

CHAPTER II
GENERAL DESCRIPTION OF THE MINUM AND RESPONDENT
PROFILE

2.1 General Description of Semarang City

Semarang is the capital of Central Java Province, located on the north coast of Java Island. The city is known as an important economic, industrial, and trade center in the region, with Tanjung Emas Port serving as one of the main import-export gateways in Indonesia. Semarang also has a rich history and culture, which are reflected in iconic buildings such as Lawang Sewu and the Dutch colonial-style Kota Lama area. Additionally, the city has a strong Chinese cultural influence, with one of its symbols being the Sam Poo Kong Temple. Semarang's population consists of various ethnic groups, most of which are Javanese, followed by Chinese, Arab, and other ethnic communities. As an important transportation hub in Central Java, Semarang is served by Ahmad Yani International Airport, a port, and a railway line that connects it with other major cities on the island of Java (Disbudpar Semarang, 2023).

The city of Semarang has an area of 373.70 km², or approximately 37,366.836 hectares. With its vast area and role as a center for various economic and social activities, Semarang has developed into the fifth-largest metropolitan city in Indonesia (Dafudin, 2023). Rapid infrastructure development, effective city governance, and the provision of adequate public facilities are the main factors driving Semarang's growth as a metropolitan city. Not only is it a hub for local community activities, but Semarang also attracts many immigrants from various

regions, making it a place to find or create jobs. As a result, the population and population density in the city continue to increase year by year. This creates its own challenges in city management, particularly in terms of providing housing, transportation, and public services. However, it also makes Semarang a dynamic and continuously developing city. Stable economic growth and the availability of job opportunities have further strengthened Semarang's position as one of the centers of urbanization in Indonesia (STEKOM, 2023).

2.2 General description of Ngesrep Village

2.2.1 Geographical Conditions

Sumurboto Village is one of the sub-districts in Banyumanik District, Semarang City. This sub-district has an area of 84.54 hectares, or 3.30% of the total area of Banyumanik District. It borders several other sub-districts, including Ngesrep (to the north), Srandol Wetan (to the south), Tembalang (to the east), and Srandol Kulon and Tinjomoyo (to the west) (BKKBN, 2024). Additionally, Sumurboto sub-district is strategically located close to several universities, such as Diponegoro University, Semarang State Polytechnic, Semarang Ministry of Health Health Polytechnic, Pandanaran University, and several other schools.

2.2.2 Economic Conditions

Sumurboto Subdistrict has a diverse range of economic activities, including trade, services, and small industries. Its strategic location and proximity to several campuses make this area quite dynamic in terms of economic activity. Many local residents run small and medium-sized

businesses (UKM), such as grocery stores, food stalls, boarding houses, cafes, beverage shops, and services catering to the needs of students and local residents. The presence of the campuses also encourages business growth in areas such as culinary, photocopying, laundry, and other educational services. On the other hand, some residents work in the formal sector as employees in various companies and agencies in Semarang City. Sumurboto's economy tends to develop well, as it is supported by adequate infrastructure and easy access to transportation, making the distribution of goods and services more efficient.

2.2.3 Social, Government and Institutional Conditions

Sumurboto Subdistrict has a heterogeneous community, consisting of both native residents and immigrants, such as students and workers from outside the area. The presence of Diponegoro University and several other campuses nearby influences the social dynamics, encouraging cultural diversity. The education level of the Sumurboto community tends to be higher than in other areas, with many residents working in the formal sector and many educated students. In terms of governance, the Sumurboto Subdistrict Government provides various public services, such as processing KTPs, family cards, birth certificates, and other social services. In terms of institutions, Sumurboto Village is home to various important organizations, such as the Village Community Empowerment Institute (LPMK), Rukun Tetangga (RT), and Rukun Warga (RW), which coordinate social and administrative matters within the smallest neighborhoods. Additionally,

cooperatives and small business groups contribute to improving the community's economic welfare. Overall, Sumurboto has a strong social and institutional structure, with various elements supporting each other to improve the quality of life.

2.3 Profil Outlet Minum

2.3.1 Business Age

The Minum franchise began its business operations in 2019. In just five years, the company has experienced significant growth in a short period. By offering various types of innovative and high-quality products, Minum has succeeded in attracting many customers and securing a strong position in the local market. Currently, Minum not only has several branches in Semarang but is also planning to expand to other cities across Indonesia.

2.3.2 Distribution of Business Locations

Currently, Minum has succeeded in expanding its business, with around 26 branches spread across Semarang and other cities. In Semarang, there are several branches of Minum, including Minum in the Tlogosari Kulon area, Minum Gajah Raya, Minum Kusumawardani Pleburan, Minum Tentara Pelajar, Minum Ngesrep, Minum Banjarsari, Minum Manyaran, and others.

2.3.3 Business Assets

Minum has various assets that support the operation of its business. Equipment and machines are key assets required to run a Minum franchise, such as blenders, glasses, straws, measuring spoons, and drink press machines. Essential raw materials, including coffee powder, flavoring

powder, tea, milk, and other supporting ingredients, are also crucial for maintaining product consistency. Technology systems, such as cash registers and point-of-sale software, play an important role in managing sales transactions at business locations. Additionally, assets like logos and packaging are essential for reflecting Minum's brand identity.

2.3 Respondent Identity

2.3.1 Description of Respondents Based on Gender

Table 2. 1 Frequency of Gender in Minum's Consumen 2024

No.	Gender	Frequency (f)	Percentage (%)
1.	Male	44	44
2.	Female	53	53
Total		97	97

Source: Processed Primary Data, 2024

Table 2.1 shows that the majority of respondents were women, with 53 people (53%), while there were 44 men (44%). Based on this table, the researchers can conclude that women tend to prefer contemporary drinks such as those offered by Minum.

2.3.2 Description of Respondents Based on Age

Table 2. 2 Frequency of Age in Minum's Consumen 2024

No.	Age	Frequency (f)	Percentage (%)
1.	15-20 years old	15	15
2.	21-25 years old	69	69
3.	>25 years old	13	13
Total		97	97

Source: Processed Primary Data, 2024

Based on Table 2.2, it is shown that the majority of respondents were aged 21-25, with 69 people (69%), followed by those aged 15-20, with 15 people (15%), and 13 people aged over 25 (13%). Thus, the researchers can

conclude that Minum products are purchased more frequently by individuals aged 21-25 years.

2.3.3 Description of Respondents Based on Occupation

Table 2. 3 Frequency of Occupation in Minum's Consumen 2024

No.	Occupation	Frequency (f)	Percentage (%)
1.	Students	72	72
2.	Employe	25	25
	Total	97	97

Source: Processed Primary Data, 2024

Table 2.3 shows that the majority of respondents are students, with 72 people (72%), followed by respondents who are employed, with 25 people (25). Based on this table, the researchers can conclude that Minum products are more commonly consumed by students.

2.3.4 Description of Respondents Based on Income

Table 2. 4 Frequency of Income in Minum's Consumen 2024

No.	Income	Frequency (f)	Percentage (%)
1.	0 – 1.000.000	34	34
2.	1.000.001 – 3.000.000	42	42
3.	> 3.000.000	21	21
	Total	97	97

Source: Processed Primary Data, 2024

According to Table 2.4, it is clear that the majority of respondents have an income of 1,000,001 – 3,000,000 (42%), followed by an income of 0 – 1,000,000 (34%), and an income of >3,000,000 (21%). Thus, the researchers can conclude that more drink purchases occur among customers with incomes between 1,000,001 – 3,000,000. This is likely because the average student does not have a full-time job and may only work part-time or engage in side

jobs, such as offering courier or motorcycle taxi services, resulting in relatively smaller incomes.

2.3.5 Description of Purchase Amount on Minum

Table 2. 5 Frequency of Number of Purchases by Minum's Consumen from March-August 2024

No.	Income	Frequency (f)	Percentage (%)
1.	1 - 3 times	29	29
2.	4 - 5 times	55	55
3.	>5 times	13	13
	Total	97	97

Source: Processed Primary Data, 2024

Table 3.5 presents data showing that the majority of consumers (56.7%) purchased Minum 4–5 times between March and August 2024. 29.9% of respondents made purchases 1–3 times, while 13.4% made purchases more than five times. From this data, the researchers concluded that, on average, respondents purchased Minum about once a month. This could be due to various factors, such as respondents limiting their intake of sweet drinks or preferring other more affordable beverage alternatives.