

# The Potential of Culinary Studio Business in North Jakarta

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**Abstract:** Hospitality industry are one of the growing industries in the world. In the hospitality industry, there are also a food service industry which also are one of the growing industries. The business may also be supported as the increasing number of gross domestic regional product in Jakarta. The main purpose of the research is to study the market demand to analyze whether Culinary Studio Business is feasible in North Jakarta. Culinary Studio is a space for the market who have passion in culinary, baking and coffee making to do many activities regarding that passion. This feasibility research will be done by the help of survey, theoretical research, and data gathering. To give further explanation about the business feasibility study, marketing mix elements which are (8P's) will be discussed.

**Keywords:** hospitality industry; culinary; marketing mix;

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## 1. Introduction

Hospitality industry are one of the growing industries in the world. Besides serving in accommodation and food service, but it can be also divided into smaller groups like entertainment, events, catering, restaurants, etc. estimated that 1 in 11 jobs worldwide are from the hospitality industry (Bender and Partlow, 2015). In the hospitality industry, there are also a food service industry which also are one of the growing industries. Since food and beverage industries are growing overtime, the interest from both consumers and producers of the culinary industry also increased from time to time. Because the food and beverage industries are growing, the standards skills of the producers of the culinary industry must be trained and develop in order to catching up with the today's growing market. Therefore, formal education and non-formal education is needed in order to catching up with the growing market.

According to UNESCO Institute for Statistics (UIS) (2012), there are three forms of education which are non-formal education, formal education and informal learning. Non-formal education is an education that is institutionalized, intentional and planned by an education provider. Non-formal education mostly leads to qualifications that are not recognized as formal or equivalent to formal qualifications by the relevant national or sub-national education authorities or to no qualifications at all.

Cooking schools have been popular these days especially for tourists in searching of the authenticity (Bell, 2015). As the growing interest of non-formal education is increasing, the cooking class as part of the education. the table below shown that the gross enrollment rate of vocational school is increasing from time to time. Yun, Hennessey, and MacDonald (2011) stated that cooking schools as culinary experiences becoming a popular tourist globally. In addition to the popularity of cooking school, nowadays the name Culinary Studio is also becoming popular. Culinary Studio is a space for the market who have passion in culinary, baking and coffee making to do many activities

regarding that passion. The activities may include cooking and baking course, video shooting for culinary programs, workshops and many more.

**Table 1.** Certified Fields in Hospitality Industry in Indonesia

Certified Fields	Target	Achievement
<b>Hotel and Restaurant</b>	<b>18.000</b>	<b>40.000</b>
Travel Agents	1.800	2.000
Spa	3.400	9.400
MICE	800	300
Tour Leader	300	200

Source : Performance Report of Ministry of Tourism (2018)

According to the performance report conducted by Ministry of Tourism (2018), the table shows that the certified fields in hotel and restaurant are increasing 2,12 times more than the target

According to New Zealand Trade and Enterprise (2018) Indonesia's food service is continue to growing rapidly and making it the largest market in ASEAN that worth up to US\$ 30 billion. As the middle-class Indonesians are also increasingly time-poor, especially in the big cities. Jakarta is infamous for their traffic jams, with around 10 million people on the roads every day. Getting to and from work can take hours, making it a challenge to prepare meals at home. This might be a chance for a food service industry to open up a business and compete in the food service industry in Jakarta especially in North Jakarta where the population itself are increasing from time to time. The food service business is not only in terms of opening catering or restaurant business, but also by having facilities that can accommodate the cooking activities including: cooking course, cooking demo, food programs shooting and many other activities. This kind of facilities can be called a culinary studio.

The research also includes the study of market demand analysis and also will help to analyze whether Culinary Studio is feasible or not feasible by providing a space for a young generation who have the passion in culinary, baking and coffee making. This feasibility research will be done by the help of survey, theoretical research, and data gathering. To give further explanation about the business feasibility study, marketing mix elements which are (8P's) will be discussed.

Every organization has a marketing mix. It includes the marketing strategy factors which are the product, place, promotion, price, people, packaging, programming, partnership that are used to satisfy needs of specific customer groups according to Morrison (2010, p.27). Morrison (2010, p. 27) also stated that marketing success is based both on marketing strategy factors (the marketing mix) and marketing environment factors.

The research objectives is to analyze every aspect related to the business and to further find out whether the business will be feasible or not. To determine whether the business will be feasible or not, by doing the business feasibility study it will also try to analyze the market by market and marketing aspect, which includes supply and market demand analysis, competitors, Strength Weakness Opportunity Threat (SWOT) analysis, Porter's five forces analysis, as well applying the marketing mix.

## 2. Literature Review

### 2.1. Market and marketing aspect

Analyzing marketing opportunities and problems is the foundation for starting and sustaining a successful business. A good market analysis should be the basis for a long-term market plan Morrison (2010, p.134-135) stated. The market must consists of the people or firms who were given benefit from the use of the product, who have the meaning to buy and who will be offered the opportunity to do so according to Schaper (2014, p.152). In order to develop and establishing a successful business, the analyzation of target market is needed. According to Morrison (2010, p.144), the market potential analysis must use a combination of secondary and primary research. Secondary research is a study of published information available from other sources. Primary research is data collected for the first time data collection.

Wirtz, Chew, and Lovelock (2012, p.70) stated that to have a good marketing strategy, one should be able to identify the counter strategies to offset or improve the firm's position in the marketplace. Analyzation of competitors should be done accordingly since competitors may affecting the business. The presence of competitors not always be bad. because the analysis will allow the business to decide which strategy should be applied to different target market. The competitor analysis should be including both direct and indirect competitors:

1. Direct competitors: According to Garvey, Dismore, and Dismore (2011), direct competitors is a the type of competitor that offering similar products like ambience, price, or food.
2. Indirect competitors: According to Baines, Fill, dan Rosengren (2017, p.152), Indirect competitors are those who were having the same target market but provide different offering to satisfy the market trend.

According to Enz (2010, p. 60) Porter's Five Forces analysis may be define as a force that determine the type and level of competition in an industry and, by doing the analysis it will increasing the industry's profit potential; including customers, suppliers, entry barriers, substitute products or services, and rivalry among existing competitors. Therefore, this analysis is very important in order to learn the markets, as the Porter's Five Forces may enable a company to adjust the business strategy to better use the resources and to generate higher earnings for the investors. Porter's Five Forces analysis are:

1. Potential New Entrants: New entrants is increasing competition in a sector, which may affecting the price and the profits. The new entrants may add capacity, introducing new products or processes and bring a fresh perspective and new ideas. there are several factors that influence those barriers which are:
  - a. Economies of scale that leads to a higher volume.
  - b. Start-up costs like high capital requirements prevent the entering of small competitors.
  - c. Product differentiation from those competitors or substitutes.
  - d. High switching costs
  - e. The existence of distribution channels to new entrants.
  - f. Inimitable resources, such as due to the patented and subsidized resources by government
  - g. The existence of government policies to limit the cooperation.
2. Competitive Rivalry Within Industry: According to Enz (2010, p.64), there are some factors that may lead to a high level of a competition, which are:
  - a. There are lots of competitors in the industry with no specific dominant position.
  - b. There is a slow industry growth that results in bigger competition to achieve high sales volume.
  - c. Standard or generic products are found in the market.
  - d. High fixed costs exist that force a firm to increase sales volume to cover the costs.
  - e. High exit barriers due the lost of investment when they leave
3. Threat of Substitutes: According to Enz (2010, p.68), the possibility of substitutes of the product or service depends on how the boundaries of the industry are drawn. High-level of threat of substitutes exists when there are product substitutions for the products or services offered and the buyers preferred to use the substitutes instead
4. Bergaining Power of Supplier: Economic power of suppliers may result in an increase in prices and thus, reduce in profit for an organization. In addition, the suppliers can reduce the product or service quality or not delivering the supplies when needed. There are several conditions in which supplier power is greater, such as follows:
  - a. There are only few suppliers that limit the buyer-supplier negotiation ability.
  - b. They sell products and services that do not have substitution, and therefore the buying industry must pay higher or get lower quality.
  - c. Suppliers do not sell bulk-size to the buying industry as they consider the buying industry is not an important customer.

- d. Suppliers have dependent customers.
- e. Suppliers have product differentiation that lead to high switching costs.
- f. Suppliers can easily integrate forward and become direct competitor to their former buyers.
- g. Suppliers have information advantage on firms they are supplying.
- h. Suppliers are well organized.

Enz (2010, p.16) stated that a SWOT analysis is a strategy used to evaluate the internal business strength and weaknesses, and also the opportunities and threats from the outside. Analyzing each factor is very important to develop the business as the analysis may be able to reveal a competitive advantages and its prospects, and also prepare for the back up plan. According to Kotler and Armstrong (2016, p. 80), SWOT analysis are:

1. Strength: strength may be defined as the internal capabilities that may help a company reaching its objectives.
2. Weakness: weakness may include internal limitations that may interfere with the company's ability to achieve its objectives.
3. Opportunities: opportunities may be defined as a favorable factors or trends in the external environment that the company may be able to exploit to its advantage
4. Threats: threats may be defined as current and emerging external factors that may challenge the company's performance

Every organization needs a marketing mix. According to Morrison (2010, p.27), marketing success may be supported by the presence of the marketing mix or marketing strategy factors and market environment factors. The marketing mix are:

1. Product: Wirtz, Chew, and Lovelock (2010, p.98) stated that there are two types of products which are core product and supplementary services. Core product is the major part that contributes to customers' service experience. On the other hand, supplementary service plays the role to facilitate and enhance the core product. As core product usually be commoditized, supplementary services need to be differentiated and position the core product.
2. Price: Price is a critical aspect because it serves as both technique in marketing and also a major profit determinant.
3. Place (distribution) : Place in the 8Ps of marketing refers mainly to distribution, how company delivers the products or services to the people through distribution channel. There are two types of distribution which are direct and indirect strategy. Direct distribution is how company delivering the product or service straight to the customers. On the other hand, indirect distribution means to having the product given to suppliers or distributors, before the product reaches to customers hand.
4. Promotion: Promotion is one of the most important aspects when it comes to establishing business. The main goal of promotion is to communicate to customers as a means to affect their buying decisions, as to purchase or even repeated the order of that particular product or service. Promotion communicates are necessary information and knowledge about the business to the customers by informing, persuading, and reminding them
5. People: There are commonly two groups of people in hospitality and travel marketing industry which are the guests and the hosts. Maintaining the guest-host relationship is the key function to this industry
6. Packaging: Packaging refers as a mix of few related products and/or services that the organization offers in a single price
7. Programing: programming aims to increase customer purchase through conducting a special events, activities, or programs. In addition, programming might enhance the value of a package or other services.
8. Partnership: partnership is a cooperative promotion and marketing tool that ranging from short term cooperative promotions to strategic or long-term joint marketing agreements that may involved some combination of the product or services.

### 3. Methodology

This research will be done in the descriptive quantitative method, where the researcher would like to see the potential of culinary studio at Pantai Indah Kapuk area. In this research, the researcher were distributed the questionnaire in the shopping mall, offices, and restaurants around North Jakarta area, especially Pantai Indah Kapuk where the business will be established. The researcher also distributed the questionnaire around West Jakarta, South Jakarta, and Tangerang area in order to know if the respondents were interested in the business establishment.

According to Hair, et al. (2014), in order to get the number of respondents needed for the analysis, the question exists in the marketing mix will be multiplied with five. In this case, the researcher need to have the data of minimum 255 respondents (51 x 5 ) that is valid and by that number, the researcher had distributed 300 questionnaire to be used for the analysis, but the valid questionnaire only 260 respondents since there are some questions that left unfilled.

Before distributing the questionnaire to the respondents, the writer conducted a small unstructured interview to the respondents in order to understand the market's and analyze whether the respondents aware and interested about the baking and coffee studio idea. The example of the questions that being asked to the respondents such as "Have you ever heard about the terms of baking and coffee studio before?", "Are you interested in joining the baking and coffee demo or workshop for the learning purposes?". If the respondents have not known about the concept of the baking and coffee studio, the researcher will explain about the idea so the respondents have the overview about the idea.

The questionnaire will consists in two parts, first part was asking about the respondents profile, the second part was asking about the concern of the market condition, and also the marketing mix 8ps.

To able to know the reliability of the questionnaire, a reliability and validity tests is needed in order to know whether the questionnaire is valid and reliable or not. According to Sekaran and Bougie (2016, p.220), validity tests is a process to proof of how well an instrument that is developed whether it is stable and the measurement were consistent.

**Table 2.** Validity Test of the Questionnaire

<b>Validity</b>	<b>Quantity</b>
Valid	260
Excluded*	0

Source : Data Analysis (2018)

According to Sekaran and Bougie (2016, p.223), reliability tests is a measure that indicates the extent to which it is error free or without bias and ensuring that the measurement were consistent across time and the various items in the instrument. In order to test the reliability of the questionnaire, Cronbach's Alpha test is one of the indicator system whether the questionnaire is reliable or not. Sekaran and Bougie (2016, p.290) stated that cronbach's alpha is a reliability coefficient that indicates how well the items in a set that are positively correlated to one another. In addition, reliabilities that less than 0.60 are considered to be poor, those in the 0.70 range were acceptable and those over 0.80 are considered to be good. The cronbach's alpha of Culinary studio will be stated below:

**Table 3.** Cronbach's Alpha of Culinary Studio

<i>Cronbach's Alpha</i>	<i>N of items</i>
<b>.960</b>	<b>51</b>

Source : Data Analysis (2018)

The score of Cronbach's Alpha of Culinary Studio were 0.960. This means that the questionnaire consider as valid and reliable.

#### 4. Results and Discussion

**Table 4.** First Part Questionnaire Results

Questions	Options	Results	
		Qty.	Percentage (%)
Gender	Male	62	23,85
	Female	198	76,15
	<b>Total</b>	<b>260</b>	<b>100</b>
Age	17 – 22	193	74.23
	23 – 28	52	20
	29 – 34	11	4.23
	35 – 40	2	0.77
	≥ 40	2	0.77
	<b>Total</b>	<b>260</b>	<b>100</b>
Domicile	Jakarta	134	51.54
	Bandung	14	5.38
	Bogor	11	4.23
	Tangerang	85	32.69
	Surabaya	9	3.08
	Other	7	2.69
	<b>Total</b>	<b>260</b>	<b>100</b>
Marital Status	Married	16	6.15
	Single	244	93.85
	<b>Total</b>	<b>260</b>	<b>100</b>
Education	SMP	0	0
	SMA	53	20.38
	D1 – D3	21	8.08
	S1 – D4	183	70.38
	S2	3	1.16
	S3	0	0
	<b>Total</b>	<b>260</b>	<b>100</b>
Occupation	Student	199	76.54
	Entrepreneur	20	7.69
	Employee	35	13.46
	Housewife	5	1.92
	Other	1	0.38
	<b>Total</b>	<b>260</b>	<b>100</b>
Average Income Per Month	>Rp 5.000.000 – Rp 7.500.000	188	72.31
	>Rp 7.500.000 – Rp 10.000.000	29	11.15
	>Rp 10.000.000 – Rp 15.000.000	12	4.62
	>Rp 15.000.000	13	5.00
	Other	18	6.92
	<b>Total</b>	<b>260</b>	<b>100</b>
Preferable day to join workshop or Classes	Weekdays	75	28.85
	Weekend	185	71.15
	<b>Total</b>	<b>260</b>	<b>100</b>

**Table 4.** First Part Questionnaire Results (Continued)

Questions	Options	Results	
		Qty.	Percentage (%)
Purposes in joining the courses	Hobby Only	88	33.85
	Learning Purposes	139	53.46
	Business Purposes	33	12.69
	<b>Total</b>	<b>260</b>	<b>100</b>
Preferable Products	Cake decorating class	112	18.21
	Learning about cake, dessert making	160	26.02
	Learning about modern and traditional cuisine	108	17.56
	Learning about latte art technique and free pouring	108	17.56
	Learning about espresso basic	62	10.08
	Learning about modern manual brewing using V60, Chemex, or Siphon	65	10.57
	<b>Total</b>	<b>615</b>	<b>100</b>
Source of Information	Print Media Advertising	35	5.85
	Internet / Website	144	24.08
	Social Media Advertising	223	37.29
	Brochure, Flyer, Banner	33	5.52
	TV / Radio	21	3.51
	Friend's Recommendation	142	23.75
	Other	0	0
	<b>Total</b>	<b>598</b>	<b>100</b>
Proper Range of Rent Fee	Rp 200.000 – Rp 300.000 / Hour	168	64.62
	Rp 300.000 – Rp 400.000 / Hour	60	23.08
	Rp 400.000 – Rp 500.000 / Hour	23	8.85
	>Rp 500.000 / Hour	9	3.46
	<b>Total</b>	<b>260</b>	<b>100</b>
Additional Facilities	Café	80	30.77
	Bakery / Cake Shop	92	35.38
	Coffee Experience Bar & Lounge	78	30
	Kids Club	10	3.85
	<b>Total</b>	<b>260</b>	<b>100</b>
Café as the additional facilities	Agree	256	98.46
	Disagree	4	1.54
	<b>Total</b>	<b>260</b>	<b>100</b>
Purpose of Visiting Café	To enjoy the food and beverages	175	26.12
	To spend free time	131	19.55
	To gather with family and friends	175	26.12
	Meeting or Business	65	9.70
	Doing Homework or Assignments	124	18.51
	<b>Total</b>	<b>670</b>	<b>100</b>

Based on the questionnaire results above, it may be concluded that the demographic tendency of 260 respondents are as follows:

1. Most of the respondents are female, with the total number of 198 respondents or 76.15%, while the rest of the respondents are male with total number of 62 or 23.85%. Although most of the respondents are female, but the target market of the business will be comes from both male and female.
2. Based on the questionnaire results, most of the respondents are people from age 17 to 22 years old with total number of 193 respondents or 74.23%. The least number of respondents are from the people from 35 years above which are 4 respondents or 1.54%. It may be concluded that the target market of the studio will be ranging from 17 – 34 years old.
3. Most of the respondents are from Jakarta, with total number of 134 or 51.54%. This may be concluded that the target market based on domicile area will be mainly from Jakarta.
4. Most of the respondents are single with total number of 244 respondents or 93.85%, while the rest are married with total number of 16 respondents or 6.15%.
5. Based on the questionnaire results, most of the respondents are have the higher education background which are a bachelor degree with total number of 183 respondents or 70.38%. Although the respondents are mostly came from the higher educational background, the establishment will not look at the the educational background.
6. The majority of the respondents were the students with the total number of 199 respondents or 76.54%. The least majority of the respondents are from housewife with total number of 1.92%. This may be conclude that the majority of the target market will be focusing on the students, and employees who have the hobbies in food and beverages production.
7. The average income of the respondents are ranging from Rp5.000.000 to Rp7.500.000 with total number of 188 respondents or 72.31%, while the least income of the respondents are people who were ranging from Rp10.000.000 to Rp15.000.000. This means that most of the respondents have the buying power of the products or services, and this may be an advantage for the establishment in their tendency to spend their money on products or services that the establishment may offers.
8. 71.15 % of the respondents chose to have their workshop conducted in weekend, while the other 28.85% chose to have their workshop conducted in weekdays. The studio will conducted most of the workshop and classes in weekend since most of the target market will be students, entrepreneur and employees who've been already busy in their workdays.
9. Based on the questionnaire results, the majority of respondents with total number of 139 respondents or 53.46% wants to join the classes for learning purposes. While the least of respondents with total number of 33 respondents or 12.69% chose to join the classes in order to develop their businesses.
10. Majority of the respondents prefer the products or services that offers are a variety of cake and dessert making, a decorating class with the total number of 160 or 26.02% for the cooking category, while in the coffee category, the majority of the respondents chose to learn how to do a proper latte art and free pouring with the total number of 108 or 17.56%. Therefore, the author will mainly conduct the cake and dessert making and decorating class, and also the study of a free pouring technique and variety of latte art.
11. Based on the questionnaire results, most of respondents prefer to have the information regarding the existence of the baking and coffee courses were easily obtained through social media (37.29%), through website (24.08%), and from family and friends recommendation (23.75%). Therefore, the establishment will mainly promoting the business by using social media such as Instagram, Facebook and Twitter and an interactive website in order the customer may know the products or services that the establishment were offering.



12. Majority of the respondents consists of 168 respondents or 64.62% stated that they are willing to pay the rental fee of the studio with range of Rp 200.000 – Rp 300.000 per hour. The least of 9 people are willing to pay the rental fee of the studio for up to Rp 500.000 per hour. This may affect the respondents' buying power towards the services offered by the baking or coffee studio.
13. Most of the respondents which consists of 92 respondents or 35.38% agree to have the bakery / cake shop as the additional facilities of the establishment. The least 10 people agree to have kids club as the additional facilities of the establishment. This may conclude that most of the respondents were enthusiasts in the additional facilities added in the establishment to add an addition of attractiveness.
14. Based on the questionnaire results, majority of the respondents with the total of 256 respondents or 98.46% agree to have the café as the additional facilities in the establishment. While the other 4 respondents not agree to have the café as the additional facilities for the establishment. This may determine if Café will be added to the facilities or not in order to add the attractiveness of the establishment.
15. There are 2 options that are equal which are to enjoy the food and beverages and to gather with family and friends with total number of 175 respondents or 26.12%. While the least 65 respondents went to café in order to have their business or meeting purposes. Therefore, the attractiveness of the food and beverage must be pointed out in order to attract the customer to come to the café.

The marketing mix's questionnaire is using a likert scale, meaning that the choices of the answers is vary from Strongly Disagree (STS), Disagree (TS) , Slightly Disagree (ATS), Slightly Agree (AS) , Agree (S), and Strongly Agree (SS). The questionnaire results will be explained as follow:

1. Product: Respondents are agree to the baking and coffee studio that offers various classes and workshops. This may be proven by the mean of each variable are exceeding five which is most of the respondents are agree with the variable. The respondents also agrees that there must be a stratification in classes which are beginner, intermediate and advanced for both baking or cooking class and coffee master class that teaches by the well known instructor in the industry.
2. Price: Respondents mostly agree to pay the cooking demo or workshop ranging from Rp200.000 – Rp450.000, the price for joining a basic, intermediate, and advanced cooking class for Rp5.000.000 – Rp7.500.000, the price for joining a basic, intermediate, and advance coffee brewing class for Rp3.000.000 – Rp6.500.000, the price for joining a coffee demo or workshop ranging from Rp150.000 – Rp450.000, the price for joining hands on training for Rp650.000 – Rp1.500.000, the price to rent the studio for half day or full day ranging from Rp1.000.000 – Rp2.500.000, the price to rent the studio for commercial purposes ranging from Rp250.000 – Rp500.000 / hour, food and beverages sold in the café ranging from Rp20.000 – Rp50.000, the price for cake and pastry sold in the bakery ranging from Rp5.000 – Rp500.000, and the price for each cup of coffee in the coffee experience bar and lounge ranging from Rp35.000 – Rp50.000 per cup. Although the most of the mean scores below five, but most of the respondents chose the score number 5 which are agree with the prices of each variables.
3. Place : Most of the respondents agree to have the studio located in the strategic area, where the studio will offer a reservation through phone, online booking service and walk in for rental, and booking classes and workshops. The studio will be located in strategic area in North Jakarta specifically Pantai Indah Kapuk area where it will have a direct distribution on delivering products and services. This may be proven by the mean of each variable are exceeding five which is most of the respondents are agree with the variable.
4. Promotion: Most of the respondents agree that the promotions will be using a variety of medias such as printed media, social media, by using a discount vouchers, promotion using kitchen utensils and also inviting social media influencer to experience the facilities and services and promote it through their social media with total Mean 5,16.
5. People: Based on the questionnaire results, the respondents agree and would like to have the employee that have a neat uniform during the shift, an employee who is reliable in giving the customers needs and wants, an employee who is responsive and knows with what customers

needs and wants, employee who have product knowledge about the business and also sense of empathy to the customer

Packaging: Packaging refers as a mix of few related products and/or services that the organization offers in a single price. This may be proven by the mean of each variable are exceeding five which is most of the respondents are agree with the variable

6. Packaging: Based on the questionnaire results, respondents agree to have the packaging such as offering a special price for those who signing up the classes more than two classes, offer a special price for those who brings their friend to join the workshop or classes, offer a special package for those who purchase the hampers and taking the class, offer a special price for group or corporate, and a membership program for customer who rent the studio more than one time
7. Programing: Based on the questionnaire results, majority respondents agree to have the cooking class special for kids with a kids friendly menu with total number of respondents 112 or 43.1%, and also holding a millennials workshop partnered with nearby schools to teach millennials how to cook a traditional cuisine, offer a special event such as Eid Mubarak, Chinese New Year, and Christmas.
8. Partnership: Based on the questionnaire results, overall score of the variable more than five, respondents mostly agree the business is partnering with certain business such as banks in order to allow the payment using debit or credit card, partnering with supplier in order to suppress the cost of the production and to obtain the best quality of product, partnering with website and apps who offer a discount voucher such as Fave, Go-Pay, OVO, partnering with nearby education centers to give special promotion or benefit, and partnering with related business to give special promotion or benefit.

## 5. Conclusion

Reviewing from the questionnaire results, the researcher concludes that the business will be able to develop since the majority of respondents were interested in the concept of the Culinary studio. Most of the respondents are looking forward in learning new technique in cooking, baking especially in learning new decorating technique and creating a decadent traditional and modern cuisine. The respondents are also interested in the newly development of barista class, where they may learn a coffee brewing technique, latte art and foaming method without have to work in coffee shop first. The respondents also enthusiast with the addition facilities of café to make the business more attractive. With most of the questionnaire results are positive and consider as valid and reliable, the development of the project will follow the results of the questionnaire.

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