

CHAPTER II

LINGKAR COFFEE GENERAL OVERVIEW AND RESPONDENT

IDENTIFICATION

2.1 History of Lingkar Coffee

Lingkar Coffee is a type of business that is very profitable in the food and beverage industry. The name Lingkar originates from a lingkaran that shapes architecture that serves as a gathering place for gathering, learning, and meetings, whether with colleagues or friends. Lingkar Coffee began operations in 2019 as one of Semarang's top coffee vendors. The first thing that struck me about the coffee was the strong sense of nostalgia left by Hilman Ramadhan, who is also the creator and proprietor of Lingkar Coffee. Hilman is very good at describing every person who enjoys reading, whether it is through words, images, or even individual compositions that are read aloud in the book. In order to help them learn more about coffee and how to make it, let me explain.

Hilman Ramadhan uses differences in the process of making the coffee by attending classes in Jakarta. Hilman was also helped by his friends Kunta Ananda and Fabian Pradima to find the most suitable taste so that it could be accepted by all groups, both young and old. And that was the starting point for opening Lingkar coffee by forming trained and experienced baristas to help develop a unique taste of the coffee menu. Not only koi, Lingkar coffee also serves tea, chocolate, soda and syrup. Initially Lingkar Coffee opened its first outlet on February 2 2019 on Jalan MH. Thamrin no. 12, Sekayu, Semarang.

The first branch is also available for surviving six years until now and has a second branch on Jalan K.H. Sirojudin no. 5, Tembalang, Semarang. And the second branch has been established for 3 years. For target consumers, initially Lingkar Coffee's target consumers were students and office workers living around Lingkar Coffee. However, as time goes by, consumers come from various circles, from young people to old people, who want to study or have meetings.

Then, the facilities provided by Lingkar Coffee, which operates from 08.00 – 22.00 WIB, include free wifi, power sockets, infusion water refills, and an indoor air-conditioned place for smoking. Lingkar Coffee carries a modern indoor concept with an aesthetic theme with good sunlight during the day and night with bright lights in various corners of the place.

2.2 Lingkar Coffee Vision and Mission

In a business, it is very important to have a vision and mission because these can determine strategy and success in running a business. The company's vision and mission can be used by the company to continue to adapt to changes in the environment and increasingly rapid times. This is done because the company owner already has an ideology for a relatively long period of time and can be used as a reference for all data sources owned by the company, so that the company can allocate its resources effectively and efficiently. Vision is a general description of the goals the company wants to achieve. Meanwhile, the mission is the steps that must be taken by the company to achieve the company's vision.

The vision and mission set by the company aims to achieve good things that

the company wants to achieve. The company's vision and mission must be in accordance with the company's values and can help each stakeholder to achieve the company's vision and mission. This can help the company gain the profits it will achieve and can help the company minimize errors during the company's operations.

Complementing this definition, according to Sofyan (2015), vision is the perspective of a leader or strategist who sees business problems comprehensively and is oriented not only to the present, but also to the future in efforts to maintain and develop the company. Meanwhile, the mission is considered as an obligation to fight for and maintain the company's image and character, anywhere and at any time. The mission is usually linked to social functions or more specific company targets, so the mission must be clear because it is the basis of the company's activities as a whole. So as a business that wants to survive for a relatively long period of time, Lingkar Coffee has a good and unique vision and mission so that it can win the competition among its competitors. The vision and mission of Lingkar Coffee are as follows:

2.2.1 Lingkar Coffee Vision

In running a business, Lingkar Coffee certainly has a vision that must be achieved in an undetermined time. Vision is the goal of a company, all elements in the company are directed as much as possible towards achieving the vision they have. Lingkar Coffee also has a vision of "Making Lingkar Coffee a food and beverage provider that can compete", which means that Lingkar Coffee has a goal to maintain the continuity of its business so that it always exists and never dies.

2.2.2 Lingkar Coffee Mission

After having a vision, the company also determines Lingkar Coffee's mission in running its business so that the company always moves on a path that leads to achieving the company's vision. Therefore, to always be on the path that leads to its vision, Lingkar Coffee has a mission that must be achieved, namely "Providing the best products and services as well as a pleasant visiting atmosphere for all Lingkar Coffee consumers". As has been mentioned, Lingkar Coffee wants its business to always exist and never die, to achieve this, Lingkar Coffee carries out several efforts as described in Lingkar Coffee's mission. Through this vision and mission, Lingkar Coffee has also predicted that its business will always be around in the future.

2.3 Company Logo and Tagline

Logo and taglines are important factors that can be used to increase buyers' awareness of the brand of the product they are purchasing. This is very important to support promotional steps and be a differentiator between the products owned by the company and its competitors. The following is the logo and tagline of Lingkar Coffee.

2.3.1 Lingkar Coffee Logo

A company logo is a sign designed as a company's identity in visual form to create associations and identification. A company logo can directly form a positive image of the company which will have an impact on the company's products or services. Logos can be used as a special attraction for consumers and can be used as a means of marketing the products or services offered. The following is an image of

the logo they have Lingkar Coffee.



Figure 2.1 Lingkar Coffee Logo

Source: Internal Data 2024

Lingkar Coffee has a history of creating attractive logos and makes people interested in the circle logo in the shape of a cup. This logo was also created by an illustrator directly with analysis made for days using computer media. The circle logo is also interpreted as a place to gather, meet, chat with friends, work partners and even family.

2.3.2 Company Tagline

A tagline can be called a slogan that encourages brand image to strengthen their key messages about products and companies to potential consumers. Lingkar Coffee has the tagline "Gather in Lingkar" which means an implied invitation to consumers who want to start their activities outside the home.

2.4 Organization Structure

Organizational structure is one of the important elements that every organization or company must have. This is because the organizational structure is a hierarchical line that describes the various components that make up the company, where each component within the scope of the company then has its own position and function.

The organizational structure also means an arrangement of skills with a division of work so that everything is easy to understand. Apart from that, an organizational structure is also developed to determine how the organization or company operates to carry out its goals. The following is the organizational structure of Lingkar Coffee:

Figure 2.2 Lingkar Coffee Organizational Structure

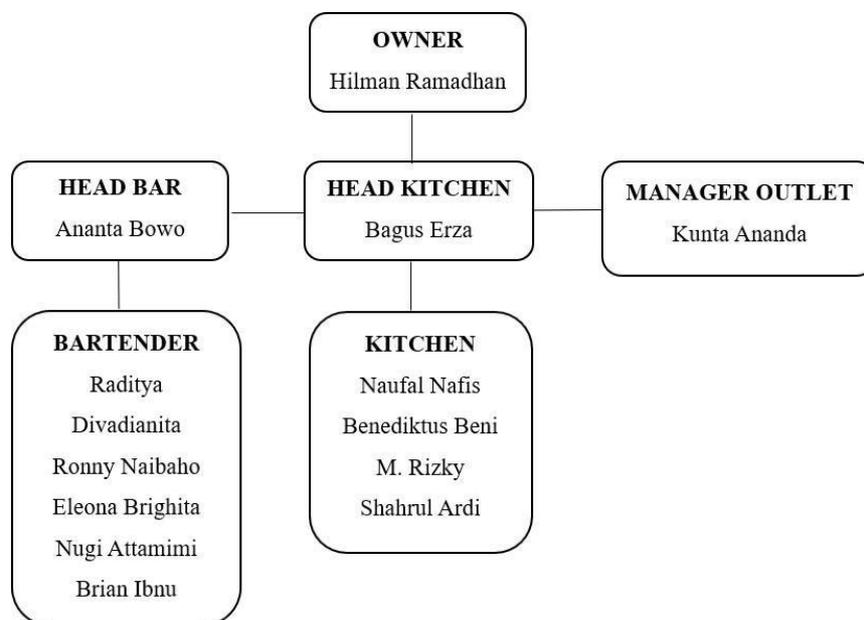


Figure 2.2 Lingkar Coffee Organizational Structure

Source: Internal Data

2.5 Job Description

Lingkar Coffee also has a picture of the organizational structure above, there are several positions that have different duties and rights. The following is an explanation of each position in the organizational structure of Lingkar Coffee:

a. Outlet Manager

- Manage daily coffee shop operations.
- Manage aspects of the coffee shop business, such as maintaining

company licenses, negotiating supplier contracts, taking inventory and reordering supplies, managing budgets and setting goals.

- Hire and recruit new employees according to company needs.
- Train employees on proper beverage preparation and use of coffee equipment.
- Maintain up-to-date records of daily, weekly and monthly income and expenses.
- Advise staff on the best way to resolve issues with clients and provide excellent customer service.
- Make sure all cafe areas are clean and tidy.
- Maintain friendly relationships with customers to increase loyalty and enhance our reputation.
- Compile a list of purchases of goods/services needed by all company members.
- Categorize the purchase list between; monthly & one-time purchase of goods.
- Compile a list of vendors providing goods/services.
- Request purchase approval from management / finance for the budget.
- Contact suppliers & vendors to get quotations / price offers.
- Analyze the offerings (price, features, services, Etc.) that will most benefit the business.
- Negotiating prices, features, services, time, obtained from suppliers.
- Create order documents / purchase orders (PO).

- Send POs to suppliers & vendors of goods / services.
- Track & ensure delivery or execution of service work goes well.
- Checking the quality of goods / services in accordance with the sales contract.
- Documentation of sales documents.
- Mediation with the logistics department for recording incoming goods.
- Mediation with the finance department for payment of goods / services.
- Conduct performance reviews of the purchasing process.

b. Head Barista

- Responsible for stock availability, menu quality, appearance standards for each barista crew, cleanliness of the place and equipment, as well as providing training to the barista crew. The training provided will include training in making drinks, how to control stock, how to record damaged goods and share other training
- Providing a good example, can direct and motivate the barista crew to be more enthusiastic about working
- Propose additions and reductions to the barista crew
- Fully responsible for the smooth running of the barista division's operational activities
- Providing promotions and demotions to the barista crew
- Create ingredient stock and barista inventory reports
- Create work and holiday schedules for the barista crew

c. Baristas

- Promote the menu on the list to customers. Be it coffee, drinks other than coffee as well as cakes and snacks.
- Greet customers in a friendly manner
- Provide feedback to customers about their beverage interests and needs.
- Explain the menu requested by customers.
- Deliver orders to customers.
- Shows the process by which coffee making equipment operates.
- Prepare and serve coffee drinks by following recipes and techniques for coffee drinks, such as espresso, caffe latte, and cappuccino.
- Attract new customers.
- Maintain the availability of coffee bean supplies and all existing food and equipment stocks.
- Keep equipment operational by following operating instructions and performing maintenance.
- Updating knowledge about the world of coffee and what's currently trending.

d. Head Kitchen

- Responsible for stock availability, menu quality, appearance standards for each kitchen crew, cleanliness of premises and equipment, as well as providing training to crew. The training

provided will include training in making food and desserts, how to control stock, how to record damaged goods and share other training.

- Providing a good example, can direct and motivate the kitchen crew to be more enthusiastic about working
- Propose additions and reductions to the kitchen crew
- Follow up on memos and provide suggestions to subordinates
- Record violations committed by the kitchen crew
- Fully responsible for the smooth operational activities of the kitchen division
- Providing promotions and demos to kitchen crew
- Create material stock and kitchen inventory reports
- Create kitchen crew work and holiday schedule.
- Create and prepare food following recipes and techniques for platter snack foods, rice bowls, steaks, and salads.
- Maintain the availability of coffee bean supplies and all existing food and equipment stocks.
- Keep equipment operational by following operating instructions and performing maintenance.
- Updating knowledge about the world of food and what is currently trending so that sales increase.
- Improve the reputation of food by continuing to maintain the quality of the food.

2.6 Employment

Employees are an absolute factor in a company who function as the driving wheels of all company activities. Lingkar Coffee also needs employees as personnel who carry out every activity within the company organization. Employees are the most important asset that has a huge influence on the success of a company. The data on the number of employees and working hours of Lingkar Coffee employees is as follows.

a. Owner

- Quantity: 1 person
- Working hours: Not limited to time

b. Outlet Manager

- Quantity: 1 person
- Working hours: Not limited to time

c. Head Barista

- Quantity: 1 person
- Working hours:
Shift 1: 07.00 - 15.00 WIB
Shift 2: 16.00 – 00.00 WIB

d. Barista

- Quantity : 6 people
- Working hours:

Shift 1: 07.00 - 15.00 WIB

Shift 2: 16.00 – 00.00 WIB

e. Head Kitchen

- Quantity: 1 person
- Working hours:

Shift 1: 07.00 - 15.00 WIB

Shift 2: 16.00 – 00.00 WIB

f. Kitchen

- Quantity: 4 people
- Working hours:

Shift 1: 07.00 - 15.00 WIB

Shift 2: 16.00 – 00.00 WIB

2.7 Product and Services

In a business, a company certainly has products in the form of goods or services that will be bought and sold or offered to consumers with the aim of satisfying a want or need. Lingkar Coffee offers products in the form of food and drinks with dine-in and take-out services. Lingkar Coffee's target audience is people with a middle economic level, but this does not rule out the possibility of the upper class wanting to visit Lingkar Coffee.

Lingkar Coffee targets the young to old segment so the menu prices offered are quite friendly, namely drink prices start from IDR 22,000 – IDR 40,000 and food prices start from IDR 35,000 – IDR 60,000. The following is a list of menus offered by Lingkar Coffee.

2.8 Responden Identity

In this research, the identity of respondents is analyzed based on age, gender, highest level of education, occupation, monthly income. This data regarding respondents only aims to determine the characteristics of respondents, namely Lingkar Coffee consumers, by taking a sample of 100 respondents. Some of these consumers indicated their identities as follows:

2.8.1 Respondents Based on Age

Age is one of the things that can influence a person's maturity and can reflect how productive a person is in carrying out activities in their daily life. Respondent identity data based on respondent age can be shown in the following table:

Table 2. 1 Age of Respondents

No	Age Range	Frequency (people)	Percentage
1	< 20	13	13
2	> 20 - 25	74	74
3	> 25 - 30	3	3
4	> 30 - 35	2	2
5	> 35 - 40	0	0
6	> 40 - 45	1	1
7	> 45 - 50	3	3
8	> 50 – 55	3	3
9	> 55 – 60	1	1
Total		100	100

Source: Processed primary data, 2024

Based on the table above, it shows that the majority of respondents are aged 20 - 25, amounting to 74%. This is because the average visitor to the Lingkar coffee is students who visit either to do assignments or for organizational meetings.

2.1.1 Respondents Gender

Age can influence a person's attitude based on the person's level of thinking or maturity. The following table shows the age data of the respondents:

Table 2. 2 Gender of Respondents

No	Gender	Frequency (people)	Percentage
1	Male	43	43
2	Female	57	57
	Total	100	100

Source: Processed primary data, 2024

Based on the data contained in the table, it can be seen that the respondent's identity regarding the gender of the respondent is dominated by female respondents with a percentage of 57 percent while male respondents with a total of 43 percent.

Based on the aesthetic concept, it appears that Lingkar Coffee offers a lot of photo opportunities as well, which accounts for the majority gender being female. In addition, the atmosphere here is quite encouraging for the majority of women whose lives are now shared on social media.

2.8.4 Type of Work

Work is a social activity carried out by each individual or group to get compensation to meet daily needs. Respondent identity data based on type of work can be shown in the following table:

Table 2. 3 Types of Respondents Work

No	Type of Work	Frequency(People)	Percentage
1	Pelajar/ Mahasiswa	40	40
2	TNI/POLRI/PNS	5	5
3	Wiraswasta	14	14
4	Ibu Rumah Tangga	11	11
5	Karyawan Swasta	22	22
6	Tenaga Kesehatan	8	8
Jumlah		100	100

Source: Processed primary data, 2024

Based on the data presented, it can be seen that the 100 respondents were dominated by students, namely 90%, while the remaining high school students were 10% of the total respondents. That is also what makes the majority of Lingkar Coffee visitors are students, besides that the location of Lingkar Coffee is also in the Undip area. So the majority of visitors are students, it is also an interesting place and has fast wifi which makes students feel at home staying for a long time at Lingkar Coffee.

2.8.5 Types of Routine Monthly Expenditures

Routine expenses are the types of expenses you pay every month for your living needs. The monthly routine expenses of respondents in this study include:

Table 2. 4 Routine Monthly Expenditures

No	Income	Frequency(people)	Percentage
1	≤ Rp 1.000.000	22	22
2	>Rp 1.000.000 – Rp 2.000.000	24	24
3	>Rp 2.000.000 – Rp 3.000.000	6	6
4	>Rp 3.000.000 – Rp 4.000.000	12	12
5	>Rp 4.000.000	36	36
Total		100	100

Source: Processed primary data, 2024

It can be seen that the identity of the respondents regarding their monthly routine expenditure is dominated by respondents with monthly routine expenditure of more than IDR 4,000,000 with the number of respondents being 36 percent. This is because Lingkar Coffee consumers are mostly workers in the Semarang area and students who have expenses of more than IDR 4,000,000.

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2.8.6 Types of Routine Monthly Expenditures

A visit is a thing or action and a desire to visit a place. The number of visits in the last 3 months since the questionnaire was filled in by respondents in this study included:

Table 2. 5 Number of Visits

No.	Visit (people)	Frequency	Percentage
1	2 Times	22	22
2	3 Times	32	32
3	>4 Times	46	46
	Total	100	100

Source : Primer Data (2024)

Based on the data in the table, it is dominated by respondents with the number of visits in the last 3 months since the questionnaire was filled in more than 4 times with a total of 46 percent.

This is because Lingkar Coffee consumers feel comfortable and compatible with Lingkar Coffee so they visit again.