

CHAPTER I

INTRODUCTION

1.1 Background of Study

Indonesian bread industry is now growing at a fairly quick pace. The bakery industry is a promising one because bread and cake are becoming more and more popular among all social classes. Bakery products are widely consumed both as a proper daily meal as well as snacks. Additionally, the size of companies operating in the bakery sector varies, encompassing small, medium, and large enterprises. As time progress, Indonesia's bakery industry has become one of the most active and fastest growing sector (Eliasan Consulting, 2022). As a matter of fact, one of the biggest employers in the world is within the food service retail industry such as restaurants, cafes, bistros, catering services, and food stalls.

One of the fastest growing food establishment in Indonesia is modern cafe in which the market is expanding quickly. The evolving lifestyle of consumers is driving the rapid growth of the food service business. Because of this growth and wide variety of option to choose from, customers are demanding more in terms of authenticity, variety, and integrity from all parties involved in the sector. Nowadays, most urban and sub-urban regions usually have cafes of all scales. Owing to their imaginative ideas and tranquil atmosphere, cafes, are typically more upscale and expensive than traditional eatery. Recently, huge number of cafes with a welcoming setting which provides delicious food with reasonable price are increasing. Most are now located in every corner close to the household areas.

With competition arises, there are lots of cafés that offers various concept including OURA. OURA is a café that has a modern and premium concept and served two different varieties of cuisine such

as Indonesian cuisine and Western cuisine. OURA also serves a wide variety of cakes, pastries, and *viennoiseries*. OURA is known as one of the top high-end cafés located in Malang which became the reason why the author chooses OURA as the place to conduct the internship program. Based on the terms of the internship program which runs approximately 6 months, the internship that the author experiences start from December 1st 2023 up until June 1st 2024. The author was placed within the pastry section of OURA for the whole entire internship period. As it is the first working experience within the food and beverage industry, the author would want to take this internship opportunity to learn and gain new skills along with increasing a broader pastry knowledge. Not only that, the author wishes to learn on how a cafe operates and to see the food production system.

1.2 Industrial Training Objective

1. To provide sufficient experience and direct hands-on learning in a professional work place environment.
2. To develop personal responsibility and discipline.
3. To ease the process of adapting to the world of work.
4. To increase competence and insight of the industry.
5. To gain professional relations and friendships.

1.3 The Benefits of Internship

1.3.1 For Students

1. Gain working experiences.
2. Understanding how the café system works.
3. To improve skills and be more creative.
4. Train self-confidence and easily adapt to the world of work.
5. Learn to be more responsible.

1.3.2 For Ottimmo International

- 1 Build relation with local café.
- 2 Introducing Ottimmo International to Malang's food and beverage scene.
- 3 As a benchmark for students to apply what they have learned.

1.3.3 For OURA

1. Establish a relation with Ottimmo International for future collaboration.
2. Receive a pro bono human resources for the café.
3. Find potential employees.