

CHAPTER II

ORGANIZATIONAL DESCRIPTION

2.1 Brand Profile

This chapter contains the overview of Etto Dessert Semarang. This chapter overview is based on the online interview that is done with the owner of Etto Dessert on 22nd of April and 2nd of May 2025. Etto Dessert is a new dessert house located in Semarang, Jawa Tengah, specifically in the Old Town (Kota Lama) area that was established in January 2025. Etto Dessert was established with the aim of introducing legit Japanese Dessert to Semarang citizens. Etto Dessert is an F&B business under PT Cerita Usaha Anak Nomaden, which has a risk-based business license with a business identification number (NIB).



Figure 2.1 Logo of Etto Dessert

Source: Etto Dessert's Asset

Based on the interview that was done online with the owner of Etto, Gito Sabata, in 22nd of April 2025, it is claimed that the name “etto” (from the Japanese *ēto*, *etto*) is a casual expression of a state of thinking, often translated as “let me see” or “err..” is purposely used to make people confuse

with the options of menu available. The owner mentioned that the purpose of Etto Dessert coming to Semarang is not solely to introducing the Japanese Dessert Culture to Semarang but aimed to be the “one stop shops for leisure time” to people.

With the playful branding, Etto Dessert aimed to bringing the characters (mascot) they have to life. The characters mentioned are Aiko, a playful girl with fun charms and Yuki, the dog that always follows and accompanies Aiko wherever she goes. Beside bringing the characters to life, citing from Etto Dessert’s deck, the fundamental mission of Etto Dessert is to provide “treats for your sweet tooth” through a unique dessert experience. The operational goal is to align its offerings with a consistent Japanese theme which also facilitates the moment for customers to capture their moment of togetherness through its service and facilities. These are what Etto Dessert offers in their store including dessert and their other additional offerings to create the moment of togetherness:

a. Desserts Menu



Figure 2.2 Etto Dessert’s Menu Selection

Source: Etto Dessert’s Asset

Based on the interview with the owner on the 2nd of May 2025, Etto Dessert main product is the Waffle + Ice Cream selection, where it brings up speciality dessert from Japan such as Waffle Mochi, Crepes, and Mochi Donuts combines with Japanese inspired flavor ice cream along with the traditional flavor selection as the ‘Indonesian’ speciality menu, considering the location of Etto Dessert at the Old Town where a lot of tourist came. Here in the menu we can custom our own dessert, which align with Etto Dessert intention to purposely make people confuse while customizing their dessert. We can also see the smaller bites such as Sando, Dorayaki, and Caramel Pudding. The price ranges starting from Rp 18.000,- to Rp 42.000,- and it could differ based on your mix and match.

b. Merchandise



Figure 2.3 Merchandise Etto Dessert

Source: Etto Dessert’s Asset

Based on the interview that was done on the 22nd of April 2025, Etto Dessert also sold merchandise featuring its mascots (Aiko and Yuki) including stickers and T-shirts that are sold in the store. This merchandise is sold as their way to provide a ‘one stop shop for leisure times’, including selling their merchandise in cute and useful things such as T-shirts. The selling of merchandise aligned because in one place, Etto Dessert aimed that people could shop for not only dessert but also things such as T-shirts and other small merchandise such as stickers. The owner mentioned that the merchandise selection hasn’t developed very much and is still open for improving more options of merchandise. This is also the way of Etto Dessert to bring the characters of Aiko and Yuki to life.

c. Aiko’s Photobox



Figure 2.4 Aiko Photobox

Source: Etto Dessert’s Asset

Based on the interview that was done with the Owner on 2nd of May 2025, The Aiko Photobox purpose is to fulfill people's need for aesthetic and happiness that comes out while creating memories with their loved one. Aiko's Photobox is a service designed to allow customers to take and print fun photos to capture their moment of togetherness in Etto Dessert.

2.2 Working System in Etto Dessert

The working system at Etto Dessert began with the founders, consisting of the CEO, COO, CMO, and CFO as the owners. The CEO is Hansel Sadikin, the COO is Denny Fransiscus, the CMO is Gito Sabata, and the CFO is Veronica Chua. In implementing this program, the author collaborated with the CMO, Gito Sabata, as the owner and decision maker in the campaign we were going to create.

Organizational Structure that this project is under consist of the Owner as Chief Marketing Officer (CMO), the Marketing and Finance, the Area Manager, and the Kitchen Staffs. Our team (author and team member) come and communicate with all of these members in the organizational structure of Etto Dessert for a different interest. As mentioned, author and team communicate with the Owner because he is the decision maker for the whole brand message campaign, communicate with the Marketing and Finance to ask for approval in creating visual marketing branding and finance approval, communicate with the Area Manager for

the technical stuffs near D-Day of Event Activation that is held in Etto Dessert area, and communicate with the Kitchen Staffs as the people that operating Etto Dessert daily while we took contents and discussing technical kitchen stuffs for D-Day of Event Activation that is held in Etto Dessert.

The names of the people in the Organizational Structure are Gito Sabata as the Owner and CMO, Adrian Renardi as the Marketing and Finance, and Jackson Lim as the Area Manager of Etto Dessert in Semarang, and Nesty and Lia as the Kitchen Staffs. Author and team member constantly contacting these people in the organizational structure to manage an effective campaign for Etto Dessert for 2 months.