

CHAPTER II

ORGANIZATIONAL DESCRIPTION

This chapter contains the overview description of the client, which includes the products or services that the client offers, the vision and mission as the client basis, and description of the Organizational structure. This chapter is developed by a data gathered through interviewed of the brand owner in 22nd April 2025. Those data has been describe as follows.

2.1 Brand Profile

Etto stands out as a thoughtfully designed dessert café that brings a touch of Japanese ambiance in the heart of Semarang. Based on the Conducted Interview in 22nd April 2025 with Gito, The Chief Marketing Officer and Owner, Etto has philosophy behind the brand name where the brand consist meaning of common japanese people when thinking such as “umm..”in english. In this case, Etto Dessert infused the philosophy into the consumer action when seeing the menu. Making the consumer overwhelmed by varied choice that the menu offers which then align with the brand purpose of feeling joyful confusion with tempting Japanese desserts.



Figure 2.1 Etto Dessert Logo That Resembles the People Thinking Expression

Beyond serving desserts, Etto offers interactive experiences such as coloring activities, games, and a photo booth, encouraging customers to engage and create shared memories. These elements reflect Etto’s brand image of “Playful” and “Togetherness,” emphasizing that the brand is not just about dessert consumption, but connecting the consumer in a fun touchpoint. Based on the Conducted Interview in 22nd April 2025 with Gito, The Chief Marketing Officer, The “Playful” Image also resembles by Etto Dessert Mascott of Aiko and Yuki. Aiko is a cheerful girl that brings joy to everyone around her, where she always accompanied by her poodle dog called “Yuki”. As Kak Gito mentioned, he hopes that everyone that visited Etto could be more happy with its playful activities.



Figure 2.2 Etto Dessert Atmosphere and Activities

Hence, This is what distinguishes Etto from other dessert brands. Its well conceptualized dessert café could act as a space for quality time, where visitors can momentarily escape from reality through the delightful surprises experiences offered at Etto, while savoring the well-crafted taste of Japanese inspired desserts.

a. Product Description

Etto Dessert offers a variety of Japanese-inspired desserts. Based on Kak Gito Statement in the Interview of 22nd April 2025, Etto Dessert primary product is the multi flavored ice cream, where it is crafted using premium ingredients to ensure high-quality ice cream taste. The available flavors include Badak (Indonesian root beer), Strawberry Cheesecake, Cookies and Cream, Vanilla, Coffee and Cream, and Matcha. Consumers are able to enhance their dessert

Merchandise and Photobooth People are able to remember the memories in Etto dessert as well as having a cute home souvenirs.



Figure 2.4 Etto Dessert Merchandise and Photobooth

2.2 Working System in Etto

Organizational structure used in working system plays a critical role in supporting operational needs and sustainable business growth. An efficient structure enhances communication flow, improves decision-making processes, and strengthens the organization's ability to innovate in competitive market conditions (Stanmore, 2024).

The organizational workflow at Etto Dessert is led by the founding team, which consists of four key roles: Chief Executive Officer (CEO), Chief Operating Officer (COO), Chief Marketing Officer (CMO), and Chief Financial Officer (CFO). These positions are held by Hansel Sadikin as CEO, Denny Fransiscus as

COO, Gito Sabata as CMO, and Veronica Chua as CFO. Where In the implementation of this program, the author worked closely with the Chief Marketing Officer, Gito Sabata, who acted as the primary owner representative and key decision-maker for the campaign.

The Chief Marketing Officer (CMO) of Etto Dessert is Gito Sabata, where his role in the organization serves as the decision maker in the whole campaign such as brand message and campaign approval. Other than the Founder, there are supporting structure for Etto Dessert such as Marketing and Finance, Area Manager and Kitchen staff. The Marketing and Finance is Adrian Renardi, His role in the organization serve to manage the operations of the @etto.dessert social media account and managing the allocation of the budget used for marketing activation. The Area Manager is Jackson Lim, His role in the organization is to maintain the café operational needs such as assuring the stocks, engaging with customer and cross check each of the product for the customer. Lastly, the Kitchen staff are Nesty and Lia, where they are in charge of creating the dessert. To ensure the well executed campaign, the writer and her colleague has a constant communication with Etto Organizational Structure.