,00
3	Donatela 1kg	1,00	15.000,00	15.000,00
4	Donatela 1kg	1,00	65.000,00	65.000,00
5	Donatela 1kg	1,00	17.000,00	17.000,00
6	Donatela 1kg	1,00	17.000,00	17.000,00
7	Donatela 1kg	1,00	23.000,00	23.000,00
Total				344.000,00

Saldo Awal Donatela Periode berakhir

Total Rp 467.000,00
Saldo Awal Donatela Periode berakhir

Tanda Tangan

Tanda Terima
Toko Marlin

Figure 2.8 Raw Material Receipt

3. Production Facilities

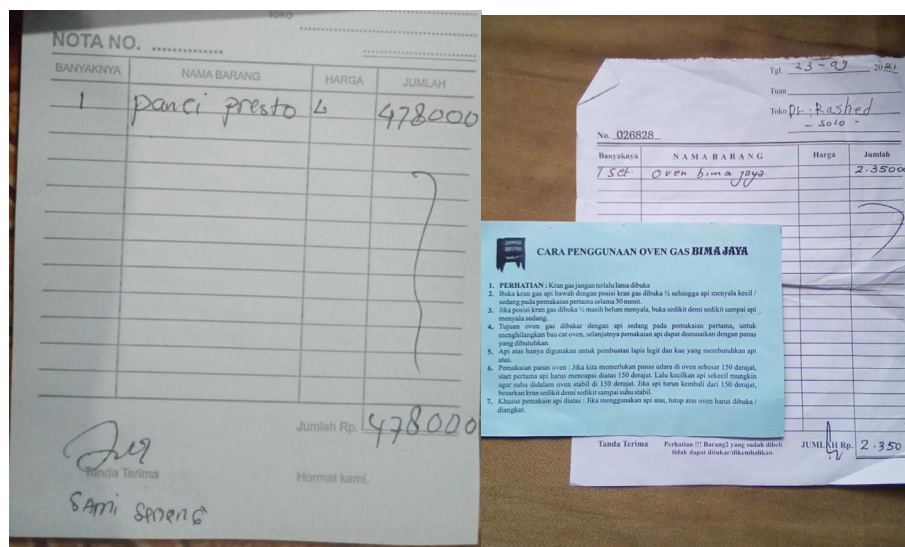
The production equipment that is used in the production of Jannat Kitchen products included several equipment necessary to produce the final products that Jannat Kitchen offered, as these equipments include the following:

Table 2.5 Production Facilities List

Production Facility	Qty	Usage	Documentation
Spacious kitchen	1	Prepare and cook all orders and food that will be sold	
Large refrigerator	1	Store raw materials	
Large gas holder	2	Cooking and grilling	

Large pressure cooker	2	Cook and soften the chicken and meat	
Stove	2	Cook the food	
Large oven	2	Prepare the chicken, meat, and vegetables and bake the cake	
Large pot of rice cooker	1	Cook rice in a large quantity	

Medium Rice Cooker	1	Cook rice	
Blender	2	Mix required recipes	
Mixer	1	Mix the materials for the cake	
Cooking tools	n	Makes the cooking process easier	



Columbus Elektronik
Karangpandan, Karanganyar

Tanggal: 02 Maret 2023

Kepada Yth.

Gehad

Isy karima

088232947019

NO	BANYAKNYA	NAMA ITEM	HARGA	JUMLAH
1	1 unit	AQUA AQF200w Chest Frzr	2.800.000	2.800.000
2	1 unit	KRIS 32Lt 1200w Oven	1.225.000	1.225.000
3	1 unit	MIYAKO MCM-508 Ricecoo	248.000	248.000

Total Qty: 3	TOTAL	4.273.000
	BAYAR	0
	SISA	4.273.000

Tanda Terima

Hormat Kami

*** Terimakasih ***



Columbus Elektronik
Karangpandan, Karanganyar

Tanggal: 04 Maret 2023

Kepada Yth.

Gehad

Isy karima

088232947019

NO	BANYAKNYA	NAMA ITEM	HARGA	JUMLAH
1	1 unit	COSMOS CB-802	489.000	489.000
2	1 unit	Miyako HM-620	182.000	182.000

Total Qty: 2	TOTAL	671.000
	BAYAR	0
	SISA	671.000

Tanda Terima

Hormat Kami

*** Terimakasih ***

Figure 2.9 Production Facilities Purchasing Receipt

4. Production Capacity

a) Nasi Mandi

The production capacity of Jannat Kitchen is suitable for the size of the market and the demand present at the project site, as Jannat Kitchen has a capacity and production capacity estimated as followed:

To produce one package of Nasi Mandi, Jannat Kitchen needs the following:

- Chef
- Stove
- Oven
- Gas
- Pressure cooker
- Cooking bowl
- Side cooking utensils

The productivity to cook the rice is 40 packages per hour. Apart from that, Jannat Kitchen's working hours are estimated to be 5 hours per day. From this data, it can be counted that Jannat Kitchen's production capacity is **40 packages of Nasi Mandi per day.**

b) Chocolate Cake

To produce one package of Chocolate Cake, Jannat Kitchen needs the following:

- Chef
- Oven
- Electricity
- Hand Mixer
- Side cooking utensils
- Cooking bowl

The productivity of Jannat Kitchen to cool the Chocolate Cake is 40 packages per day. Apart from that, the working hours in Jannat Kitchen are estimated at 5 hours per day. From this data, it can be counted that the production capacity of Jannat Kitchen is **40 packages of Chocolate Cake per day**.

5. Production Cost

Production cost is a very important factor in determining the selling price of a product. Production costs must be calculated in detail so that the business does not experience sales losses. The following is a calculation of the production costs of Jannat Kitchen products.

a) Nasi Mandi

In one cooking time, Jannat Kitchen can produce 40 packages of Nasi Mandi.

Based on that fact, the production costs for 40 packages of Nasi Mandi are as followed:

Table 2.6 Production Cost of Nasi Mandi

Material	Amount	Cost
Main Ingredients		
Rice basmati	3kg	Rp99,000.00
Chicken drum stick	5kg	Rp175,000.00
Oil	250ml	Rp4,500.00
Spices		
Garlic	150 gr	Rp6,750.00
Onion	250 gr	Rp13,750.00
Cumin	50 gr	Rp2,000.00
Clove	30 gr	Rp2,000.00
Cardamon	20 gr	Rp5,000.00
Cinnamon Stick	30 gr	Rp2,000.00
Black Pepper	20 gr	Rp1,000.00
Coriander Ground	40gr	Rp1,000.00
Bay Leaves	20 gr	Rp500.00

Green Chile	100 gr	Rp2,000.00
Tomato	200 gr	Rp2,000.00
Salt	70 gr	Rp100.00
Flavoring	2 sachet	Rp2,000.00
Saffron	10gr	Rp2,000.00
Topping		
Onion	250 gr	Rp13,750.00
Carrot	250 gr	Rp3,500.00
Salad		
Cucumber	500gr	Rp3,000.00
Tomato	250 gr	Rp2,500.00
Cabbage	250 gr	Rp3,000.00
Onion	250 gr	Rp13,750.00
Vinegar	5 ml	Rp100.00
Salt	10gr	Rp100.00
Sambal		
Garlic	200 gr	Rp9,000.00
Chile	500gr	Rp30,000.00
Salt	70 gr	Rp200.00

Flavouring	1 sachet	Rp1,000.00
Oil	200ml	Rp3,600.00
Other Needs		
Gas	1	Rp22,500.00
Total Cost for 40 Packages of Nasi Mandi		Rp426,600.00
Total Cost for Nasi Mandi per Package		Rp10,665.00

b) Chocolate Cake

In one cooking time, Jannat Kitchen can produce 40 packages of Chocolate Cake.

Based on that fact, the production costs for 40 packages of Chocolate Cake are as followed:

Table 2.7 Production Cost of Chocolate Cake

Material	Amount	Cost
Flour	1kg	Rp12,000.00
Sugar	2/5 kg	Rp7,200.00
Egg	6 pcs	Rp12,000.00
Chocolate	1/2kg	Rp50,000.00
Oil	1,5 lt	Rp27,000.00
Butter	1 pack	Rp5,000.00

Vanilla	1 bottle	Rp6,000.00
Baking Powder	2 spoon	Rp3,000.00
Total Cost for 40 Packages of Chocolate Cake		Rp122,200.00
Total Cost for Chocolate Cake per Package		Rp3,055.00

2.2.3 Marketing Aspects

1. Market Analysis

In order to analyze marketing strategies, Jannat Kitchen has carried out market validation by conducting online surveys and holding prototype testing in pop-up stores.



From this market validation process, Jannat Kitchen concluded that the most potential customers are students in the age range of 10-24 years old. These

potential customers mostly choose Nasi Mandi as their favorite Arabian Food and Chocolate Cake as their favorite dish. Therefore, from this data, Jannat Kitchen analyze the marketing strategies below:

a) Market Potential

The market potential for Arabian food in Karanganyar city based on the statistical data showed that in 2020 the population of Karanganyar residents in the age range between 10-24 years old are as below:

Table 2.8 Population of Karanganyar Based on Gender

Age Range	Male	Female	Total
10-14	35.919	33.843	690.762
15-19	35.836	33.964	69.800
20-24	34.561	33.370	69.931
Total Potential Customers			237.493

Source: <https://karanganyarkab.bps.go.id/indicator/12/166/1/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin.html>

b) Market Size

For calculating the market size, TAM, SAM, and SOM strategies are used as below:

- **TAM (Total Addressable Market)**

Jannat Kitchen identifies the maximum market size for the Arabian food market in Karanganyar city based on the statistical data showing that in

2020 the population of Karanganyar residents in the age range of 10-24 years old are as below:

Table 2.9 Population of Karanganyar Based on Gender

Age Range	Male	Female	Total
10-14	35.919	33.843	690.762
15-19	35.836	33.964	69.800
20-24	34.561	33.370	69.931
Total Potential Customers			237.493

Source: <https://karanganyarkab.bps.go.id/indicator/12/166/1/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin.html>

- **SAM (Service Addressable Market)**

The market segment within the TAM that Jannat Kitchen can target is as below:

Jannat Kitchen assumed that the market segments would present nearly 1% of the total potential customer segments (TAM).

(Total potential customers 1%) $237.493 \times 1\% = 2.374$

- **SOM (Service Obtainable Market)**

The realistic market portion within the SAM that Jannat Kitchen can capture with its services in 1 - 2 years, as Jannat Kitchen expected the below:

60 sales per month 12 months = 720 sales per year, representing the market share.

2. Segmentation, Targeting, and Positioning

a) Segmentation

- Demographic segmentation:

Based on the market validation it shows that Jannat Kitchen's potential customers are in the age range between 18 and 25 years old.

- Geographic segmentation:

- Indonesia
- Karanganyar
- Solo Raya

- Psychographic segmentation:

- Arabian food lovers
- People with Arabian backgrounds
- People with religious backgrounds

- Behavioural segmentation:

- Event hosts
- Islamic institute events

b) Targeting

Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious

background and people who love Arabian food, and who buy Arabian food at least once every two weeks.

c) Positioning

Jannat Kitchen aims to be positioned in the market by being known and famous for its original Arabian food taste and excellent price, as Jannat Kitchen aims to promote through social media which has the ability to attract people to this type of food, which has become a point of attraction recently. Especially in the student communities and societies in Islamic boarding schools that are characterized by an Islamic character.

3. SWOT Analysis

Strengths <ul style="list-style-type: none">● Original taste● Affordable price● Unique Packaging● Wide delivery range● Lack of big competitors	Weaknesses <ul style="list-style-type: none">● No immediate orders● Limited resources● Lack of an accounting system● Lack of many suppliers
Opportunities <ul style="list-style-type: none">● Increase in demand for Arabian food● The presence of more Arab families in the region● Near to Islamic boarding schools	Threats <ul style="list-style-type: none">● The possibility of the existence of new competitors● High material prices● Distance from the market● Distance from resources

4. Customer Analysis

In general, the Arabian food market has many customers in all parts of Indonesia, moreover in the city of Solo Raya. Solo Raya including Karanganyar district has many original Arabian families, Arabian heritage families, big Islamic

communities, and Islamic boarding schools which makes establishing a restaurant to serve Arabian food is a big opportunity.

According to the market analysis, most of the potential customers are from the category of students and families between the ages of 18 and 25 years. The potential customers in this market buy various types and various flavors of Arabian food from the restaurant directly or by pre-ordering and delivery to their place. The potential customers in this market buy Arabian food mostly at banquets, celebrations, or meetings, and also individually. Customers choose the product they want for two main reasons, the first of which is according to their psychological state when they want to try Arabian food or when the owner of the event has a specific request, by choosing one of the dishes on the menu.

Customers are also clearly affected by the marketing advertisements made by Arab food restaurants, as they are greatly affected by the visual promotional content, especially when they see recommendations from celebrities and influencers on social networking sites, as these advertisements arouse curiosity in the hearts of customers to try the food, which makes them more willing to buy Arabian food.

5. Marketing Mix Strategy (4P)

- **Product**

The product offered by Jannat Kitchen is Arabian food with an authentic Arabian flavour. Jannat Kitchen also makes sure that the product is suitable for the Indonesian tongue. The product of Jannat Kitchen is suitable for all groups and ages and makes them feel satisfied in terms of taste, packaging and appearance.

- **Place**

Jannat Kitchen presents its products in a smooth and flexible way, as customers can buy the product through the clouds and by coming to the physical store and carrying out the ordering process and receiving the product there.

- **Price**

The price offered by Jannat Kitchen is considered a very good price for the value that customers receive, as the prices of Jannat Kitchen are often between Rp 20.000 and Rp 35.000. The determined price is a very good price and can achieve a competitive value for the project compared to competitors.

- **Promotion**

Jannat Kitchen uses social networking sites to reach its customers and to attract new customers, as Jannat Kitchen works to publish visual content that attracts attention and attracts highly loaded customers on social media compared to traditional forms of procrastination.

2.2.4 Financial Aspects

1. Capital Requirements

The capital that required to run the business of Jannat Kitchen is describing as following:

Table 2.10 Fix Assets

No	Equipment	Qty	Price
1	Large Refrigerator	1	Rp2.800.000,-
2	Large Gas Holder	2	Rp480000,-
3	Large Pressure Cooker	2	Rp478.000,-
4	Stove	1	Rp812.000,-
5	Large Oven	1	Rp3.575.000,-
6	Large Pot of RiceCooker	1	Rp2.800.000,-
7	Medium Rice Cooker	1	Rp248.000,-
8	Blender	1	Rp489.000,-
9	Hand Mixer	1	Rp182.000,-
	Total		Rp11.864.000,-

Table 2.11 Cost for Operational Activities

Operational Activities	
Nasi Mandi Production Cost (40 x Rp 10.665,-)	Rp 426.000,-
Chocolate Cake Production Cost (40 x Rp 3.055,-)	Rp 122.200,-
Nasi Mandi packaging (40 x Rp 2.500,-)	Rp 100.000,-
Chocolate Cake packaging (40 x Rp 1.500,-)	Rp 60.000,-
Total	Rp 708.200,-

2. Source of Capital

The source of financing for Jannat's kitchen at present is personal capital.

3. Estimated Monthly Cash Inflows Statement

Table 2.12 Estimated Monthly Cash Inflows Statement

Cash Flow Statement	
Operations	
Cash receipts from customers	51.600.000
Cash paid for	
Inventory purchases	(17.400.000)
General operating and administrative expenses	(164.000)
Income taxes	0
Net Cash Flow from Operations	34.036.000
Investing Activities	
Cash receipts from	
Sale of property and equipment	0
Cash paid for	
Purchase of property and equipment	0
Net Cash Flow from Investing Activities	0
Financing Activities	
Cash receipts from	
Issuance of stock	0
Cash paid for	
Repurchase of stock (treasury stock)	0
Dividends	0
Net Cash Flow from Financing Activities	0
Net Increase in Cash	34.036.000

4. Balance Sheet

Table 2.13 Jannat Kitchen Balance Sheet

	April	May	Jun	2017
Assets				
Current assets:				
Cash	Rp12.572.200	Rp12.574.000	Rp13.010.000	Rp13.102.200
Accounts Receivable	Rp0	Rp0	Rp0	Rp0
Inventory	Rp0	Rp0	Rp0	Rp0
Total current assets	Rp12.572.200	Rp12.574.000	Rp13.010.000	Rp13.102.200
Property & Equipment	Rp11.864.000	Rp11.864.000	Rp13.844.000	Rp12.864.000
Goodwill				
Total Assets	Rp24.436.200	Rp24.438.000	Rp26.854.000	Rp25.966.200
Liabilities				
Current liabilities:				
Accrued expenses	Rp15.564.000	Rp16.364.000	Rp17.150.000	Rp18.400.000
Total current liabilities	Rp15.564.000	Rp16.364.000	Rp17.150.000	Rp18.400.000
Long-term debt				
Other long-term liabilities				
Total Liabilities	Rp15.564.000	Rp16.364.000	Rp17.150.000	Rp18.400.000

5. Income statement

Table 2.14 Income Statement

Income Statement		
Profit/Loss Projection		
Nasi Monthly Revenue (30 x 40 x Rp 35.000,-)	Rp 42.000.000,-	
Cake Monthly Revenue (30 x 40x Rp 8.000,-)	Rp 9.600.000,-	
Total Revenue		Rp 51.600.000,-
Expenses Projection		
Nasi food materials (30 x 40 x Rp 10.665,-)	Rp 12.798.000,-	
Cake food materials (30 x Rp 3.055,-)	Rp 3.666.000,-	

Transportation	Rp 500.000,-	
Tax	Rp 0 -	
Electricity	Rp 600.000,-	
Total Expenses		Rp 17.564.000,-
Net Profit		Rp 34.036.000,-

6. Investment Feasibility Assessment

a) Payback Period (PP)

$$\begin{aligned}\text{Starting Capital} &= \text{Rp } 11.864.000,- + \text{Rp } 708.200,- \\ &= \text{Rp } 12.572.200,-\end{aligned}$$

$$\begin{aligned}\text{Annual Cash Inflows} &= \text{Rp } 34.036.000,- \times 12 \text{ months} \\ &= \text{Rp } 408.432.000,-\end{aligned}$$

$$\text{Payback Period} = (\text{Initial Investment} / \text{Annual Cash Inflow}) \times 12 \text{ months}$$

$$\text{PP} = (12.572.200 / 408.432.000) \times 12 = 0.4 \text{ (4 months)}$$

b) Net Present value (NPV)

$$\text{NPV} = F / [(1 + i)^n]$$

$$\text{Initial Investment} = 24.362.000$$

$$\text{Cash Flow 1} = 25.036.000$$

$$\text{Cash Flow 2} = 34.036.000$$

$$\text{Discount Rate} = 10\% \quad \text{NPV} = \mathbf{26.526.925}$$

c) Average Rate of Return (ARR)

$$ARR = (\text{Profit} - \text{Dep}) / ((\text{Inv} - \text{residual value})/2)$$

$$ARR = (34.036.000 - 0) / ((12.572.200 - 0)/2)$$

$$ARR = (34.036.000) / (6.286.100)$$

$$ARR = (34.036.000) / (6.286.100) = \mathbf{5.4}$$

CHAPTER 3

IDENTIFICATION AND SOLVING OF PROBLEMS

3.1 Business Milestones and Timeline

3.1.1 Business Milestones

- **Product Design and Feasibility Study**

Jannat Kitchen academically went through the product design and visibility study stages to ensure the products obtained were optimal and in line with market expectations. The target of this process is the study would be approved by professionals, namely educators from the Islamic University of Indonesia as supervisors of the owner of Jannat Kitchen.

- **Market Validation**

Jannat Kitchen carried out market validation with target results of at least 60% of the target market being interested. Customers provide input to Jannat Kitchen to adapt products to market tastes.

- **Product Manufacturing**

Jannat Kitchen did the manufacturing process based on the production capacity target which is 40 packages of Nasi Mandi and Chocolate Cake per day with good quality standards.

- Social Media Marketing

Jannat Kitchen created product awareness among society through social media such as Instagram. The target is to reach 1000 followers on Instagram a year and reach orders from the WhatsApp link attached to the Instagram bio.

- Traditional Marketing

Jannat Kitchen created product awareness among society through traditional marketing such as reseller partnerships, event marketing, and print advertising (promotion). The target is to reach product awareness of society and increase sales.

3.1.2 Business Timeline



Figure 3.1 Jannat Kitchen Business Timeline

3.2 Identification of Problems

Every business will experience challenges or problems in its implementation. The problem in a business is something that can hinder the running of the business according to its goals (Amanah et al, 2023). There are many problems and challenges faced by small-business owners in developing their business. Turner and Endres outlined several challenges that are commonly faced by small businesses such as the lack of experience of the business owner in addressing competition, economic factors, crises, shifts in priorities, and varying expectations. Other than that, there are other challenges such as lack of capital, inaccurate financial feasibility study, and inability to utilize information technology(Turner & Endres, 2017).

Problems in business simply can be categorized by the aspect of management functions which are Marketing, Operation, Human Resources, and Finance. This categorization makes the problems can be easily handled by the managers of each function so that they can be solved effectively and efficiently. Likewise, as a small business, Jannat Kitchen experienced several problems starting from its founding until the time this business was run. The main problems that Jannat Kitchen faced during the business implementation are explained below:

Table 3.1 Identification of Jannat Kitchen's Problem

Function	Problems	Priority Scale
Marketing	<ol style="list-style-type: none">1. The use of social media marketing is less appropriate and does not suit consumer behavior so its application is less effective.2. Jannat Kitchen tried to execute traditional marketing to complete	1

	the social media marketing.	
Operation	<ol style="list-style-type: none"> 1. Due to the fact that the area of Jannat Kitchen is located far from the city, obtaining some of the materials is more difficult and more expensive. 2. Resellers sometimes order larger quantities than usual due to an increase in the number of visitors to the tourist place in which the resellers' shop is located, or sometimes the reseller closes their stores for personal reasons, which causes a shortage in inventory. 	2
Human Resource	Jannat Kitchen is a family business where sometimes there is a collapse between work professionalism and family problems. Some unexpected family schedules disrupt Jannat Kitchen's productivity.	3
Finance	There was a problem in determining the appropriate price for the market when Jannat Kitchen launched some new products because some resellers only want to sell products of a specific price category.	4

Based on the explanation above, the main problems faced by Jannat Kitchen in business implementation are mapped into four functions in order of priority scale according to the size of the problem's influence on the continuity of Jannat Kitchen's business, as well as the urgency of the problem being resolved immediately. The problem with the highest priority scale that is dissected in this chapter is related to the **Marketing Function**.

Jannat Kitchen experienced serious problems related to ineffective promotion marketing that had been carried out. The use of social media marketing to promote the products turns out to be inappropriate and not in accordance with consumer behavior. This marketing

problem has a big impact on sales of Jannat Kitchen products which can have an impact on income, operations, and other functions. This problem needs to be explored and studied deeply so that Jannat Kitchen's business development can be improved.

3.3 Theoretical Overview

Effectiveness of Social Media Marketing

Social media marketing is a customer approach using social media sites. It is a platform where users build social networks and share information to build a company's brand, increase sales, and drive website traffic. Social media marketing uses various platforms such as Facebook, Twitter, Instagram, LinkedIn, and others to promote brands, products, or services. Social media marketing has changed the way businesses interact with customers and grow their brands. Social media marketing can provide significant benefits including greater customer, brand engagement awareness, and cost-effective advertising (Paul & Rajendran, 2024). Furthermore, social media marketing can have a powerful impact on a business to attract new customers, collect customer feedback, and build customer loyalty (Xue, 2024).

According to the study of Ali and Raza, social media marketing especially from three platforms (Facebook, Youtube, Instagram) brings a huge impact on customer loyalty through fostering trust (Ali & Raza, 2023).

Chouhan et al (2024) in their research study conclude that consumers rely heavily on social media to guide their purchasing choices, considering social media a reliable source of information. They value the ease and enjoyment of making decisions based on social media content, especially when it meets or exceeds their desired expectations in terms of

quality and quantity. Overall, social media significantly influences the decision-making process of consumers (Chouhan et al., 2024).

Failure in Social Media Marketing

Based on many studies and research, it has been discovered that social media marketing is one of the most advanced promotional tools and encourages business development in this digital era. However, in its implementation, the use of social media marketing is not always successful. Companies that focus too much on one type of promotion only make the promotional methods used not very effective in boosting sales. The failure to use social media is influenced by many factors. Pour et al. (2021) explained the main factors that cause failure in social media marketing which are a lack of clear strategy, poor content quality, inadequate audience understanding, and technology and process issues (Pour et al., 2021).

Effectiveness of Traditional Media Marketing

In this digital era, traditional marketing or conventional marketing is still very widely used by several companies. This cannot be separated from the large number of people who do not use digital media (Prapanca & Hidayat, 2023).

A study by (Zlatanov & Đurićanin, 2023) showed that despite the emergence of digital platforms, traditional marketing such as television, print media, and radio remains relevant and continues to have an influence on individuals' daily lives.

Ivory Research (2023) explained that traditional marketing tends to be more effective and faster in reaching the target audience. Moreover, the level of trust in traditional media is

higher with long-term impacts on customers. On the other hand, customers find it difficult to trust online content because it can pose a risk of fraud (Ivory Research, 2023).

Dania Todor (2016) stated that traditional ways of marketing with face-to-face communication help to build trust between customers and the company. In addition, old customers and some groups that are attached to traditional marketing goods, still spend time on traditional media (Dania Todor, 2016).

PDCA Cycle as Problem Solving Method

Jannat Kitchen chose a simple method to solve the problems faced with a well-known method called PDCA-Cycle (Plan, Do, Check, Act) which was adopted by Dr. W. Edwards Deming in the 1950s. During Deming's lectures, the Japanese participants reframed his Shewhart Cycle to become PDCA-Cycle (Chakraborty, 2016). The cycle is presented in the figure below:

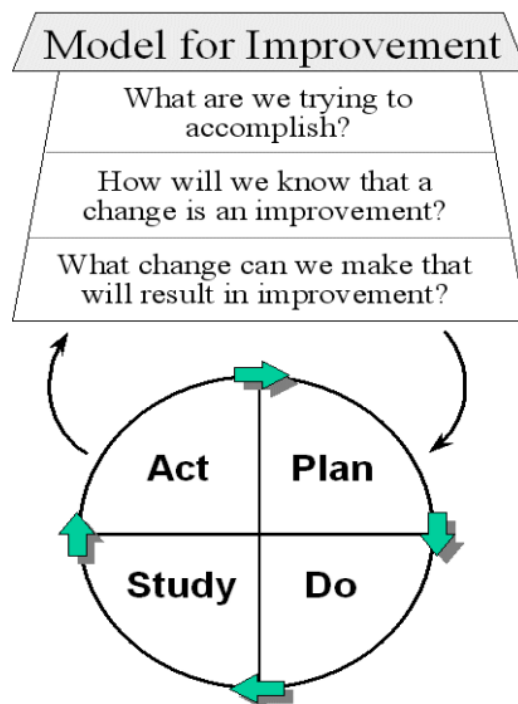


Figure 3.2 Model for Improvement

Source: (Moen & Norman, 2009)

Chakraborty (2016) in his journal explained the process of PDCA-Cycle as the following steps:

- Plan: In this step, the problems and hypotheses possible causes and solutions are defined.
- Do: The solutions that are already defined in the “Plan” step are being implemented.
- Check: The result of the solution's implementation is evaluated.
- Act: In the case when the results are unsatisfactory, the process returns to the “Plan” step. On the other hand, when the results are satisfactory, the solution can be standardized.

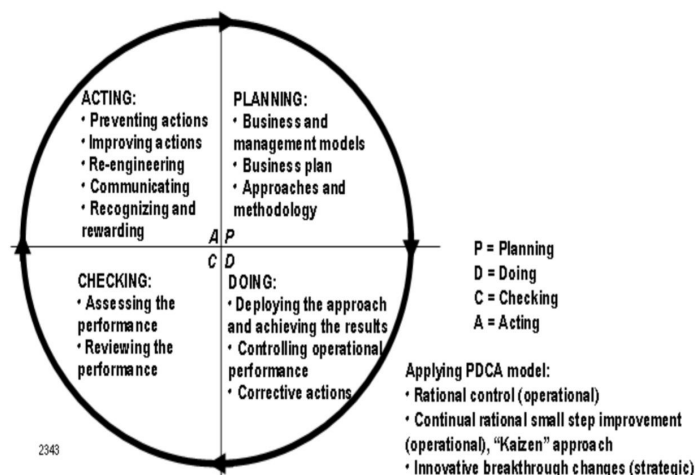


Figure 3.3 PDCA-Cycle

(Chakraborty, 2016)

3.4 Problem Solving of Marketing Problems

3.4.1 1 Social Media Issues

1. Planning

The social media marketing that Jannat Kitchen planned involves strategy and organizing how the social media platform is able to reach the marketing goals.

The social media marketing plan was as below:

a) Objectives

- Increasing brand awareness and loyal customers (followers increase up to a minimum of 1000 followers in a year)
- Increasing sales

b) Target Audience

Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious background, and people who love Arabian food.

c) Platform

The social media platforms that Jannat Kitchen uses are Instagram and Whatsapp.

d) Content Strategy

The content in Instagram will use the same tone of color which matches the logo of Jannat Kitchen. The type of content will be infographics related to the products and information if there are promotions.

2. Doing

Jannat Kitchen started Social Media Marketing by designing the content and post it to Instagram. The design of the content explains the products that Jannat Kitchen

offers with interesting designs.

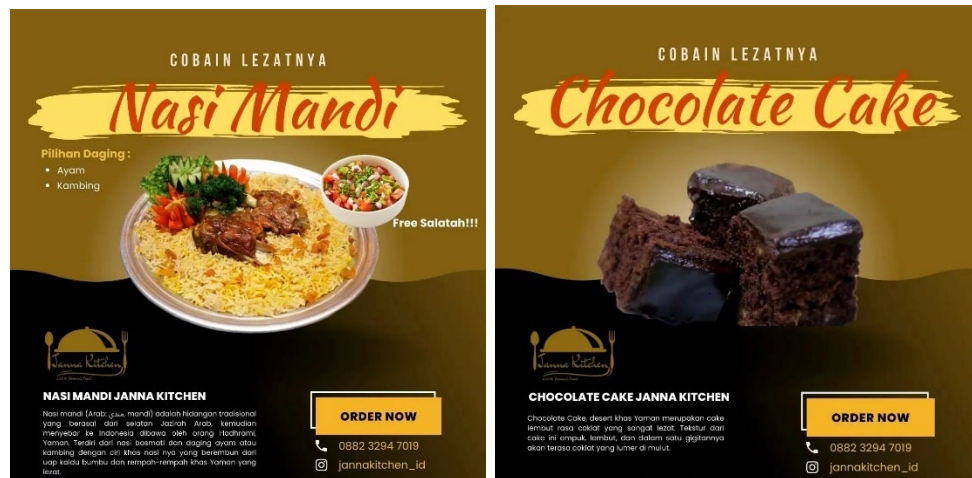


Figure 3.4 Instagram Post Design

Jannat Kitchen continues by creating an attractive and professional Instagram bio.

Jannat Kitchen also connected it to WhatsApp by adding a link in the Instagram bio.



Figure 3.5 Jannat Kitchen's Instagram Bio

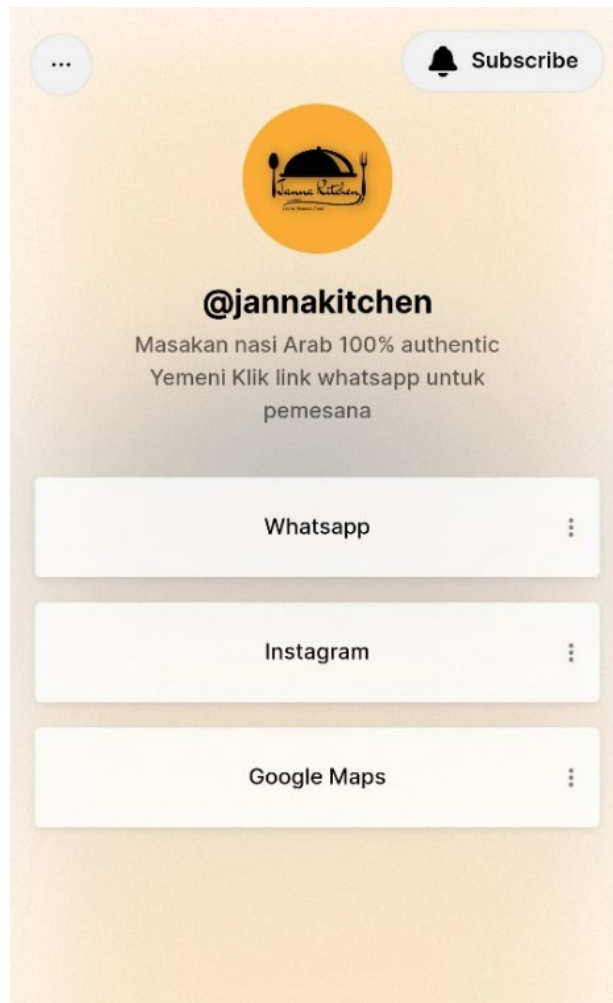


Figure 3.6 Jannat Kitchen's Links Web

3. Checking

After posting some content, Jannat Kitchen evaluates the reach of the post. The results obtained were very far from expectations. The accounts reached are between 58-65 accounts with an engagement percentage around 10%. The amount of followers also can't be fulfilled.

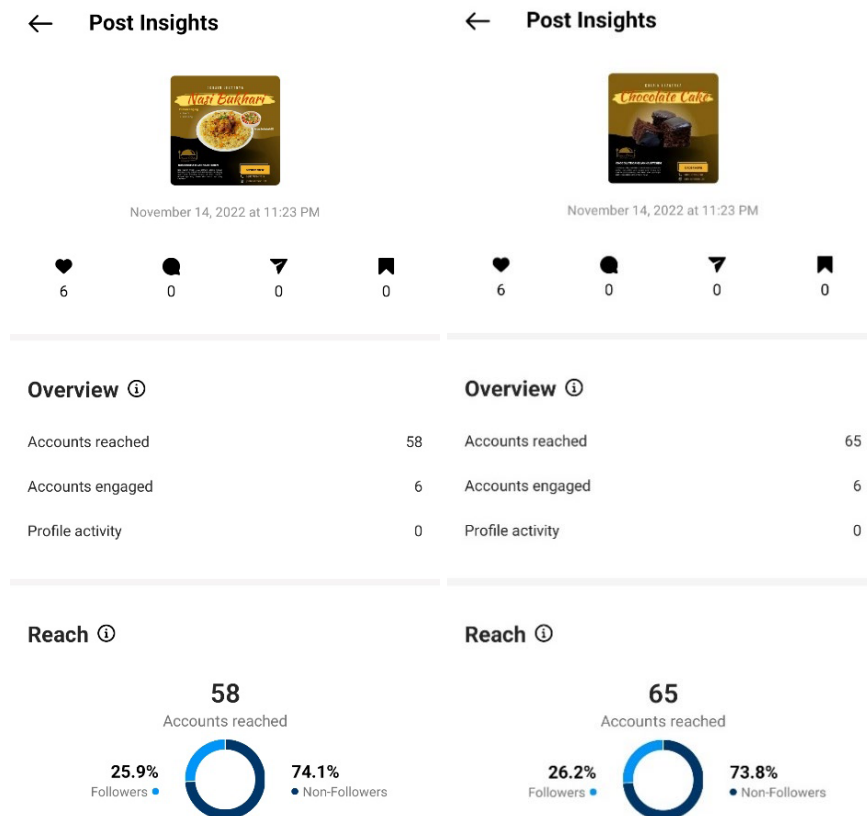


Figure 3.7 The Insight Result of Instagram Posts



Figure 3.8 Jannat Kitchen's Instagram Followers

4. Acting

Based on the unsatisfactory results of "doing" social media marketing that had been carried out by Jannat Kitchen, another advertisement was carried out with fresher and more interesting content, namely in the form of an advertising video. The results obtained have increased very rapidly. A total of 529 accounts were achieved with 130 content interactions and 122 profile activity.

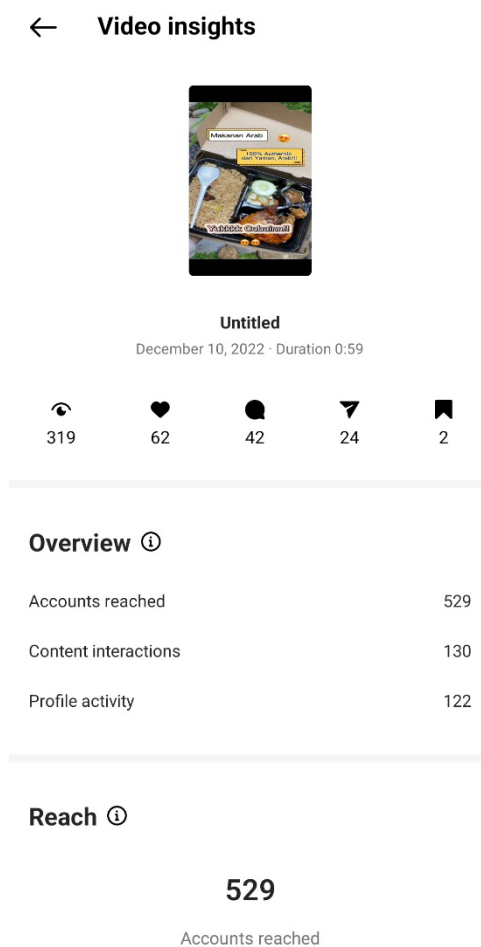


Figure 3.9 The Insight Result of Video Advertising in Instagram

These results have indeed increased very rapidly, but the increase in results is not in accordance with the objectives that have been set in the "Planning" process. The increase in engagement on posts was dominated by students in the Yogyakarta

area rather than the target market, namely Karanganyar community around Jannat Kitchen's location. Sales did not increase either. After deeper analysis, it turned out that this is because residents around Jannat Kitchen do not really use social media in their daily lives, especially because most people focus on their work, or on education in the Islamic boarding school environment. Jannat Kitchen's location is also in rural and mountainous areas where people are not very active on social media, especially Instagram. Based on this, the Jannat Kitchen team tried an alternative solution, namely traditional marketing media. Jannat Kitchen uses the same method, namely PDCA-Cycle, to determine the effectiveness of traditional marketing for Jannat Kitchen products.

3.4.2 3.5.2 Traditional Marketing Issues

1. Planning

Traditional marketing planning needs to be done well and carefully. This planning includes the following:

a) Objectives

The objectives of the traditional marketing carried out by Jannat Kitchen are as followed:

- Increasing brand awareness
- Increase sales

b) Target Audience

Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious background, and people who love Arabian food.

c) Marketing Channels

The traditional marketing channels that Jannat Kitchen uses are as followed:

- Reseller Partnership
- Event Marketing
- Print Advertising (Promotion)

d) Messaging and Creative

Jannat Kitchen designed print advertising such as interactive brochure which informed Jannat Kitchen's product promotion to the customers.

2. Doing

Jannat Kitchen carried out three traditional marketing strategies to increase sales, namely in the following ways:

a) Reseller Partnership

The Reseller Partnership carried out by Jannat Kitchen is by collaborating with several shops and several individuals from Islamic boarding schools who want to make a profit by reselling Jannat Kitchen products. The collaboration system that was formed is that Jannat Kitchen sells products at a unit price that is cheaper than the retail unit price. In this way, the second party can sell Jannat Kitchen at the normal selling price and still make a profit from the sale.



Figure 3.10 Handing Over Jannat Kitchen Product to One of The Resellers



Figure 3.11 Reseller's Showcase

b) Event Marketing

Jannat Kitchen also carries out traditional marketing strategies in the form of event marketing, namely by holding sales during certain events such as the Sunday Market which is regularly held by the Isy Karima Islamic Boarding School. By participating in this event, sales of Jannat Kitchen products also increased.



Figure 3.12 Isy Karima Pasar Ahad Event

c) Print Advertising (Promotion)

Another traditional marketing strategy that is also used by Jannat Kitchen to increase sales is by holding discounts and informing customers about them through print advertising such as attractive brochures. With cheaper promotional prices, customers are more interested in buying in larger quantities, thereby increasing sales of Jannat Kitchen products.



Figure 3.13 Promotion Brochure

3. Checking

a) Reseller Partnership

This method is very effective in increasing Jannat Kitchen sales both in terms of quantity and product expansion. Jannat Kitchen utilized engagement, networks, and distribution channels from second parties with their customers so that Jannat Kitchen was able to reach new market segments.

b) Event Marketing

Event Marketing strategy helped Jannat Kitchen increase brand awareness among society, especially in the area of Isy Karima Islamic Boarding School. This condition allows face-to-face interaction between Jannat Kitchen and the customer target so that Jannat Kitchen can do market research and feedback. This opportunity also increases sales and brand awareness.

c) Print Advertising

This strategy is really interesting for the target audience of traditional marketing strategy. People are interested in visual design which explains especially about product promotion. Print advertising helps Jannat Kitchen increase brand awareness and sales.

4. Acting

Based on the successful execution of traditional marketing strategy planning that has been carried out by Jannat Kitchen, Jannat Kitchen has decided to continue implementing traditional marketing strategies and further improve its quality.

CHAPTER 4

CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

After going through the stages of scientific analysis, the conclusions from this design business report are as followed:

1. The social media marketing milestone of Jannat Kitchen targetted product awareness among society through social media such as Instagram and increases sales. The target is to reach 1000 followers on Instagram a year and reach orders from the WhatsApp link attached to the Instagram bio. After implementing the social media marketing strategy and doing some evaluations, the result of the engagement increased very rapidly, but the increase in results was not in accordance with the objectives that had been set in the "Planning" process. The increase in engagement on posts was dominated by students in the Yogyakarta area rather than the target market, namely the Karanganyar community around Jannat Kitchen's location. The main target of social media marketing milestones which are increasing brand awareness and loyal customers (followers increase up to a minimum of 1000 followers in a year, and increasing sales were failed.

After deeper analysis, it turned out that this was because residents around Jannat Kitchen did not really use social media in their daily lives, especially because most people focused on their work, or on education in the Islamic boarding school environment. Jannat Kitchen's location is also in rural and mountainous areas where people are not very active on social media, especially Instagram.

2. The traditional marketing milestone of Jannat Kitchen targetted product awareness

among society and increases sales. The methods that Jannat Kitchen used are Reseller Marketing, Event Marketing, and Print Advertising (Promotion). The Reseller Partnership was very effective in increasing Jannat Kitchen sales both in terms of quantity and product expansion. Jannat Kitchen utilized engagement, networks, and distribution channels from second parties with their customers so that Jannat Kitchen was able to reach new market segments. Event Marketing strategy helped Jannat Kitchen increase brand awareness among society, especially in the area of Isy Karima Islamic Boarding School. This condition allowed face-to-face interaction between Jannat Kitchen and the customer target so that Jannat Kitchen could do market research and feedback. This opportunity also increased sales and brand awareness. While the print advertising was really interesting for the target audience of traditional marketing strategy. People were interested in visual design which explained especially about product promotion. Print advertising helped Jannat Kitchen increase brand awareness and sales. From the explanation above, the traditional marketing strategy implemented by Jannat Kitchen is successful and in accordance with the company's milestones.

4.2 Recommendation

After concluding the analysis that has been carried out scientifically, Jannat Kitchen can provide suggestions that can be used by similar business people who want to develop their business. The following are suggestions that can be implemented:

1. In this era of social media, actually using social media for marketing is very effective and efficient. However the use of social media needs to be done by ensuring the target market's behavioral habits. The implementation of social media marketing needs to

be done carefully, and various evaluations and adjustments must be made until this method is truly successful.

2. The very rapid development of social media marketing has resulted in many people starting to abandon traditional methods. In fact, various studies say that the use of traditional marketing in the current era is still very effective for business continuity.
3. The use of collaboration between social media marketing and traditional media marketing simultaneously is highly recommended provided that both are studied carefully, prepared and implemented effectively and efficiently.

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