

CHAPTER I

INTRODUCTION

1.1 Background of Study

South Jakarta is a lifestyle center with a pop culture vibe that has long drawn young people and creative communities. Senopati are well known for being centers of varied art, design and entertainment communities, so it seems sense that themed cafes and restaurants or cultural aesthetic, would thrive there. The urban generation's desire to explore cultural identity through public spaces is reflected in these places, which offer not only food but also distinctive visual experiences and atmospheres that promote social contact, photography, and café based work.

Braud General Store is a modern style food store located in the Senopati area. BRAUD is an expansion of BRAUD Artisan Bakery in Bali, combining the concepts of a bistro and artisan bakery in one location. Braud offers a wide selection of high quality food, such as sourdough, almond croissants, pizza, and a variety of specialty pastries. They also offer a simple kitchen atmosphere with interesting design elements and an open kitchen area that adds visual appeal. This is one of the reasons why the author chose BRAUD General Store as the location for the internship.

Author had the opportunity to intern at BRAUD General Store, specifically in the wholesale department for 6 months. Author had opportunity to different outlets. At the beginning of the internship, author was assigned to the kitchen pastry for 3 months. Our task was to create pastry products, from preparation, mixing all the products, to finishing. this lasted from January to March. In the middle of the internship, author was assigned to the kitchen bakery, where our duties were greater because the kitchen bakery produced more than the kitchen pastry. This activity lasted from April to July.

Author expects that the 6 months internship at BRAUD General Store will be beneficial in helping them develop a deeper understanding of the food

and beverage sector, especially in a setting that is professional and quality focused. From production to comprehending the work standards and professional ethics use at BRAUD General Store, the author hopes to learn about variety of operations. Additionally, the author wants to build beneficial working connections and learn fresh perspectives that may prove to be valuable assets for their future profession.

1.2 Industrial Training Objective

- Putting theory into practice at work .
- Making connections with other professionals.
- Working together and coordinating with others.
- Learning how to be responsible, disciplined, and work hard in the kitchen

1.3 The Benefit of Internship

1.3.1 For Students

- Contribution to personal growth.
- Understanding workplace culture.
- Job opportunities.
- Professional networking.

1.3.2 For Ottimmo International

- Enhanced reputation and credibility.
- Stronger industry partnership.
- Feedback for curriculum improvement.

1.3.3 For Braud General Store Jakarta

- Obtain additional low wage workers.
- Obtain permanent employees.
- Establish good relationship with schools to attract new interns in the future.