

CHAPTER I

INTRODUCTION

1.1 Background Study

Foodpreneur is something that most of us already familiar with either from social media, in everyday life or something that we been doing without realizing. The word foodpreneur itself comes from two words food and entrepreneur, food is something that people and animal eat, plant absorb or keep them alive and entrepreneur mean someone who start their own business. Especially when this involves seeing a new opportunity (Cambrridge.org).

Because of the pandemic, a lot of people loses their job have to look for an alternative way to make a living and one of them is to create their own job. Not only workers, college student also got affected because they cannot do their internship either in their own country or abroad. Because of that foodpreneur become one of the goes to choices for people either they want to or not.

1.2 The benefit of Foodpreneurship

With the change of time, we also need to change/adapt so we can survive in this world. As said before, the pandemic force most of us to be an entrepreneur to survive and it's hard to take the first step to start an entrepreneur/foodpreneur. Because of that here is some of the benefit to creating our own entrepreneur or in this case foodpreneur that can bring positive impact to ourself and other, such as creating employment for other, you can be a learn and be a leader, you can show your true potential without restrain, and you can be a role model for other people (Arisena, 2017).

1.3 Foodpreneurship Objective

Foodpreneurship just like other, has the purpose to create a something out of a chance and exploit them by selling those products (Arisena, 2017). That is the basic understanding of entrepreneur/foodpreneur, nowadays people associate foodpreneur objective is to create and own your own business with the intention of only creating profit. Other purpose is to create a new leader to take on the task for creating new business for others because it takes a lot of effort and courage into creating a new business, especially to keep the business running and making profit.

1.4 The Expected Outcome

From this foodpreneur we expect outcome such as:

1. Able to create a business
2. Able to keep the business running
3. Able to understand and appreciate other business