

CHAPTER I

INTRODUCTION

1.1 Background of Study

The culinary business is considered as one of the types of business that are quite promising in big cities, one of which is in the city of Semarang. The development of culinary tourism in the city of Semarang can be seen from the emergence of various unique restaurants that attract consumers to come to the place. Culinary entrepreneurs compete to establish restaurants to attract consumers by having their own themes such as live music, open kitchen, semi-outdoor, live cooking, and scenic views.

Tavern group is a Food and Beverage company that was established in 2012 and is one of the largest companies in Central Java. Tavern Group have operated 8 restaurants, one of which is Bowery Restaurant that has been open since January 3 2017. Bowery serves a blend of traditional Mediterranean cuisine with modern atmosphere. Bowery is one of the favorite restaurant in Semarang. By working as an intern at bowery, the author is curious on what makes bowery to be a favorite restaurant in Semarang. Namely at first is the friendly customer service, comfortable place to eat or meet. Bowery is located in strategic location, has varieties of cuisine such as Mediterranean, Tradisional, and Asian. Last, the price is still acceptable to the customers.

In 6 months of internship, the author was given the opportunity to work in 3 different job desk, starter, and pastry. In December to February the author was put in the starter station, the author was assigned to make appertizers, make dressing for starters and main, and were responsible for salads and garnishes. In the third month the author was transferred to the pastry kitchen, in pastry the author was tasked on preparing ingredient, making dessert.

1.2 Industrial Training Objective

1. Train self-discipline and responsibility
2. To learn management work in the kitchen
3. Create connection with the staffs
4. Learn how to serve the dishes according to the standards set by the restaurant

1.3 The Benefit of Intership

1.3.1 For Students

1. Increase experience in the working world
2. Learn to work together in a team during activities
3. Understood the process of ordering, receiving, storing and serving food

1.3.2 For Ottimmo International

1. Build collaborative working relationships
2. To increase the visibility of Ottimmo International among the people
3. Providing other students with insight into the real world of work

1.3.3 For Bowery Restaurant

1. Get employees for restaurant
2. Establish new relationships with schools so that in the future there will be new interns
3. Can promote the restaurant so that people are interested in working in the restaurant