

CHAPTER 2

COMPANY PROFILE

2.1 History of Secangkir Coffee

Secangkir Coffee is a coffee shop established in 2022 on Jalan Kawi Raya No.49, Sumurboto, Candi, Semarang City. Rainaldy Daffa, as the founder and owner of Secangkir Coffee, used to really like drinking coffee since he was in high school. Starting from trying to avoid being sleepy while studying, Daffa is addicted to continuing to drink coffee and looking for the best coffee milk or a comfortable place to hang out from various coffee shops in Jakarta. Time passed, when Daffa was in college, initially he thought of trying to become a barista in his spare time, but his parents refused to allow him for fear of disturbing his studies at that time. Long story short, when the Covid-19 pandemic appeared in 2020, due to being bored with daily activities during Covid-19 Daffa bought a coffee machine to fill his free time at home. After several days of learning how to use the coffee machine and experimenting with making coffee, Daffa came up with a business idea to sell the coffee with the concept of made by order in bottles. Daffa finally named the business "Secangkir Coffee".

At that time, Daffa wanted to focus on selling at home, but over time he had the desire to make Secangkir Coffee a coffee shop located in Semarang so that it would be the same city as where he was studying. In August 2022 the coffee shop was finally opened in Semarang. The initial target market set by Daffa was Diponegoro University students only, but after time, he continued to learn that students from other universities or workers also liked coffee and hanging out or

meeting at coffee shops. Finally, the target market for his coffee shop was determined to be workers and students in Semarang.

Until now, Secangkir Coffee offers various types of processed coffee, non-coffee, and food. Daffa set prices in the range of fifteen thousand to thirty thousand rupiahs. By setting this price, consumers are also spoiled with various facilities from Secangkir Coffee, including free wifi, cool rooms equipped with air conditioning (AC), the atmosphere of the shop is made as comfortable as possible by carrying out the concept of "industrial and joglo" making Secangkir Coffee very comfortable. The selection of classic songs and indie songs with moderate volume is deliberately played for visiting consumers, as well as tables and chairs made of cement and teak wood in various sizes, with the aim that consumers can choose which table and chairs are suitable for them to be comfortable while at Secangkir Coffee.

As the name implies, the mainstay menu offered is the coffee menu. Coffee prepared by Daffa and several baristas who are experts and trained in producing the right composition so as to create coffee with a delicious taste. Coffee beans use local coffee beans taken from suppliers from Temanggung. As for drink ingredients other than coffee, they come from Semarang suppliers, and the food is also the same.

2.2 Vision and Mission

2.2.1 Vision

Secangkir Coffee's vision directs all components of the company for the implementation of company goals. The following is Secangkir Coffee's vision:

1. Creating a different coffee taste from other coffee shops
2. Coffee shop with industrial and joglo concepts
3. Our service is our image

Secangkir Coffee wants to be known as a coffee shop that serves a different taste of coffee from other coffee shops, in a comfortable space and prioritizes service to customers.

2.2.2 Mission

The mission is the things that must be implemented by the company to realize the achievement of the company's vision. Mission is also a form of short-term goals of a company. The following is the mission of Secangkir Coffee, namely:

1. Providing the best coffee with the main customer satisfaction
2. Providing services that carry a casual feel

2.3 Organizational Structure of Secangkir Coffee

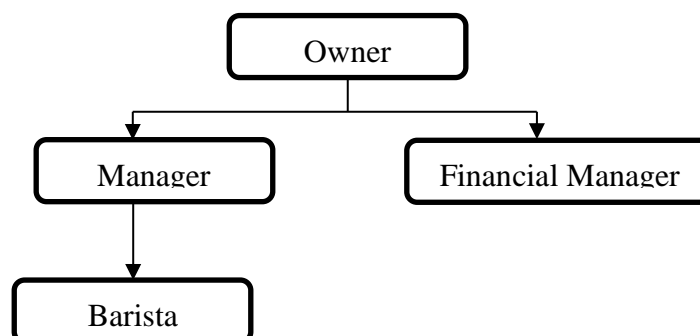


Figure 2.1 Organizational Structure of Secangkir Coffee

2.4 Duties and Responsibilities

1. Owner

- a. In charge of leading, managing, and being responsible for the company and taking care of all permits needed by the company and regulate all regulations that apply in the company.
- b. The owner has the authority to carry out the entire series of activities and processes of planning, organizing, directing, controlling, and being fully responsible for the survival of the company to achieve the set organizational goals.
- c. The Owner as the organizer, as the highest leader who is authorized to accept accountability, and the Owner as the executor has the obligation to direct, influence, and at the same time motivate all members of the company in the form of communication.

2. Manager

- a. Has the duty and responsibility to replace the Owner if he is not present or unable to attend.
- b. Become a decision maker on everything related to the company with the approval of the owner
- c. Provide directions to employees
- d. Responsible for employee recruitment
- e. Doing stock opname
- f. Doing quality control
- g. Shop for a Secangkir Coffee needs

- h. RnD menu for Secangkir Coffee
- i. Planning promotions
- j. Manage social media Secangkir Coffee
- k. Handling Reservations
- l. Conduct campaigns to companies or vendors

3. Financial Manager

- a. Provide a report to the leadership of the company
- b. Record all bookkeeping related to the company's activities
- c. Make payments to shops or suppliers of raw materials
- d. Make financial reports on company leadership
- e. Manage company finances
- f. Keep all documents related to financial administration and important papers related to the company
- g. Propose a financial budget according to the needs of the company's operations

4. Barista

A barista is someone whose specialty is making and serving coffee to customers. At Secangkir Coffee, the barista is responsible for all the drink menus available at the shop for customers.

2.5 Secangkir Coffee Logo

Every company must have a logo to show consumers the existence or location where the company operates. Below is the logo of Secangkir Coffee.



Figure 2.2 Logo of Secangkir Coffee

Source: Primary data processed, 2023

2.6 Hours of operations Secangkir Coffee

a. Manager

Working Days : Tuesday – Sunday

Working hours : 17.00 – 00.00

b. Staff

Working Days : Every Day

Hours of Operation : 17.00 – 00.00

2.7 Secangkir Coffee Product

Secangkir Coffee has several product categories displayed on the menu, including:

a. Coffee

As the name suggests, this menu is made from coffee. All menus are written in terms created by Secangkir Coffee. The Coffee menu provided by Secangkir Coffee consists of:

1. Secangkir Alla Mella
2. Secangkir Arancia
3. Secangkir aren
4. Secangkir Americano
5. Secangkir Klepon
6. Vanilla Latte
7. Hazelnut Latte
8. Latte
9. Tiramisu Latte

b. Non-Coffee

Apart from coffee, Secangkir Coffee also provides other menus for customers who don't like coffee, so they can choose alternative menus, one of which is this non-coffee menu. The non-coffee menu consists of:

1. Chocolate
2. Matcha
3. Klepon
4. Hazelnut Chocolate
5. Hazelnut Milk
6. Vanilla Milk
7. Tea
8. Lychee Tea
9. Lemon Tea
10. Cookies n Cream

11. Choco Crunchy

c. Food

Secangkir Coffee provides a food menu for Secangkir customers who feel hungry or accompany them to drink coffee while at Secangkir. The food menu consists of:

1. Secangkir Noodles
2. Curry Chicken Noodles
3. Cheese Sauce Chicken Noodles
4. Rendang Chicken Rice
5. Honey Butter Chicken Rice
6. Salted Egg Chicken Rice
7. Chicken Curry Rice
8. Tempe Mendoan
9. Fried Banana
10. Mix Platters

2.8 Characteristics of the Respondents

In this study, the characteristics of the respondents were analyzed based on age, gender, and income. The data regarding these respondents only aims to determine the characteristics of respondents who have visited Secangkir Coffee Semarang, by taking a sample of 100 respondents.

2.8.1 Gender of the Respondents

Data on the characteristics of respondents based on gender can be shown in table 2.1 below:

Table 2.1 Respondent Characteristics Based on Gender

No.	Gender	Total	Percentage (%)
1.	Male	66	66
2.	Female	34	34
	Total	100	100

Source: Primary data processed, 2023

From table 2.1 above it can be seen that the majority of respondents in this study were male with a total of 64 respondents or 66%. The rest are female respondents, which are 34 respondents or 34%. From this it can be conclude that the majority of respondents in this study were male. The data above is in accordance with the original situation at Secangkir Coffee where most of the visitors were men.

2.8.2 Age of the Respondens

Data on the characteristics of respondents based on age can be shown in table 2.2 below:

Table 2.2 Respondent Characteristics Based on Age

No.	Age Range	Total	Percentage (%)
1.	17-22	58	58
2.	23-28	7	7
3.	29-34	0	0
4.	35-40	8	8
5.	41-46	8	8
6.	47-52	8	8
7.	53-58	11	11
	Total	100	100

Source: Primary data processed, 2023

Based on the table above, it can be seen that the majority of respondents who had the most number of 58% were in the age group between 17-22 years, followed by the 53-58 year age group of 11%. Based on these data it can be seen that the most consumers of Secangkir Coffee Semarang are the age group of 17-22 years. The data shows that the respondents in this study are in accordance with the target market in Secangkir Coffee, namely students with an average age of 17-22 years.

2.8.3 Income of the Respondents

Based on the income of the respondents, it consists of four groups, namely income \leq Rp. 1,000,000, $>$ Rp. 1,000,000 – Rp. 2,000,000, $>$ Rp. 2,000,000 – Rp. 3,000,000, and $>$ Rp. 3,000,000 – Rp. 4,000,000, $>$ Rp. 4,000,000. Data on the characteristics of respondents based on income or pocket money can be shown in table 2.3 below:

Table 2.3 Respondent Characteristics Based on Income

No.	Income	Total	Percentage (%)
1.	\leq Rp1.000.000	15	15%
2.	$>$ Rp1.000.000-Rp2.000.000	24	24%
3.	$>$ Rp2.000.000-Rp3.000.000	12	12%
4.	$>$ Rp3.000.000-Rp4.000.000	15	15%
5.	$>$ Rp4.000.000	34	34%
Total		100	100%

Source: Primary data processed, 2023

Based on the table above, it can be seen that the monthly income of the most respondents is $>$ Rp. 4,000,000 per month with a percentage of 34%, then the income of respondents with a range of $>$ Rp. 1,000,000 - Rp. 2,000,000 is 24%,

then income < IDR 1,000,000 and income > IDR 3,000,000 – IDR 4,000,000 gets a percentage of 15%, and finally > IDR 2,000,000 - IDR 3,000,000 with the lowest percentage being 12%. From the data above, it can be concluded that the price offered by Secangkir Coffee can reach all groups.