

CHAPTER II

GENERAL DESCRIPTION ABOUT 71ST OMAKASE RESTAURANT

2.1. Concept of Omakase

Omakase is most commonly used when dining at Japanese Restaurant, *Omakase* is a Japanese languages it is means a meal consisting of dishes selected by the Chef and deliver to the customer with the highest quality of dining experience, this concept is popular with Japanese patrons, where the customers entrust the Chef to decide what to serve instead of choosing menu, and the menu is not fixed.

2.2. History of 71st Omakase Restaurant Jakarta

71st Omakase was established in July 2018 by Mr. Fariz Priyadi as the Maitre D hotel, Chef Rezka Rambana as the Head Chef of the Hot Kitchen, and Chef Charlie Siswanto as the Head Chef of the Pastry Kitchen. 71st is the first western style *Omakase* restaurant in Jakarta.



Picture. 2.2.1. Founder and Logo of 71st Omakase Restaurant
(71st Omakase Restaurant, 2018)

Mr. Fariz Priyadi as the owner was studied in New York, his friend Chef Charlie Siswanto also studied and lived in New York and he worked as a part timer in restaurant there, he was intent to open his own restaurant in

Indonesia. Then when he come back to Indonesia he invited his colleague to work together and build the restaurant with *Omakase* as the concept. 71st street in America is where they used to be lived in America that's why they named their Restaurant is 71st to reminds them where is all start from.

2.3. Principle of Company

1. Prioritizing Consumers

The importance of consumer satisfaction have always been our top priorities since we want to give the best memories that they can have here.

2. Cooperation

The concept in 71st is to work as a team, we cannot achieve common goals by doing it alone, the collaborative effort of a group to complete the task in the most effective and efficient way.

3. Acceptance Towards Feedback

Accepting feedback from other people are one of the most important thing, instead of taking it personally, accept feedback with grace and appreciation to be a better version of yourself.

4. Integrity

Honest at working, if somebody made mistake they have to come forward to confess their mistake and fix the mistake they caused.

5. Enthusiasm

A great eagerness to be involved in order to complete the task, and be responsible pf the task that is given.

6. Commitment

A willingness to do everything 100% at its best for 71st Omakase Restaurant.

2.4. Overview of 71ST Omakase Restaurant Jakarta

“It might sound like its Japanese but it’s only the concept, they always asked is it French? Is it Western? Is it Chinese? Is it American? What is it? We don’t tell our food, as a French food, or Western food, it’s just our food whatever things that it’s the best food that we feel, we taste, then it’s our food. We have so many ingredients merged into as a menu, its 71st food.” said Mr. Fariz Priyadi. That is the concept of 71st Omakase Restaurant, as the first western style Omakase Restaurant in Indonesia. The Chef will directly cook and do the plating front of the guest then explain the dish. To create the *Eat-Perience* for the guest 71st Omakase always try to modify the dish with a touch of Gastronomy. Even it only a small touch but that small touch impact a lot for the dish of 71st Omakase Restaurant.



Picture. 2.4.1. Serving Time of 71st Omakase
(71st Omakase Restaurant, 2018)

Why the Chef should be explain about the dish? Because here in 71st Omakase restaurant have a story they want to be delivered through the food. Here in 71st the set menu served based on current theme, each theme has a period of 4 – 5 months. But when it comes to additional seasons such as Valentine, Thanksgiving, Christmas, and New Year 71st will changes the theme for 1 – 2 weeks. For the first theme of 71st Omakase use the history of 71st Omakase as the theme. The writer has an huge opportunity to involved in the transition theme from the “Rasa Djoang” to “Christmas”, from “

Christmas” to “ New Year” and from “ New Year” to “Space” the writer knows the struggle of the research and development by the chef and the staffs until found out the dish, they think about the weight for the each dish according from the first to make sure the guest won’t feel it is too much to eat.



Picture. 2.4.2. Serving Time of 71st Omakase Restaurant
(71st Omakase Restaurant, 2019)

71st Omakase, have 2 choices the a la carte or the *Omakase*. If the guest choose the *Omakase* they will be seated by the server on the bar table which in front of the main kitchen, make it easy for the guest to interact with the chefs, they always can directly ask about the ingredients, the method and others. It will bring on the different experience for the guest.

To ensure that experience consist of the highest quality, 71st Omakase focuses on a series of set tasting menus; used to be 1 Amuse Bouche, 1 Soup, 2 Cold Appetizers, 1 Hot Appetizer, 1 Pallet Cleanser as the specialty from the

71st for refreshing the appetite before entering to the Main Course, 4 Desserts and in the end of the dish we served to the guest 71st Omakase Restaurant signature dish which is an Edible Balloon.

For those with dietary preferences can able to modify the set tasting menu also. Such as for the Vegetarian, those who can't eat Seafood, those who can't eat Dairy Products, and many more without changing the essential of the *Eat-Perience*.



Picture. 2.4.3. 71st Omakase Restaurant Serving Time
(71st Omakase Restaurant, 2019)

To obtain the *Eat-Perience* 71st Omakase present the dishes in a different way such as by using a Dry Ice and Liquid Nitrogen as a medium for the cold effect, making Merengue as a deconstructed of “Nastar,” change the texture of the ingredients until the guest got shocked and got that *Eat-Perience*. and also we tried to make a Black Hole by making deconstructed of Black Forest cake, that consist of Chocolate Sponge Cake, Dark Chocolate Ganache, Cherry Mousse, and glaze it with Black Russian Glaze and served with

Caramelized Peanut (we put Charcoal Powder to make it black) when the Black hole is from of the guest, we spray the Rum Essence to bring up the Black Forest flavor, and in the end of the Omakase we served the 71st Omakase Signature Dish which is Edible Balloon, it's a Balloon made from Sugar with Helium inside and served it with Edible Dried Apple stem, the customers only need to inhale the air and it will changes their voice for at least 3 minutes, there will be lot of laugh during the end of the service. That is a small example how 71st Omakase Restaurant trying to entrain and give those *Eat-Perience* to their customers.



Picture. 2.4.4. 71st Omakase Restaurant Serving Time
(71st Omakase Restaurant, 2019)

2.5. Existing Facilities in 71st Omakase Jakarta

Also to obtain the *Eat-Perience* 71st Omakase has an Omakase Table with 17 chair have been provided, “it’s cozy, because the guest will able to see the chefs working in their food, flambée the food, plating the dish, it’s like watching a show” (Anonymous, 2020) during the service time this Omakase table is full of happy faces, laugh, and joy.



Picture. 2.5.1. Facilities of 71st Omakase Restaurant
(71st Omakase Restaurant, 2018)

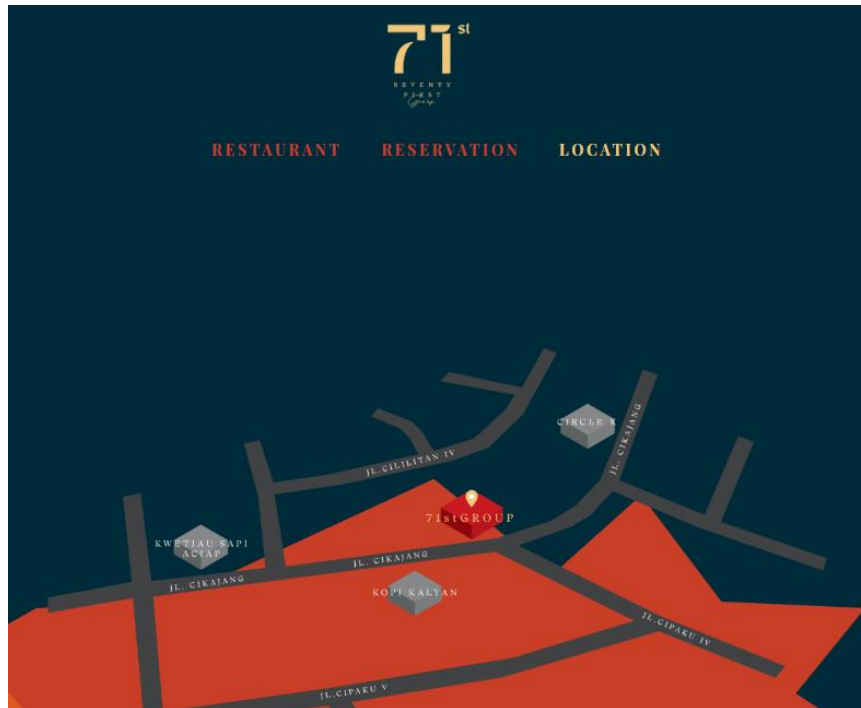
In 71st Omakase we have garden area (the top one) its commonly used during the lunch for additional event, A la Carte guest, or when we have huge event like New Year dinner or Christmas dinner, during the current season which is Space, the guest will be welcomed by a video while eating the Amuse Bouche and Soup in this garden area.



Picture. 2.5.2. Facilities of 71st Omakase Restaurant
(71st Omakase Restaurant, 2018)

The bottom one is 71st Omakase VIP room, this room commonly used for private dining or meeting or a small family gathering, the Omakase still can be done even if the guest choose to seat in VIP room, but it will be the server that explain the story about the dish to the guest.

2.6. About 71st Omakase Restaurant Jakarta



Picture. 2.6.1. Location of 71st Omakase Restaurant (71st Omakase Restaurant, 2018)

Hours of Operation

Lunch	(need to have an appointment)	13.00 - 15.00
Dinner	Monday – Sunday	18.00 - 20.00 20.00 – 22.00

Make the appointment H-1 for Omakase

Address Jl. Cikajang No.68, RT.13/RW.6, Petogogan, Kec. Kby. Baru, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12170.

Phone +6285770717171

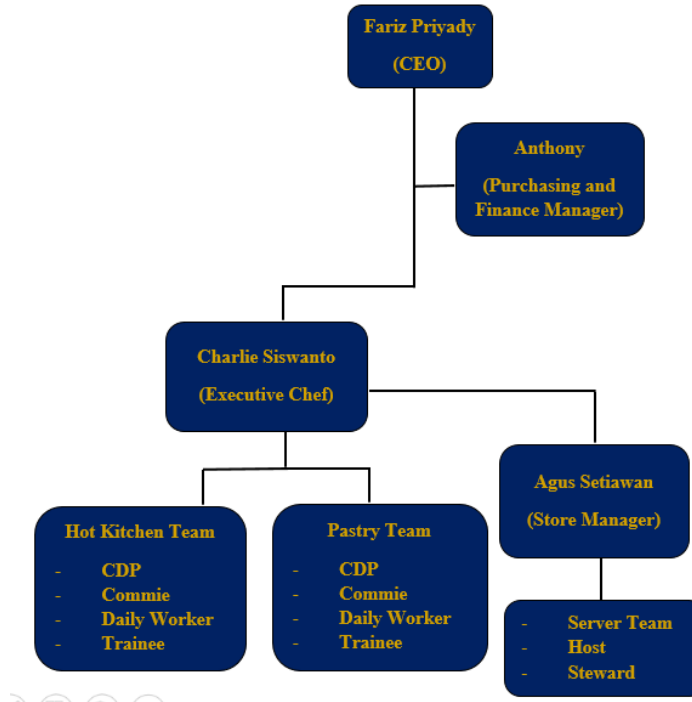
Website 71stgroup.com

Parking We provide valet parking for the guest.

Children Kids are always welcome here.

2.7. Organizational Structure of 71ST Omakase Restaurant

Table 2.7.1. Organizational Structure of 71st Omakase Restaurant
(Author Documentation, 2019)



2.8. Main Task Pastry Section at 71st Omakase Restaurant

In 71st Omakase kitchen operational starts at 13.00, all the Kitchen Staffs, Daily Worker, and Trainee come at 12.45, change the clothes and start to prepare for Omakase until 17.00 (but if they can finish before 17.00 they can take a break longer) then start the service at 18.00, the Chef will stay until the end of the service, when the service finish earlier, they allowed to come home, but the staffs, daily worker, trainee of kitchen and pastry, will stay for the night general cleaning.

But in another case if there have an additional guest for lunch, some of us will come to prepare for the lunch at 10.00 (like a morning shift) because

usually the omakase lunch start at 13.00 and those who come for the morning shift are allowed to finish their work at 18.00.



Picture. 2.8.1. Preparation of 71st Omakase Restaurant (71st Omakase Restaurant, 2019)

2.9. Hygiene and Sanitation at 71ST Omakase Restaurant

2.9.1. Personal

- a. Keeping hair clean, tidy up for women and neat for men.
- b. Wear proper kitchen wear like, chef jacket, black trousers, apron, and safety shoes.
- c. Keeping the chef jacket white and clean.
- d. Hand Washing Regularly.
- e. Using Hand gloves when handling ready to eat materials.
- f. Using jewelry is allowed, but we have to wear a hand gloves when handling the food.

2.9.2.. Kitchen

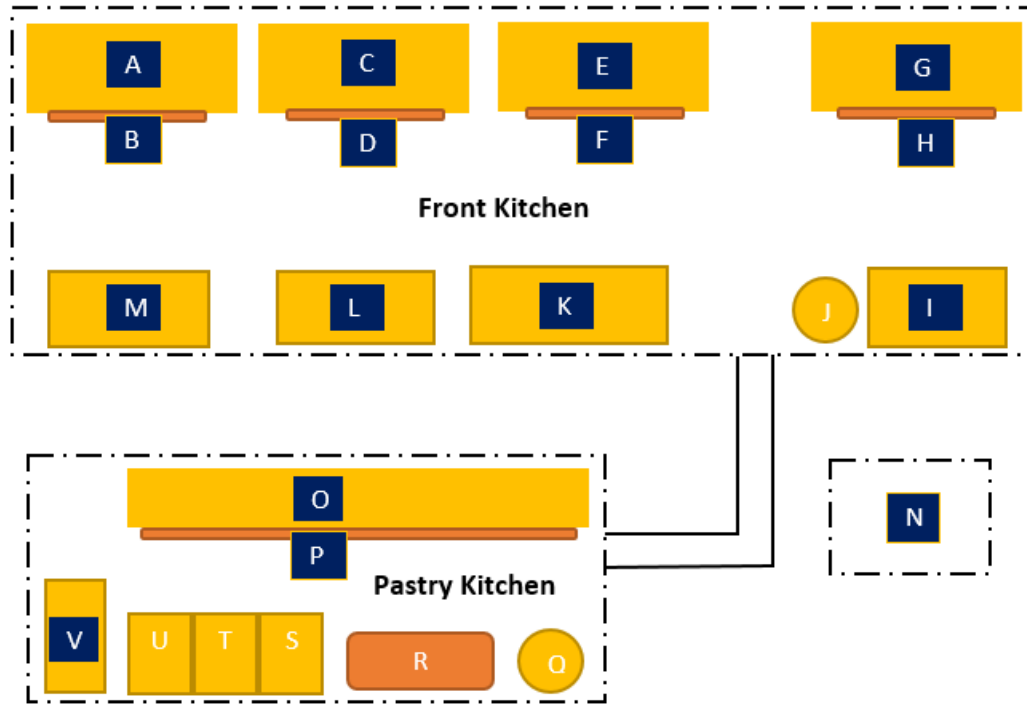
- a. Leave the kitchen cleaner than when you found it.

- b. Do daily cleaning twice a day after service. Clean station, equipment, utensils and floor with liquid and soap.
- c. Do deep cleaning once a week like clean the food storage cupboard, fridge, freezer and oven.
- d. Do general cleaning once a month like wash behind the hotline (oven, stove, fryers)
- e. Use color cutting board. Each color use only for a specific product and function, such as Fresh Produce, Raw Meat, Poultry or Seafood. Clean before and after use.
- f. Always check the ingredients before we use it.
- g. Do general inventory once a week.
- h. Put the utensil that has been used in the dishwasher in the steward area.
- i. Always make sure all the utensil and equipment are dry and clean.
- j. Use additional soap for every section for example; table work, floor, also cutleries and kitchen equipment.

2.9.3. Ingredients

- a. Wash all the freshly arrived Ingredients and storage it based on the regulation. (Example: Herbs in plastic container and put in Omakase chiller because it will be using often).
- b. Always storage all ingredients in closed container.
- c. First in First Out ingredients.
- d. Labeling the food product because food products should be properly rotated, which can be done efficiently by correctly labeling and day-dotting all covered food products.
- e. Separated area to store ingredients like, Meat, Seafood, Vegetables, Fruit and etc.
- f. Breaking Eggs should be in separated bowl (to prevent spread if the Egg got rotten)

2.10. 71ST Omakase Restaurant Kitchen Map



Picture. 2.10.1. Restaurant Kitchen Map of 71st Omakase
(71st Omakase Restaurant, 2019)

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|-------------------------------|--------------------------|
| A. Main Course Table | M. Sauce and Pasta Stove |
| B. Warmer | N. Main sink |
| C. Appetizer Table | O. Pastry Working Table |
| D. Hot Kitchen Chiller | P. Pastry Chiller |
| E. Center Table | Q. Pastry Mixer |
| F. Hot Kitchen Freezer | R. Pastry Sink |
| G. Pastry Table | S. Dry Storage |
| H. Pastry Freezer and Chiller | T. Dry Storage |
| I. Oven | U. Dry Storage |
| J. Bakery Mixer | V. Pastry Chille |
| K. Main Stove | |
| L. Teppanyaki Stove | |

