

An Analysis Of The Impact Of Arab Culture On The Success Of A Restaurant And Cafe Shop Dapur Arab In Indonesia

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ABSTRACT. The purpose of this study is to An Analysis Of The Impact Of Arab Culture On The Success Of A Restaurant And Cafe Shop Dapur Arab In Indonesia Cafés are an important element in daily social life in many cities in Indonesia, as the city of Jokjakarta is one of these cities that has social conditions that influenced the establishment of many types of cafés and restaurants in the city, so this thesis aimed at analyzing the location of the café field and its development over the years. time, the internal structure of that domain, and the structure of objective relations between the positions occupied by individuals and groups placed in a state of competition.

Studying an coffee shop and restaurant Dapur Arab project in Indonesia is a great investment idea, because the coffee shop is one of the places frequented by young people and different age groups to spend quality time with friends, or for appointments, job interviews, or studies in one of the open spaces, away from the work routine, in addition to many From the requirements and many purposes for which you can tell that the demand for this service is excellent.

KEYWORDS: Dapur Arab, Restaurant, Cafe Shop, Indonesia

INTRODUCTION

Civilized life has created a group of food and drink spaces such as cafes and restaurants forming fields and spaces as public social places where individuals meet outside the home to exchange conversation and news and complete some commercial and educational transactions and others. Food and drink spaces spread in the city of Jogjakarta, like other cities and islands in Indonesia, and these spaces took their share in the routine of life of many individuals, and there is no doubt that they have many contributions, beyond their role to be placed to serve food and drink only, such as opening an Arabic restaurant and café shop Dapur Arab in the city of Jogjakarta in Indonesia.

This study aimed to reveal the impact of Arab culture on the success of a restaurant and coffee shop in Indonesia in order to reach an understanding about the mechanism of work of this nature and the relationships between it and within it and its relationship to the living reality.

A historical overview of the Arabs of Indonesia

Commercial contact between Indonesia and other Islamic countries such as Arabia and Egypt led to cultural cooperation in large parts of Indonesia. Many Indonesians went to holy places to perform Hajj, and some stayed there to complete their studies or settle there permanently.[1] Egypt was also the first sovereign country to recognize Indonesia's independence; doing so in 1946, three years before its formal, internationally-recognized independence date.[2][3]

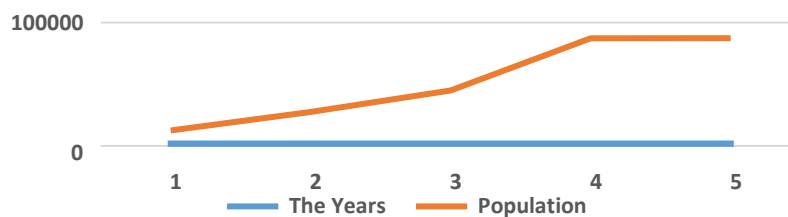
Arab Indonesians or Hadharem are Indonesian citizens of mixed Arab – mainly Hadhrami – and Indonesian descent. The group also includes those of Arab descent from other Middle Eastern Arabic-speaking nations. The community gained economic power through real estate investment and trading. Currently found mainly in Java, especially West Java and South Sumatra, they are almost all Muslims. [4]

Indonesia had contact with the Arab world before the advent of Islam in Indonesia, as well as since pre-Islamic times. The earliest Arabs to arrive in Indonesia were traders who came from southern Arabia and other Arab countries in the Persian Gulf. [6]

Modern Arab Indonesians are generally descended from Hadrami immigrants, although there are also communities of Arabs from Egypt, Sudan, Oman, Qatar, Bahrain, Kuwait, and the Arab states of the Persian Gulf region as well as non-Arab Muslims from Turkey or Iran.[7]

The majority of Arab Indonesians live in Java and Madura, usually in cities or relatively big towns such as Jakarta, Pekalongan, Solo, Gresik, or Surabaya. A sizeable population is also found in Sumatra (primarily in Palembang, and some in West Sumatra, North Sumatra, Riau, and Aceh), Kalimantan, Sulawesi, and Maluku.[8]

The census of 1870 recorded a total of 12,412 Arab Indonesians (7,495 living in Java and Madura and the rest in other islands). In 1900, the total Arab population was 27,399, 44,902 in 1920, and 71,335 in 1930. Census data shows 87,066 people in 2000, and 87,227 people in 2005, who identified themselves as being of Arab ethnicity, representing 0.040% of the population. The number of Indonesians with partial Arab ancestry, who do not identify as Arab, is unknown. It has been speculated to be several million. [9][10]



Figures.1 Arab Indonesia Population In Indonesia From 1870 To 2005

LITERATURE REVIEW

Strategic Operations Management

Operational management involves activities that generate value through the conversion of inputs into outputs, focusing on production costs and efficient production time. It involves ten strategic decisions to optimize operations and ensure the company's success[10].

Strategy Management

Strategic management involves formulating, implementing, and evaluating cross-functional decisions to achieve an organization's goals. It integrates management, marketing, finance/accounting, production, research, development, and computer information systems. Key tools include Porter's Generic Strategy, SWOT Analysis, Business Model Canvas (BMC), and Porter's Five Forces Analysis[11].

Human Resource Management

HR studies how companies empower employees, create jobs, work teams, and train potential employees. It involves acquiring, training, appraising, and compensating employees, managing labor relations, health and safety, and justice matters. HR consists of recruitment, job performance, and compensation[12].

Marketing Management

Marketing management is an organizational function that analyzes, plans, implements, and controls programs to create, communicate, and deliver customer value for the organization and its shareholders. It involves the Marketing Process, Strategy Segmenting, Targeting, Positioning (STP), Marketing Mix, and Promotion Mix[13].

Financial Management

Financial management involves studying and planning to manage company finances, investment decisions, funding, and assets for shareholder profits and business sustainability. It involves asset acquisition, budgeting, and asset management based on objectives. Financial management includes Financial Statements and Analysis[14].

RESEARCH METHODS

This research investigates if a business follows its plans, using primary data and observation methods. Data collection is conducted directly at the research object's location, focusing on all aspects of the object.

The research object is Dapur Arab, established from 2021 in Sleman, Daerah Istimewa Yogyakarta, Indonesia.

RESULTS

Company Profile

Dapur Arab aims to establish a coffee shop and restaurant in Indonesian Arabic style, offering meals, Arabic coffee, hot drinks, and Indonesian dishes like Nasi Goreng, chicken kebabs, beef kofta, kunafa with mozzarella cheese, Arabic tea, and date drinks with milk. The project aims to provide distinguished service, reasonable prices, and a suitable location for students in Jokjakarta. The elegant decor and good interior and exterior designs are crucial for the success of the project. and the logo has the colors red and dark yellow were chosen because of the effect of these two colors on customers.

Dapur Arab is characterized by its convenient location as it is close to the city center, 5 universities, and many students' housing. Being able to make effective business decisions can either lead to the failure or success of a restaurant.

The typical customer journey of a restaurant involves: the customer entering the restaurant, getting seated by a waiter, looking through the menu, asking the waiter for advice, placing orders, eating, ordering and eating again, paying the bill, exiting, and visiting again if they had a good experience

Strategic Aspect

The following is the form of a Dapur Arab shop SWOT analysis, which is as follows:

1. Strengths (S)
 - Demand for Arabic food in the city
 - The experience and love of the project owner for the idea
 - Knowing the owner of the project with Arab customers
 - An excellent relationship with suppliers
 - Service and hospitality.
 - Competitive prices for the services provided.
 - A new project that combines Arabic and Indonesian food in one restaurant
2. Weakness (W)
 - A new project that combines Arabic and Indonesian food in one restaurant.
 - Funding is weak.
 - The location is not strategic with no view
3. Opportunity (O)
 - Provide internet and discussion rooms in my coffee shop
 - Going to the online market
 - A good relationship with customers
 - Presenting a more varied menu to attract customers.
 - The quality of the menu is maintained
4. Threats (T)
 - Many giant Arabic cafes and restaurants appeared in the market in Yogyakarta.
 - People's tastes are relatively fast-changing

Marketing Aspect

Marketing Aspect Planning

After collecting some data and asking the restaurant visitors some questions, the following were concluded:

- People visit coffee shops frequently to have coffee and fast food.
- They prioritize speed, efficiency, and service quality.
- Many prefer specialty coffee and healthy meal options.
- They usually have limited time to take a coffee break or grab a quick meal.

Based on these ideas, a marketing strategy was developed that focused on convenience, speed and quality of service. You can also offer specialty coffee options and healthy meals that suit this target market.

Accordingly, the focus was on the following:

- Making an adjustment in some prices for some food and drinks in the menu.
- Cancellation of some meals that were not liked by many customers.
- Focus on raising the quality of some of the logs.
- Focusing on kunafa, maamoul and kebab while making paid ads on Instagram.

STP (Segmentation, Targeting, Positioning)

Segmentation: The first step is to segment the market based on factors such as location and age.

- Geographical division: students and neighboring residents.
- Demographic division: Students from 20 to 35 years of age work in the Sleman area.

Human Resources Aspect

HR Aspect Planning Organizational Structure

- Manager and Chef/Kitchen Manager: Responsible for overseeing the general operations of the restaurant, including managing finances, setting goals, and ensuring customer satisfaction. Responsible for food preparation, menu planning, inventory management, and training of kitchen staff.
- Waitstaff and Bartenders and Dishwashers: Responsible for taking orders, serving food and ensuring customers have an enjoyable dining experience and responsible for preparing and serving drinks, managing the bar area, and ensuring customers have an enjoyable bar experience and responsible for cleaning dishes, utensils, and kitchen equipment.

Functional Requirements

Academic qualifications, skills and experience required for a restaurant manager

Academic Qualifications:

- A bachelor's degree in hospitality, hotel management, or a related field is often preferred.
- A high school diploma or equivalent is usually the minimum requirement.

Skills:

- Excellent communication and interpersonal skills to deal with customers, employees, and suppliers.
- Leadership skills to manage and motivate a team of employees.
- Problem-solving skills to handle unexpected situations that may arise.
- Sales skills to promote the restaurant and increase revenue.

Operational Aspect

Operational Aspect Planning

1. Product Design

The product design section of a business plan is critical for outlining the product's key features and advantages, as well as providing a roadmap for its development, launch, and ongoing success.

- Product Description:

Our restaurant specializes in Arabic food and offers a variety of Arabic sweets. Our focus is on serving fresh, high-quality food in a relaxed and welcoming atmosphere.

- Market analysis:

Our target market is food lovers who are interested in Arabic and fresh food. We will market to the residents of the surrounding neighborhoods as well as to visitors to the area, such as the guests in the neighboring hotels.

- Competitive Analysis:

Our restaurant will distinguish itself from competitors by providing high-quality ingredients and an original Arabic taste.

- Development plan:

We will develop relationships with suppliers. We will test and improve recipes to ensure quality food and beverages.

- Sales and marketing plan:

We will make use of social media to promote our restaurant as well as local ads in our print and online publications. We will run promotions and special offers to attract new customers and keep existing customers coming back.

2. Production process and product specifications

- a. Management responsibility: covers all sub-processes that concern the managerial aspects of the system, from the commitment to the stated food quality policy to the focus on the customer.

The responsibility and authority of the personnel in the frame of the proposed system should be defined, reported in the quality manual, and communicated within the business organization.

- Design the production processes with safety considerations in mind.
- Organize and carry out each step of the manufacturing process properly.
- Operate under the rules that ensure food safety at every stage of the production process.
- Propose to the management alternative methods that may bring better results.

- b. Resource management: covers all the sub-processes that relate to the provision of resources, either human resources or the working environment.

The business management should offer all the resources necessary for the accomplishment of the business objectives. Usually, resources refer to the human resources and the infrastructure. the buildings, workspace, and associated utilities, the process equipment (both hardware and software), the supporting services (such as transport or communication), and the working environment.

- c. Food preparation: covers all the sub-processes that relate to the preparation of food, from the compilation of the menu and the supply of provisions to the cooking and serving of meals.

The process of making food in Dapur Arab has several stages until it becomes a product.

- d. Measurement analysis and improvement: covers all the sub-processes that, through

monitoring and measurement, analysis of data, and control of non-conformance to the standard, lead to overall system improvement.

Financial Aspect

Financial Aspect Planning

For the planning of the financial aspect, Chapter III of Business Planning has been made with a fifth years projection starting from the period 2021 to 2025. Where for the initial plan to use investment capital is IDR.132,000,000.

Table 1 Financing cash flow

Information	YEAR 0	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Total financing cash flow	21,800,000		21,800,000	21,800,000	21,800,000	21,800,000
Total CashOut	132,000,000		45,000,000	45,000,000	45,000,000	45,000,000
(Net Cash In Flow) - (Out Flow)		81,111,111	36,711,111	38,851,111	40,323,111	42,574,111
Cash Balance Beginning			81,111,111	117,822,222	156,673,333	196,996,444
Cash Balance End		81,111,111	117,822,222	156,673,333	196,996,444	239,570,555

Tabel 2 Payback Period

YEAR	EAT	DEPRESIASI	Processed
1	70,800,000	10,311,111	81,111,111
2	71,400,000	10,311,111	81,711,111
3	73,540,000	10,311,111	83,851,111
4	75,012,000	10,311,111	85,323,111
5	77,263,000	10,311,111	87,574,111
	Complete investment		132,000,000
	Process 1 Year		81,111,111
	Uncovered investment (After the end of year 1)		50,888,889

CONCLUSION

The psychological and social traits that influence customers' attachment to the restaurant are safety, comfort, protected personal space, sense of ownership, communication, and socialization which improve the occupants' feelings and attitudes towards the place.

The concept of place identity refers to the interactions between the elements of an individual's characteristics and their physical environment. A sense of place can develop where people feel comfortable and safe. Place identity is a social experience of belonging, which exists independently of anyone's situations or experiences in a place. Attachment is a set of feelings that associate individuals with a particular culture or society. Place identity influences customers' perceptions and attitudes toward a particular environment

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