

CHAPTER I

BUSINESS DESCRIPTION

1. Background

Choux is a classic food that can be found in many places, from the traditional market to a big shopping centre, so *choux* is liked by people of various ages and levels of society. *Choux* never goes out of style, many people are crazy about it. The fillings can be made in a variety of ways, including savory, sweet, salad, and more. (Media Boga Utama, 2008).

In the past, when people bought cakes or bread, they always bought large ones. The bigger the cake, the more people liked it. However, this is no longer the case. Smaller cakes are more popular because they look more appealing and beautiful (Media Boga Utama, 2008). These snacks are suitable for various occasions, for example for breaking the fast, serving guests, or even as gifts (Prima Rasa, 2007).

Therefore, *Sus Bercerita* not only positioned itself as a business who provide high quality desserts, but also as a medium to tell stories through taste. Each product variant is designed to represent a theme or a certain character, starting from childhood memories, local cultures inspired, to modern to modern expressions that reflect the dynamics of today's life. Through this approach, consumers are expected to feel a deeper and more personal experience when enjoying the product. *Choux* will be a medium that carries stories, memories, and meaning in every bite.

The name *Sus Bercerita* contains a deep and layered philosophy. The word “*sus*” refers to *choux* pastry, our main product which is famous for its light and soft texture, but holds a surprising taste inside. Like any good story, our *choux* has a unique “plot,” starting with a tempting visual, followed by a delicate taste, and ending with a filling that is rich and full of surprises.

Meanwhile, the word "*bercerita*" embodies the essence of this brand: that each flavor we offer is not simply a choice of flavors, but rather a representation of a narrative. The author believes that food has the power to evoke memories, convey messages, and evoke authentic emotions.

The author gained business experience in June - August, 2024, by selling *choux* with various flavors. The author sells it by pre-order to predetermined consumers under another business name, namely "*Cemal Cemil* by Niena". At that time, the author offered the products to the "Cat Lovers *Puskeswan* Cimahi" organization, which was predominantly composed of women aged 20 - 50. In the first week, orders reached around 50 pieces in a single pre-order period, and the number continued to grow. Seeing the high demand, the author decided to open her own business.

The selection of young women as the primary target market for "*Sus Bercerita*" is based on their strategic role in contemporary consumption dynamics. It is widely recognized that women have a dominant influence on purchasing decisions, even controlling approximately 80% of all consumer spending globally. They are not only the primary household buyers, but also possess independent purchasing power, are more educated, and possess strong decision-making abilities (Huddleston &

Minahan, 2011). The target market segment, namely adult women, is also a strength because this group has stable purchasing power, high loyalty, and plays a large role in household consumption decision-making (Schiffman & Kanuk, 2010).

Beyond demographic and economic factors, women's consumption decisions are often influenced by identity, social relationships, aesthetic and emotional values. Research in consumer behavior shows that women are more often motivated by recreational, aesthetic, and emotional aspects when making purchases, which presents a significant opportunity for brands like *Sus Bercerita*, which promotes storytelling and meaningful experiences in its pastry products. (Ramprabha, 2017).

Additionally, word-of-mouth and social media recommendations, making them a highly effective organic promotional channel. Purchases based on personal experiences and friends' recommendations tend to be more preferred, making product quality and narrative crucial for maintaining female consumer loyalty. (Liu, 2023).

And teenagers value products that reflect their identity, personality, and emotions. They gravitate towards cute, trendy and meaningful items that can connect with their sense of belonging. Pastries that tell a story, come with collectible designs, or feature playful elements will resonate with them. This emotional buying tendency is supported by research showing that adolescents often consume to express identity and affiliation (Kotler & Keller, 2016).

2. Business Overview

For this generation, food is not just a physical necessity, but also a form of self-expression, a way to tell stories, and even a means of connecting with othersssssss. Visual aesthetics, the story behind a product, and its inherent emotional value are crucial elements in consumer decisions. Food is now positioned on a par with art: it must captivate the eye, arouse the taste, and evoke emotions.

In response, *Sus Bercerita* is a culinary innovation that connects taste and flavor, between tangible deliciousness and implicit feelings. We present *choux* pastry not only as a delicious dessert, but also as a medium for conveying stories, memories, and meaning. In the fast-paced culinary world, today's consumers are no longer simply looking for delicious food, but also food that touches the heart, evokes memories, and tells stories. This trend is growing stronger as modern society's lifestyle changes, especially among the younger generation who are increasingly aware of the experiences and meaning behind what they consume.

According to Wheeler (2017), an effective logo must be simple, relevant with the targeted market, and can create emotional association. The author designed a logo in such a way because she realizes the importance of a logo for branding the author's business.



Image 1.1 Business Logo

(Source: Author's Data, 2025)

The *Sus Bercerita* logo embodies a nostalgic and artisanal charm that resonates deeply with its target market, primarily young women, creative individuals, and urban consumers who value authenticity, warmth, and emotional storytelling in their culinary experiences. The use of vintage-inspired elements evokes a sense of tradition and comfort, aligning with the brand's central philosophy of connecting people through memories and taste. According to Kotler and Keller (2016), effective visual branding should reflect the brand's core values while appealing emotionally to its intended audience. The soft beige background paired with the warm tones of the *choux* illustrations invites feelings of familiarity and "home," reinforcing *Sus Bercerita*'s tagline: "Every *choux*, a taste of home."

The Garamond font, known for its elegance and timelessness, strengthens the brand's narrative by emphasizing sophistication and emotional depth. Its classic serif design communicates trust, warmth, and a handcrafted essence, values often

appreciated by the growing market segment of young women and millennials who seek authenticity over mass production. As Aaker (1996) suggests, typography and tone play a key role in shaping brand personality and consumer perception; Garamond subtly conveys heritage, sincerity, and artistic refinement, making it ideal for a patisserie brand that tells stories through flavor.

On the logo, there are drawings of 5 variants of *choux* with different fillings (chocolate, taro, strawberry, caramel, and taro). This emphasizes the diverse flavors and product innovation that are the brand's selling point. The *choux* pastry, which appears to "fly" or "float" in the air, creates an imaginative and fictional feel, in keeping with the brand name "*Sus Bercerita*".

The color palette used in the *Sus Bercerita* logo plays a crucial role in communicating the brand's emotional and psychological appeal. The warm beige background evokes a sense of nostalgia and comfort, reminiscent of parchment paper or the softness of baked pastry, both directly tied to the product's artisanal nature. According to Labrecque and Milne (2012), warm colors such as beige and brown often trigger feelings of warmth, trust, and familiarity, making them ideal for food-related brands aiming to evoke home-like sentiments. This choice aligns perfectly with *Sus Bercerita*'s central promise: to deliver not just flavor, but the warmth of memory and emotion.

The maroon banner acts as an emotional focal point, symbolizing passion, storytelling, and love, qualities that reflect the heart of *Sus Bercerita*. Red, in color psychology, represents energy and affection, encouraging attention and emotional engagement (Kotler & Keller, 2016). It also creates a strong visual anchor, ensuring

that the brand name remains memorable and visually distinct in a competitive market. For the target audience, predominantly young women and creative urban consumers. This red tone enhances the logo's emotional resonance by balancing the soft neutrals with bold sentiment, much like the brand's blend of tradition and modernity.

Meanwhile, the illustrated pastries use natural, muted colors (cream, chocolate, pink, and purple), which not only enhance visual appetizing appeal but also communicate authenticity and handmade craftsmanship. Research by Spence (2012) suggests that color harmony in food imagery significantly influences consumer perception of freshness, quality, and emotional satisfaction. The combination of these warm, grounded hues gives *Sus Bercerita* a timeless and artisanal identity, appealing to consumers who value emotional connection, nostalgia, and sensory storytelling in their culinary experiences.

Visually, the circular composition and illustrated *choux* pastries also connect to the modern consumer's appreciation for storytelling-driven aesthetics. The gentle arrangement of the pastries and the red banner create visual harmony, symbolizing unity among diverse flavors and stories, much like Indonesia's cultural richness. This combination of vintage warmth and narrative symbolism makes the logo not only aesthetically appealing but strategically effective in building emotional connections with the target market. As Wheeler (2018) notes, successful brand logos communicate both identity and intention, *Sus Bercerita's* logo does so by merging artistry, memory, and taste into one cohesive visual story.

The production will be done at Pilar Mas Residency, Jalan Pinangmas 1 E8 No.63, Kelurahan Utama, South Cimahi, Cimahi City, West Java, Indonesia. Selling

will be done on online markets, like Shopee, Shopee Food, Grabfood, and Gofood, for the order of more than 50 pcs, customers have to pre-order 3 days before. The author chose online marketplaces because the online marketplace is one of the most prominent players in the e-commerce business in Indonesia. Marketplace sites act as third parties in online transactions by providing places to sell, logistics, and payment facilities. The widespread use of digital platforms in Indonesian society has contributed to growth of online marketplaces (Tjahjawulan, I., & Syahnureza, T., 2024).

Online marketplaces work for small businesses because of the low entry barriers (sellers can open shop for free), integrated logistics (they partner with delivery services, making shipping easy even for micro-entrepreneurs), and marketing tools (example in Shopee there are Flash sales, Shopee Live, and discount vouchers increase visibility). Many Indonesian MSME moved online during the pandemic, gaining access to millions of buyers nationwide. Market creators reduce barriers and increase trust through platform features (Laudon, K. & Traver, C., 2020)

Marketplaces provide insights for best-selling products, customer behavior, and conversion rates. Sellers can use this data to refine product lines and pricing strategies. Almost all marketplaces' dashboard shows sales trends and customer segments. Data-driven decision making is one of the strongest advantages of digital platforms (Turban, et al., 2018)

There is also direct sales to customers every Sunday at Brigif Sunday Market, which is located not far from where the production takes place. A sunday market attracts large numbers of visitors because it's a weekly event and often both a

shopping destination and a social activity. Because high foot traffic means greater exposure for sellers, even new or small businesses. Kotler and Keller (2016), highlight that location and accessibility play a key role in a consumer purchase behaviour, markets with strong visibility and convenience have a higher chances of sales.

Sunday markets bring together different demographics, from families, young adults, tourists, and locals. The diversity makes it easier to test different products and see which ones resonate best. Retail success depends on understanding varied customer segments and adjusting product offerings accordingly (Levy & Weitz, 2012).

Compared to shopping malls or permanent retail spaces, a sunday market usually has lower rental costs, flexible stall arrangements, and shorter commitments. This makes it great for startups, small entrepreneurs, or experimental products. Testing new products in low-risk environments like local markets is a common strategy for new ventures (Hisrich, et al, 2017)

Sunday markets are not just transactional, they are community hubs. People go there not only to shop, but also socialize, eat, and for people to relax with their closest people. Sellers benefit from this cultural atmosphere, as customers are more likely to make impulse purchases in relaxed, festive environments. Traditional markets in Indonesia are deeply embedded in social and cultural life, making them powerful spaces for commerce and relationships (Geertz, 1978).

Sellers can try new product ideas, test pricing strategies, or offer promotional bundles without the heavy restrictions of formal retail. This provides real-time

customer feedback that can inform long-term business strategies. It recommended iterative testing of products in real markets to refine business models (Blank & Dorf, 2012).

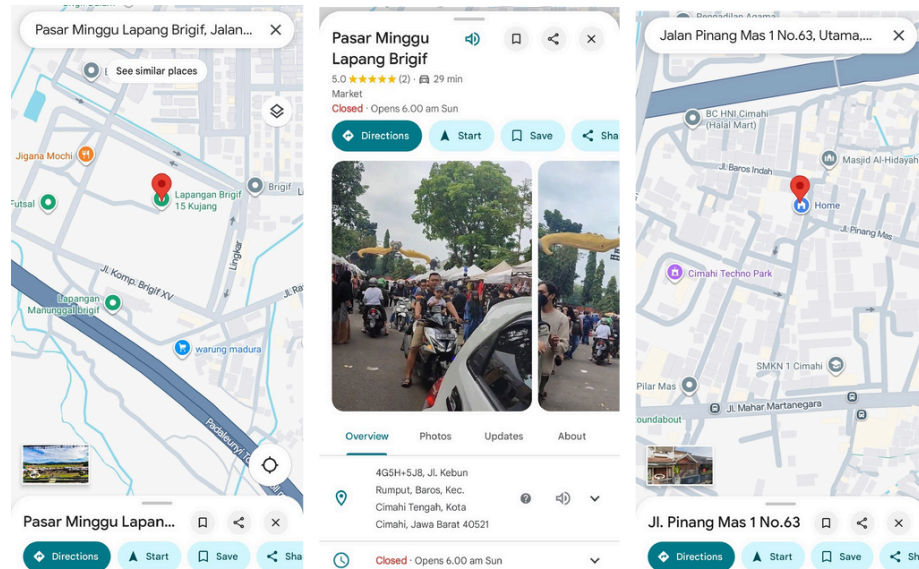


Image 1.2 Sales Location

(Source: Author's Data, 2025)

3. Vision & Mission

Quoted from David & David (2017), “The vision statement answers the question ‘what do we want to become?’. The mission statement answers the question ‘what is our business?’”. So it can be said that a vision is a clear picture of what a business ultimately aspires to achieve in the long run, it represents the future state the company wants to create. Meanwhile, a mission explains the organization’s purpose, its reason for existence, and the strategies it will use to reach that vision. Together,

vision and mission serve as a strategic compass. The vision inspires and motivates by showing the bigger goal, while the mission provides practical direction for daily operations. Having both is crucial for business because they align employees, attract investors, build customer trust, and guide decision making. Without a vision and mission, a company risks losing focus, making inconsistent choices, and struggling to differentiate itself in the marketplace.

1. Vision

“To become a known pastry brand that not only delights the taste buds, but also tells meaningful stories inspiring connection in every bite and bringing warmth and joy, while contributing to the growth of literature and storytelling culture in Indonesia.”

2. Our Mission:

1. To craft high-quality, innovative *choux* that delight customers and reflect creativity in every bite.
2. To integrate meaningful stories into our products and branding, creating emotional connections with every customer's experience.
3. To promote Indonesian literature, feature literary themes in our products, and support literacy initiatives.
4. To preserve and celebrate Indonesian culture by blending traditional narratives with modern culinary arts, making literature more accessible and enjoyable.

According to Doran (1981), “Ideally speaking, each corporate, department, and section objective should be S. M. A. R. T.: Specific, Measurable, Assignable, Realistic, and Time-related.”. We are going to implement that to our brand:

1. Specific: Position *Sus Bercerita* as a pioneer in blending pastries with storytelling and literature.
2. Measurable: Achieve recognition in 3 major food & culture media outlets and grow to 50.000 engaged customers.
3. Achievable: Collaborate with at least 20 authors, schools, or cultural institutions.
4. Relevant: Combines culinary excellence with Indonesia’s cultural and literary development.
5. Time Bound: All of it will be done within 5 years.

Our brand wants to be present during the most important moments in people's lives like birthdays, first days of work, lonely nights in need of comfort, and even small surprises for loved ones. But beyond creating joy through pastries, we also dream of being a quiet spark in Indonesia’s journey toward a richer world of Indonesia’s journey toward a richer world of words: where children fall in love with their first stories, where weary hearts find solace in poetry, and where communities keep culture alive through tales retold. Our mission isn’t just to sell products, but to create experiences and nurture imagination. We want to be part of their stories, even if it’s just through a box of cream puffs carrying a whisper of literature within.

4. SWOT Analysis

In developing a creative culinary business, a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a crucial step to understand the business's position and formulate an appropriate strategy (Kotler & Keller, 2016). This analysis is used to identify the strengths, weaknesses, opportunities, and threats of *Sus Bercerita*, a brand with a unique storytelling concept.

Table 1.1 SWOT Analysis

Internal	
Strength	Weakness
<ol style="list-style-type: none"> 1. The flexibility of <i>choux</i> from production to filling variants 2. Cultural richness (drawn from Indonesia folklore, literature, and traditions) 3. Products packaging and aesthetics 	<ol style="list-style-type: none"> 1. Limited product durability due to the use of dairy ingredients 2. High operational demands (maintaining consistent quality and creativity) 3. Requires constant innovation (new flavors, new stories) 4. Limited production capacity
External	
Opportunities	Threats
<ol style="list-style-type: none"> 1. Rising foodie culture in Indonesia, especially among young people. 2. Potential to attract tourists interested in cultural gastronomy. 3. Expansion into online marketplaces 4. Many doors of collaborations are 	<ol style="list-style-type: none"> 1. Strong competition in Indonesia's pastry & dessert market. 2. Economic downturn (pastries may be seen as luxury, lessen people's purchasing power) 3. Fast-changing food trends, <i>choux</i>

open (from Indonesian writers to other MSME)	might become less popular over time. 4. Not all customers value literature, some just want food
--	--

Source: Author's Data, 2025

Sus Bercerita holds a unique position in the Indonesian market by combining pastries with literature, something rarely offered by other F&B businesses. This distinctive concept creates strong emotional branding, as customers are not only buying food but also experiences and stories. Drawing inspiration from Indonesian folklore and cultural heritage provides endless creativity and authenticity, while also appealing to local pride and cultural identity. Additionally, the brand's storytelling approach makes its products highly shareable on social media, giving it strong viral potential. Its focus on literacy and community engagement also adds corporate social responsibility value, which can further strengthen customer loyalty.

However, this innovative approach also comes with challenges. Maintaining consistent quality while continuously innovating new flavors and stories can be operationally demanding and costly. Not all customers are interested in the literary aspect, some may simply want pastries without the added storytelling element, which could limit the brand's appeal to certain audiences. Community and cultural programs require extra resources and long-term investment, which may put financial strain on the business in its early stages. Another weakness lies in measuring the impacts of literacy and cultural missions, as these outcomes are less tangible compared to sales figures.

The external environment offers promising opportunities for *Sus Bercerita*. Globally, there is a growing appetite for story-driven brands, and in Indonesia, the booming foodie culture, especially among young people, creates a strong market for unique culinary concepts. Online marketplaces and food delivery platforms for wider distribution. The development of social media as a digital promotional tool presents significant opportunities. Consumers are more easily engaged with brands that can present meaningful narratives through digital platforms (S M A Moin, 2020).

There are also opportunities for collaborations with other MSMEs (There are also ample opportunities for collaboration across creative industries. For example, partnerships with local coffee brands, florists, and hamper businesses can expand market reach.), Indonesian writers, and even cultural institutions, which could amplify the brand's mission while expanding its reach. Furthermore, cultural gastronomy has strong appeal to both locals and tourists, creating an opportunity for *Sus Bercerita* to become a destination brand. Government initiatives to promote literacy and preserve culture also present opportunities for support and partnership. In addition, government support for the creative economy sector, especially culinary, provides a conducive ecosystem for the growth of MSMEs (*Badan Ekonomi Kreatif Indonesia*, 2018).

Despite these opportunities, *Sus Bercerita* faces external threats from Indonesia's highly competitive pastry and dessert market, where new trends emerge rapidly. Economic downturns may also affect consumer spending, as pastries are often considered non-essential or luxury items. Additionally, the brand's focus on cultural storytelling carries the risk of cultural misinterpretation or criticism if

traditions are seen as commercialized. Supply chain challenges, such as fluctuating ingredient prices or sustainability concerns, may also impact cost and operations. Lastly, as food trends quickly change, there is a possibility that *choux* pastries may lose popularity, requiring the brand to adapt constantly. Djazuli (2024), emphasized that raw material price instability is a major risk in the food industry. Furthermore, distribution limitations due to short product shelf life and macroeconomic uncertainty can also impact consumer purchasing power. 4.1. SWOT Strategies

Hill, Jones, and Schilling (2014) emphasize, SWOT analysis is instrumental in developing strategies that leverage organizational strengths to exploit opportunities while minimizing the impact of weaknesses and external threats. Furthermore, it fosters strategic awareness and proactive thinking, which are crucial in today's rapidly changing business environment. Thus, when used effectively, SWOT can serve not only as a diagnostic tool but also as a strategic compass that guides long-term planning and sustainable growth. After analyzing the SWOT. after analyzing, strategies that author can do are:

Table 1.2 SWOT Strategies

	Opportunities (O)	Threats (T)
--	-------------------	-------------

Strengths (S)	<p>SO Strategies:</p> <ol style="list-style-type: none"> 1. Developing innovative <i>choux</i> variants with touch of local Indonesian flavors to meet unique culinary trends 2. Optimizing the brand storytelling “Every <i>Choux</i>, A Taste of Home” as a differentiation to make it more easily accepted by the target market. 3. Leveraging social media and digital marketing trends to increase brand awareness. 4. Improving the quality of service and premium packaging to strengthen the products’ homey yet elegant image. 	<p>ST Strategies:</p> <ol style="list-style-type: none"> 1. Overcoming capital limitations through collaboration or potential investors. 2. Gradually increase production capacity by taking advantage of growing market demand. 3. Developing an online distribution system (GoFood, GrabFood, Shopee, and ShopeFood) to reach a wider market. 4. Hold bundling and/or seasonal edition promotions to increase customer interest.
Weakness (W)	<p>WO Strategies:</p> <ol style="list-style-type: none"> 1. Emphasizing premium quality with hygienic raw materials and high standard production 	<p>WT Strategies:</p> <ol style="list-style-type: none"> 1. Reduce operational costs with efficient raw material management and utilization of local suppliers.

	<p>processes to face competition.</p> <ol style="list-style-type: none"> 2. Form a strong brand identity and concept so that it is not easily copied by competitors. 3. Establish good relationships with customers (customer engagement) through loyalty programs. 4. Continue to innovate to face rapidly changing culinary trends. 	<ol style="list-style-type: none"> 2. Train the team to be more skilled so that quality is maintained even when facing limited human resources. Adopting digital technology 3. (POS, e-payment, delivery system) to be more effective and efficient. Develop long-term financial plans to 4. maintain stability in the face of competition and market fluctuations.
--	--	--

Source: Author's Data, 2025

5. Products Specification

The main product of "*Sus Bercerita*" is *soes* or *choux* in French. *Soes* is a dish that can be prepared sweet or savory (Pattiradjawane, 2015). This pastry produces cavities in the dough when baked (Ismayani, 2008). The dough for *choux* is made from a mixture of water, fat, flour, and eggs that must be cooked first. The sufficient water content produces hot steam during baking, causing the dough to puff up. The texture can be soft or crunchy, depending on how it is prepared (Kusumo and Reggie, 2011). Wheat flour is the main raw material in making sus cakes. The wheat flour used is a type of medium protein wheat flour containing 10.5 - 11.5% protein (Rustandi, 2011).

It is believed that pastry chefs began making *choux* pastry as early as 1540, when a French chef named Pantarelli created a type of cake for Catherine de Medici, who would later become Queen of France. This pastry, originally called “*Pâte à Pantarelli*,” gained popularity and was gradually adapted by other chefs under different names. Over time, the original recipe evolved into small, baked *choux* pastries that were sliced open and filled with either sweet or savory fillings. However, it wasn't until 1815, when French chef Antonin Carême published the recipe in his cookbook *Le Pâtissier Royal Parisien*, that the technique for making *choux* pastry became widely recognized (Schieving, 2017).

Table 1.3 List Of Products

No	Name	Descriptions
Classic Sweet <i>Sus</i> Series Soft pastry filled with sweet cream, perfect for dessert lovers or anyone looking for a comforting snack.		
1	Original <i>Choux</i> (Vanilla)	Smooth vanilla cream inside a soft pastry. Its simple and gentle flavor makes it suitable for all age groups.
2	Chocolate <i>Choux</i>	Filled with rich chocolate cream that gives a sweet and deep flavor. A favorite for those who love classic and familiar tastes.
3	Strawberry <i>Choux</i>	Filled with strawberry cream that gives a fresh and slightly tangy taste. It appeals to young customers who enjoy light, fruity

		desserts.
4	<i>Taro Choux</i>	Soft pastry with taro cream that has a natural purple color and mild sweetness. Popular among customers who enjoy unique and modern flavors.
5	<i>Klepon Choux</i>	Inspired by the traditional Indonesian dessert klepon. It combines pandan flavor and coconut-palm sugar cream to bring a local touch to the product.
<p>Savory <i>Sus</i> Series</p> <p>A modern twist on traditional Indonesian savory flavors, wrapped in <i>choux</i> pastry. Suitable for customers who prefer savory snacks or light meals.</p>		
1	<i>Ragout Choux</i>	Inspired by risoles, filled with chicken ragout. It's flavorful and familiar to Indonesian consumers.
2	<i>Creamy Chicken Mushroom</i>	Filled with creamy chicken and mushroom mixture, giving a soft and rich flavor.
3	<i>Curry Choux</i>	Filled with mild curry sauce, giving a warm and fragrant flavor that suits customers looking for variety.
4	<i>Rendang Choux</i>	Filled with spicy rendang filling. The strong taste attracts customers who like bold and authentic Indonesian flavors.
5	<i>Opor Ayam Choux</i>	Filled with <i>opor ayam</i> -flavored cream made from coconut milk and spices. It brings a local flavor in a modern format.

<p>Fried <i>Sus</i> Series</p> <p>Fried <i>choux</i> pastries with both sweet and savory options. Targeted at families and young people who like nostalgic snacks.</p>		
1	Original with Cinnamon	Fried <i>choux</i> dusted with powdered sugar and cinnamon. Simple, sweet, and comforting.
2	Smoked Beef & Cheese	Dough mixed with smoked beef and cheese, served with powdered sugar on the side. A mix of savory and slightly sweet flavor.
3	Double Cheese	Filled and topped with grated cheese. Cheesy, rich, and satisfying.
<p><i>Sus</i> Roll Series</p> <p><i>Choux</i> pastry that is made in a rolled form for easier consumption. Designed for active consumers who prefer something light and easy to eat.</p>		
1	Tuna Mayo Roll	Filled with lettuce, tuna chunks, corn, and mayonnaise. A balanced combination of protein and freshness.
2	Strawberry & Cream Roll	Filled with diced strawberries and vanilla cream. Sweet and refreshing.
3	Mango & Cream Roll	A tropical combination of mango and cream. Fresh, smooth, and light.

Source: Author's Data, 2025

The decision to develop *choux* pastries as the core product of *Sus Bercerita* is rooted in both culinary versatility and strategic business considerations. From a production perspective, *choux* pastry offers exceptional flexibility, it can be adapted

into sweet or savory variants, filled with creams, custards, meats, or local ingredients, allowing for a wide range of menu innovation. This versatility makes it ideal for sustaining consumer interest and catering to diverse market preferences. As Kotler and Keller (2016) note, product adaptability and differentiation are essential components in maintaining long-term brand relevance and competitiveness.

Another significant advantage lies in production efficiency and storage stability. *Choux* pastry dough can be prepared in bulk and stored frozen, allowing for efficient inventory management and reduced waste, an important factor for small and medium enterprises in the food sector. This characteristic enables consistent quality and freshness while minimizing operational risk. According to Pindyck and Rubinfeld (2018), businesses that can manage production flexibility and cost efficiency gain a competitive edge, particularly in markets where demand fluctuates seasonally.

From a supply chain standpoint, the ingredients used in *choux* pastry (flour, eggs, butter, milk, sugar) are widely available year-round, making the product resilient against seasonal fluctuations and import dependencies. This ensures price stability and consistent availability, which are vital for sustainable business operations. Moreover, because the ingredients are basic yet premium in perception, *Sus Bercerita* can elevate its product through creative flavoring and local fusion without compromising affordability. This balance of simplicity and innovation aligns with modern consumer trends that value authenticity and artisanal craftsmanship (Wheeler, 2018).

In terms of market appeal, *choux* pastries hold strong emotional and cultural resonance. Their soft texture, elegant appearance, and familiar sweetness make them suitable for various social occasions (from birthdays to casual gatherings), reinforcing *Sus Bercerita*'s mission to be part of meaningful life moments. The product's visual appeal also makes it ideal for digital marketing, particularly on platforms like Instagram or TikTok, where aesthetics drive consumer engagement. This aligns with Keller's (2008) concept of brand imagery, which emphasizes the importance of sensory and emotional associations in creating brand loyalty.

6. Business Structure

In Indonesia, the government recognizes several formal business structures that are regulated under national law and managed through institutions such as the Ministry of Law and Human Rights and the Ministry of Cooperatives and SMEs. These business structures include Sole Proprietorship (*Usaha Perseorangan*), Firm (Firma), Limited Partnership (*Commanditaire Vennootschap* or CV), Limited Liability Company (*Perseroan Terbatas* or PT), Cooperative (Koperasi), and State-Owned Enterprises (*Badan Usaha Milik Negara* or BUMN). Each structure offers different legal status, ownership arrangements, capital requirements, and liability protections. For instance, a PT (*Perseroan Terbatas*) is the most commonly used legal entity for medium to large-scale businesses, offering limited liability protection for shareholders and requiring a notarial deed and registration with the Ministry of Law and Human Rights (Rochmat, 2018).

On the other hand, a CV (*Commanditaire Vennootschap*) is a partnership consisting of active and passive partners and is more flexible in terms of structure, yet does not offer the same liability protection as a PT (Kusnendi, 2015). Meanwhile, Cooperatives (*Koperasi*) are based on the principle of collective ownership and mutual benefit, regulated under Law No. 25 of 1992 and encouraged as a people-based economic model (Suroso, 2017). State-Owned Enterprises (BUMN) operate in strategic sectors and are fully or majority-owned by the government, aiming to serve public interest while also generating profit. Understanding these structures is essential for entrepreneurs and investors to choose the most appropriate legal form for their operations, while also ensuring compliance with Indonesian business law and optimizing governance, taxation, and responsibility aspects.

Table 1.4 Difference On Different Kinds Of Business In Indonesia

Aspect	<i>Perseorangan</i>	PT	CV	Firm
Characteristic	Business owned by one person, no separation of personal assets and business assets.	A legal entity in the form of a capital partnership.	A business entity is in the form of a partnership.	A business entity is in the form of a partnership.
Legal Basis	<i>KUH Perdata</i> and general practice	UU No. 40 Year 2007, UU No. 11	<i>KUHD Art.</i> 19-21	<i>KUHD Art.</i> 16 - 35

		Year 2020		
Founder	1 person	Minimal 2 people, there is separation of assets.	Minimal 2 people: active partner and passive partner.	Minimal 2 people, all are active partners.
Responsibility	Unlimited, the owner is fully responsible for all his assets.	Limited to the capital given per person.	Limited to the capital given per person (passive partner) and unlimited by capital (active partner).	Unlimited, all are fully responsible.
Objectives	Small individual scale business, flexible.	Large or medium scale business, profit orientation, and sustainability.	Small/medium scale joint venture, medium.	Small/medium scale venture with joint name.
Legalization & Licensing	Register NIB, can be in the name of a person.	Notarial deed, register to <i>Kemenkumham</i> , NIB	Notarial deed, register to PN, NIB	Notarial deed, register to PN, NIB
Advantages	Very easy, fast, flexible,	Strong legal protection, can	The procedure is easier than	Simple, flexible

	low cost	IPO, easy access to capital	PT, suitable for family business	procedure, common name gives credibility
Disadvantages	There is no separation of assets which can result in high risk.	More complex procedure and costs.	Active partners have unlimited responsibility.	All partners have unlimited responsibility.

Source: Author's Data, 2025

Establishing a sole proprietorship or Micro, Small, and Medium Enterprise is widely regarded as the most practical and strategic option for emerging entrepreneurs in Indonesia. This preference is primarily attributed to the ease of establishment, low operational costs, and regulatory flexibility associated with these business forms. According to UU No. 20 of 2008 on Micro, Small, and Medium Enterprises, as further elaborated in Government Regulation No. 7 of 2021, MSMEs are recognized as a cornerstone of Indonesia's national economy, contributing significantly to employment creation and equitable growth (Government of Indonesia, 2008; 2021). A sole proprietorship can be established with minimal administrative procedures, as business owners are only required to obtain a Business Identification Number (*Nomor Induk Berusaha / NIB*) through the Online Single Submission (OSS) system. This process eliminates the need for notarial deeds or approval from the Ministry of Law and Human Rights, which are mandatory for limited liability companies (PT) (Government of Indonesia, 2020).

Moreover, the Indonesian government provides fiscal incentives such as a final income tax rate of 0.5% under Government Regulation No. 23 of 2018, and facilitates access to financial and developmental support programs like the People's Business Credit (*Kredit Usaha Rakyat / KUR*) and entrepreneurship training administered by the Ministry of Cooperatives and SMEs (Government of Indonesia, 2018). These benefits empower small business owners to operate efficiently and adapt swiftly to market dynamics while promoting inclusive and sustainable economic development. Nonetheless, sole proprietorships and MSMEs present limitations, including the absence of legal separation between personal and business assets and restricted access to large-scale capital. Therefore, while these business forms are highly suitable for early-stage ventures, entrepreneurs are encouraged to transition into a limited liability company (PT) as their business expands, ensuring stronger legal protection and enhanced investor confidence (Government of Indonesia, 2007).

7. Legalization Aspects

The Indonesian economy relies on MSMEs. However, to be able to market and compete, business legality is essential. This provides several benefits for businesses, such as protection, easier access to financing, and increased credibility with customers. In Indonesia, this process is accomplished by registering a business with the Ministry of Law and Human Rights. The types of legal documents required are:

Nomor Izin Berusaha (NIB)

1.

- 1.1. How to register :
 1. Register account in OSS (Online Single Submission)
<https://oss.go.id>.
 2. Fill in the business/individual data.
 3. Get NIB online.
- 1.2. Benefit:
 1. As the legal identity of the business.
 2. The basis for processing other permits (BPOM, Halal certificate, PIRT, etc.).
 3. Increase business credibility in the eyes of consumers.
2. *Nomor Pokok Wajib Pajak (NPWP)*
 - 2.1. How to register:
 1. Register online at pajak.go.id or go straight to *Kantor Pelayanan Pajak (KPP)*.
 2. Insert KTP data (individual) or company deed (if business entity).
 3. After approval, NPWP is given in card or digital form.
 - 2.2. Benefit:
 1. As a business/individual tax identity.
 2. It is mandatory to open a bank account in the company name.
3. Halal Certificate
 - 3.1. How to register:
 1. Register at *Sistem Informasi Halal (SIHALAL) – BPJPH Kemenag*.
 2. Upload document (NIB, NPWP, data ingredients, production process, etc.).
 3. Audit from LPH (*Lembaga Pemeriksa Halal*).
 4. Wait for the MUI decision.
 5. Halal certificate published by BPJPH.
 - 3.2. Benefit:

1. Providing product guarantees in accordance with Islamic law..
 2. Increase consumer credence.
4. *Pangan Industri Rumah Tangga* (PIRT)
- 4.1. How to register:
 1. Register to the Public Health Office or Investment Office and local PTSP.
 2. Attend *Penyuluhan Keamanan Pangan* (PKP).
 3. A survey of the production site was conducted by officers.
 4. After approval, PIRT is given.
 - 4.2. Benefit:
 1. Distribution permit for household scale food/beverage products.
 2. So it is the initial capital before going up to BPOM permit.
5. BPOM
- 5.1. How to register:
 1. Submit an application to e-BPOM (<https://cekbpom.pom.go.id>).
 2. Include NIB, products data, compositions, labels, and laboratory test results
 3. BPOM carries out an inspection.
 4. After approval, a distribution permit number is issued.
 - 5.2. Benefit:
 1. Products become official and safe for consumption.
 2. Can be sold in supermarkets, e-commerce, and even exported.
 3. Increase business competitiveness
6. Trademark Rights
- 6.1. How to register:
 1. Check name/brand availability at DJKI (*Direktorat Jenderal Kekayaan Intelektual*) <https://dgip.go.id>.
 2. Register online, upload documents (KTP, logo, NIB).

3. Pay for registration fee (around Rp 1,8 million, there are concessions for UMKM).
4. Formal & substantive examination process.
5. If approved, trademark rights apply for 10 years.

6.2. Benefit:

1. Protecting brands from plagiarism/copycat.
2. Adding value to business.
3. Important for long term and business expansion.