

CHAPTER 2

GENERAL DISCRPTION OF COMPANY

2.1 Overview

Namaaz dining is the first fine dining restaurant who brings molecular gastronomy with Indonesian food. But, instead of fine dining the chef prefer to call it fun dining . For those who want to enjoy Indonesian food with a lot of fun experience, Namaaz dining is the right place for that. Namaaz dining on Cinema theme have 17 course from appetizer, main course, and dessert. From the first one by order are Candle, Cabe-cabeang, Truffle, Plot Twist, Novel, Kapas, Soda, Cookies, Chocolate, Mona, Ayam, QR, Beef Papiong, Telur, UFO, Lightsaber, Explodeng. It takes 12-14 savory menu, and 4-5 sweet menu. Every dish has their own unique way to enjoy.

namaazDINING

**Picture 1. Namaaz
Dining logo**

(Anonymous, 2020)



**Picture 2. Namaaz
dining concept**

(Anonymous, 2020)

2.1.1 History of Company

Namaaz dining was made on 1st November 2013, the owner chef Andrian Ishak build Namaaz dining into a new home dining in Kebayoran Baru. To open a new restaurant in Jakarta especially in South Jakarta is really hard and tough on culinary competition. So Namaaz dining offers something different which is first molecular gastronomy in Indonesia, and the first who apply molecular gastronomy discipline on Indonesian food.

When the owner open Namaaz dining, the owner said actually Namaaz dining is a experimental. The background of the owner is musician and painter, the owner call himself an artist. Namaaz dining want to create something different and unique. Beside the owner wasn't graduate from the culinary school, chef Andrian wants to express his art soul through culinary world.

Namaaz dining has three investor, and chef Andrian is one of the biggest investor holder. Chef Andrian is the only person who has cooking knowledge among them, therefore they trust Chef Andrian to run the kitchen of Namaaz Dining.

Namaaz dining is a fine dining restaurant, but the way Chef Andrian think is different. Chef Andrian change the concept "fine dining" into "fun dining" The fun dining concept means Namaaz also want to give the experience while dining. The restaurant sometimes change their season, at this time Namaaz dining is showing the "cinema" season. Previously season there are supermarket, childhood, and street food. So the multisensory course is giving the experience while dining by using all the human sense, for example there is a course called cotton but actually the cotton made from fermented bean (tempe), if the customer only eat the cotton it will only taste salty, but if the customer eat the cotton then smell the food, the cotton will taste like tempe mendoan.

According to Chef Andrian in making 'magical' menus, he was inspired by the trip he took while traveling. "I like traveling around Indonesia and that's where I get inspiration from the wealth of this country. I also integrate music and visuals into the food I make so that when dining at Namaaz Dining it is not only the senses that work but also all the senses in the body," he explained



**Picture 3. Horror
Sequence**

(Anonymous, 2020)

The fun dining concept experience in season 8 “cinema” is Chef Andrian didn't want the customer only watch the screen while they eating. But, Chef Andrian wants the customer feel satisfied in these atmosphere. On “horror” sequence one of the staff wear a long white cloth to make look like a ghost and walking around the restaurant.

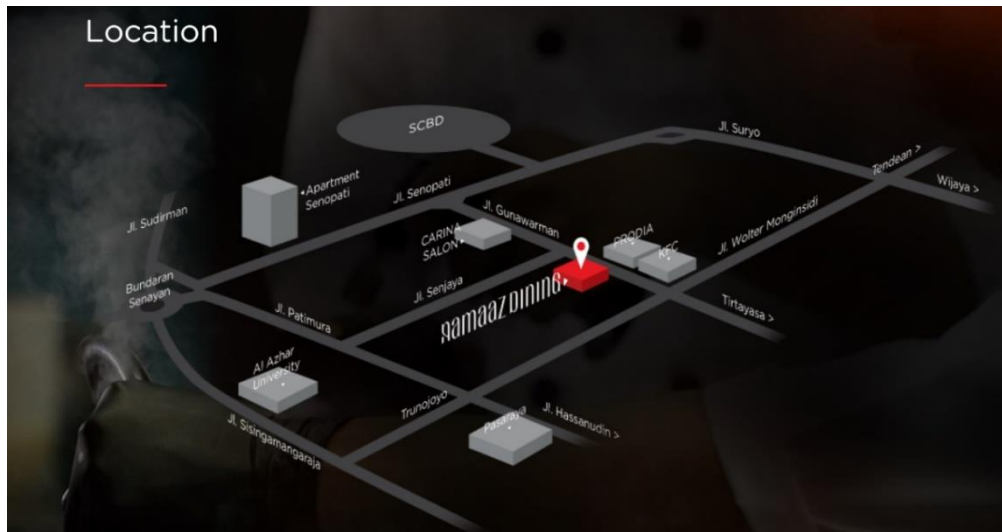


**Picture 4. Explodeng
Sequence**

(Anonymous, 2020)

This is the atmosphere of final sequence of season 8 “Cinema”. The costumers must wear the raincoat for this sequence because at the end of the movie the staff will throw them with nitrogen liquid. At the end, all of them will smile and feel happy. This is what Chef Andrian wants, bring the happiness to the costumers.

2.2 Location



Picture 5. Namaaz Dining map

(Anonymous, 2020)

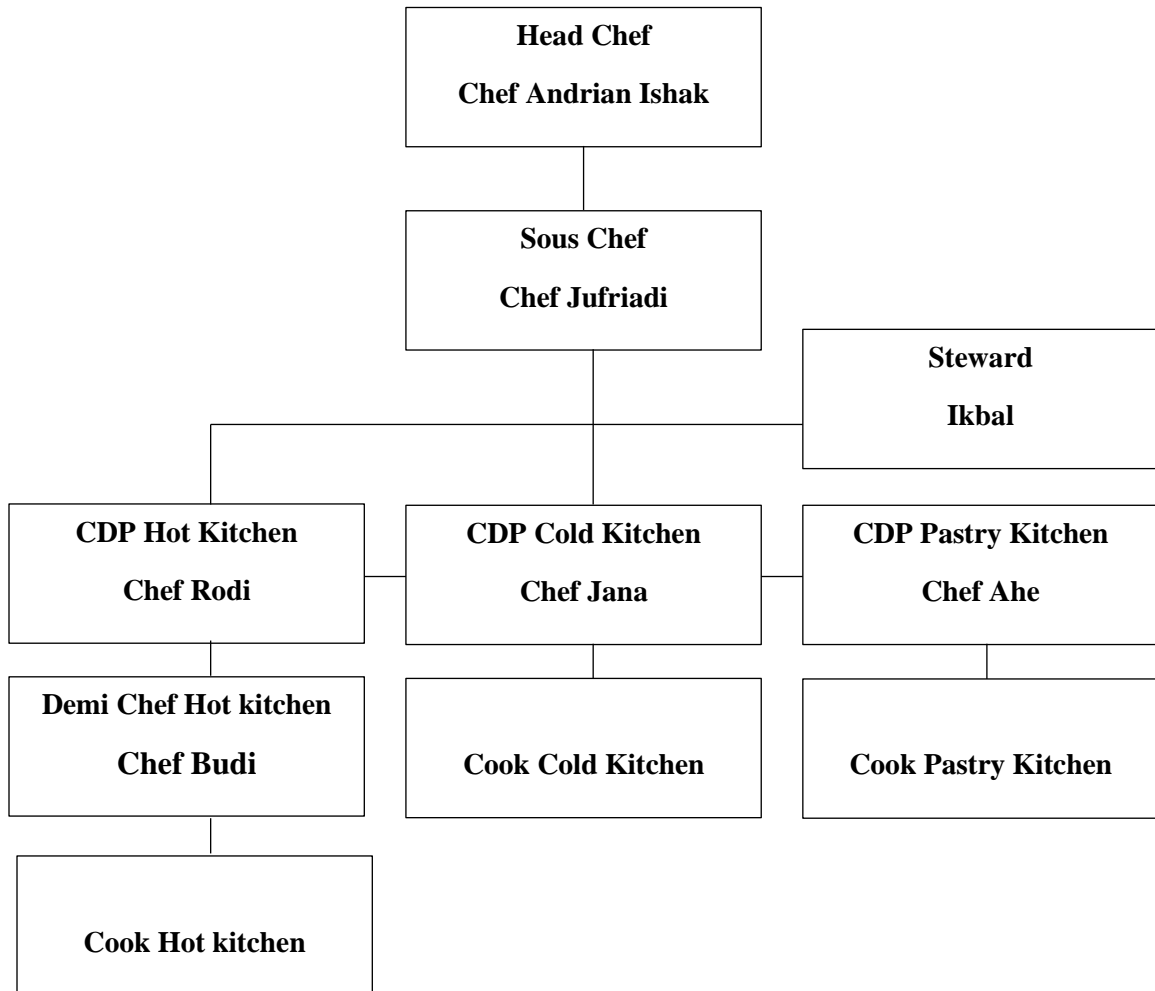
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Kota Jakarta Selatan, Daerah Khusus Ibukota
Jakarta 12110
Phone : 0811-1557-798
Website : www.namaazdining.com

2.3 Vision, Mission, and Company Objectives

Namaaz dining has purpose to introduce the Molecular Gastronomy in Indonesia. Not only that, The way to promote Indonesian food in culinary world is with recreate the dish that originally from Indonesia with the modern technique. Namaaz dining vision are really wide so in this case the restaurant mission is giving the modern version of Indonesian food and fun experience dining also for satisfying all customers, being a well known restaurant. And always make sure provide and gice the best quality of the product.

2.4 Organizational Structure and Job Task

Namaaz Dining Structure



Picture 6. Namaaz Dining Kitchen Structure

- **Head Chef**

Is responsible for overall management of kitchen; supervises staff, create and experiment menus ,and new recipes of the restaurant , makes sure purchases of raw food items, trains apprentices, and maintains a sanitary and hygienic environment.

- **Sous Chef**
Receives orders directly from the head chef for the management of the kitchen, and often serves as the representative when the head chef is not present.
- **Chef de Partie**
Is responsible for manage a given station in the kitchen, specializing in preparing particular dishes there.
- **Demi Chef**
Help the Chef de Partie work in kitchen
- **Cook**
Responsible working in the kitchen preparation

2.5 Namaaz Dining kitchen

Namaaz dining restaurant has 3 station on the kitchen :

1. Hot kitchen

In this station hot kitchen take responsibility for all main courses such as :, Beef Pappiong, Mona, Ayam, and Gulai tunjang. Quality control checked by the CDP then the sous chef. After checked the quality, food ready to serve for customer.

2. Cold kitchen

Cold kitchen is in charge for all appetizer such as: Lilin, Cabe – cabean, Truffle, Soda, Kapas, Cookies, and Novel. Same as hot kitchen all appetizer generally checked by the CDP.

3. Pastry kitchen

Pastry is in charge for all dessert and some appetizer such as: Plot twist, Chocolate, Telur, UFO, Light sabre, and Exploding (espodeng).