

THE JOURNAL REPORT
THE IMPACT OF PANDEMIC ON BROTHERHOOD COFFEE & Co.
RESTAURANTS

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Jakarta, August 05, 2021



(Febi Putri Utami)

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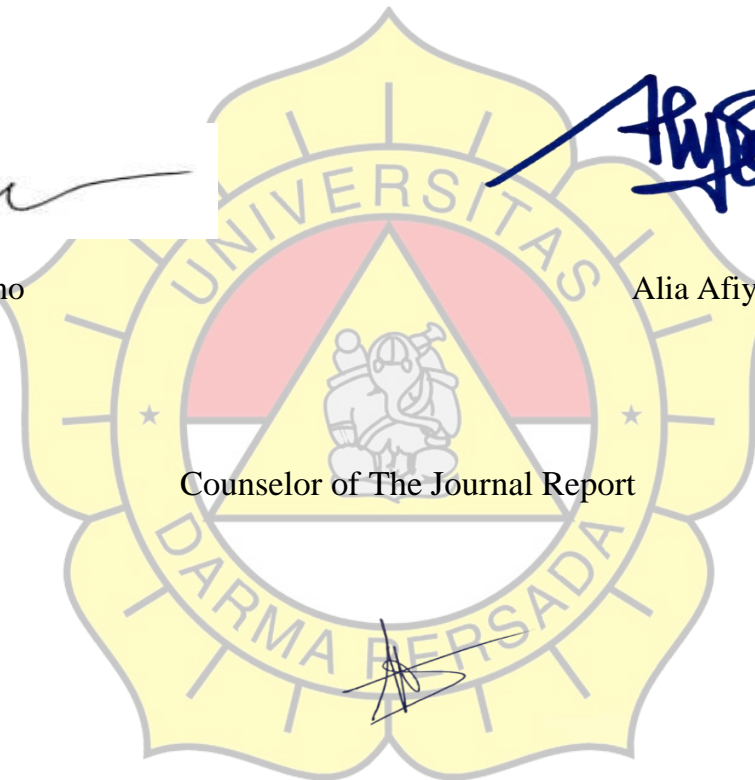
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THE IMPACT OF PANDEMIC ON BROTHERHOOD COFFEE & Co. RESTAURANTS

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Abstract

The purpose of writing this research is to find out the impact of the COVID-19 pandemic on Brotherhood coffee and co restaurants, by using qualitative methods, namely based on data obtained from restaurants and interviews to find out what impacts are felt by restaurants during the COVID-19 pandemic. As it is known that the impact of the pandemic is felt by the whole world, including the people of Indonesia. Especially in finance or the economy. In this journal, restaurant financial data is obtained showing the impact of the pandemic on restaurants. In general, the contents of this journal are the title, author's name, abstract and keywords, introduction, results and discussion, conclusions, and references.

Keyword: Covid – 19, Impact, Restaurants.

Abstrak

Tujuan dari penulisan penelitian ini adalah untuk mengetahui dampak pandemi COVID-19 terhadap restoran Brotherhood Coffe and Co, dengan menggunakan metode kualitatif yaitu berdasarkan data yang didapat dari pihak restoran dan wawancara untuk mengetahui dampak apa yang dirasakan oleh restoran selama pandemi COVID-19. seperti yang diketahui bahwa dampak pandemi dirasakan oleh seluruh dunia tidak terkecuali masyarakat indonesia. terutama pada keuangan atau perekonomian. dalam jurnal ini didapatkan data keuangan restoran yang memperlihatkan dampak pandemi terhadap restoran. secara umum isi dari jurnal ini adalah judul, nama penulis, abstrak dan kata kunci, pendahuluan, hasil dan pembahasan, kesimpulan, dan referensi.

Kata Kunci: COVID – 19, Dampak, Restoran.

1. Introduction

The Covid – 19 Pandemic in Indonesia is part of the ongoing worldwide pandemic of Covid – 19. It was confirmed to have spread to Indonesia on 2 March 2020. By 9 April 2020, the Pandemic had spread to all 34 provinces in the country. Jakarta, West Java, and Central Java are the worst-hit provinces, together accounting more than half of the national total case. As of 20 April 2021, Indonesia has reported 1,614,849 cases, the highest in Southeast Asia, ahead of the Philippines. Jabodetabek is listed as the first red zone area in Indonesia. The rapid and massive virus spread puts Indonesia in the 24th position of the highest COVID-19 cases in the world and the 9th position in Asia (Saputra & Salma, 2020).

The virus gave grave impact to the world's economic yet social sector. As the world so Indonesia; millions of people could fall into poverty. Stagnation of economic activity automatically causes businesses to make efficiency to reduce losses—as the results of that an abundance of workers sent to Work From Home moreover fired. COVID-19 also making household consumption or purchasing power, which is 60 percents of the support for the economy, fallen deep enough. Instead of Implementing a nationwide lockdown, the government had approved large-scale Social restrictions (Indonesian : Pembatasan Sosial Berskala Besar, abbreviated as PSBB) for some regencies and cities. Tourist attractions, malls, cinemas, cafes, food stalls and so on which are crowded places visited by the public, are temporarily closed to prevent the spread of Covid-19 in Indonesia.

Brotherhood coffee & Co Restaurants is no exception, located in Pati – Central Java. One of the problems he faces is financial difficulties. Overall, the impact caused by this pandemic is the lack of visitors, so the impact on income is not optimal. This restaurant was the choice of place for me to do my research. In addition to providing food and drinks like other restaurants, this restaurant provides a very comfortable place and also has many instagenic photo spots. this restaurant is included in the list of 10 restaurants in the city of Pati that must be visited.

2. Theoretical Framework

According to Britannica, **Restaurant**, establishment where refreshments or meals may be procured by the public. The public dining room that comes ultimately to be known as the restaurant originated in France, and the French have continued to make major contributions to the restaurant's development. The first restaurant proprietor is believed to have been one A. Boulanger, a soup vendor, who opened his business in Paris in 1765. The sign above his door advertised restoratives, or *restaurants*, referring to the soups and broths available within. The institution takes its name from that sign, and -restaurant now denotes a public eating place in English, French, Dutch, Danish, Norwegian, Romanian, and many other languages, with some variations. For example, in Spanish and Portuguese the word becomes *restaurante*; in Italian it is *ristorante*; in Swedish, *restaurang*; in Russian, *restoran*; and in Polish, *restauracja*.

Although inns and hostelries often served paying guests meals from the host's table, or table d'hôte, and beverages are sold in cafés, Boulanger's restaurant was probably the first public place where any diner might order a meal from a menu offering a choice of dishes.

2.1 Brotherhood Coffee & Co. Restaurants



Brotherhood Coffee & CO. located in Pati, Central Java is a restaurant that was established in 2018, as a restaurant that serves both modern and traditional food and drinks. By prioritizing the coffee menu which is given a touch of art by the barista. In addition to the food and drinks served, this restaurant also serves a nice place and comfortable atmosphere. This restaurant has the motto Brotherhood Coffee & Co is not just a word, it is a total dedication to each other or your club, not just when it is convenient. Many people say it but very few live it.

Brotherhood Coffee & Co's vision is to make the restaurant a market leader and become the only restaurant that provides the best coffee, food, and places in the city of Pati. The Mission of Brotherhood Coffee & Co. is to maintain quality and quality from food and beverages as well as service to customers and continue to innovate to provide the best for customers and employees. In addition to providing coffee, here also provides a variety of drinks. Such as teas, mocktails, and juices. And food menu variants such as steak, fried rice, spaghetti, and pizza. With relatively cheap prices, customers can already enjoy delicious foods and drinks that are suitable for the mouths of Indonesians.



This restaurant has a special coffee for main menu. The top reasons why people drink coffee are more than simply the caffeine content. While this would be the most obvious answer and the one that most people would think is the top reason, it is not the *only* reason. A steaming cup of coffee is the first thing millions of people reach for every morning and there are a multitude of reasons these people do so on a daily basis.

Some of those reasons and why they are the top reasons are included here. Caffeine is the ingredient that most people who drink coffee indulge in their favorite beverage. The caffeine in it plays two roles in why people drink coffee. First, the caffeine in coffee helps to get people' blood moving and makes them feel energized. Third shift workers and early morning workers tend to rely on their coffee to help them get through their work day.

This is one of the top reasons that many people drink coffee. The other reason why people drink caffeine is because it is addictive.

There are many chemicals in coffee that lend to its addictive properties and caffeine is the main one. Addiction is one of the top reasons people drink coffee every day. Caffeine withdrawal can cause headaches and irritability and many people prefer not to give up their coffee. If they happen to simply like the taste of coffee but want to avoid caffeine they can switch to decaffeinated and avoid the addiction.

Coffee has become a very social drink similar in popularity to alcohol. Mornings at the local coffee shop are the place to hang out with friends or meet to discuss business. People tend to drink coffee at these gatherings whether or not they like it which eventually helps them to develop a taste for it and then it becomes addictive. Coffee drinkers say they drink coffee to relax. While this may seem like an oxymoron considering that coffee is a stimulant, a hot cup of decaffeinated coffee or, for some people, even regular coffee can relax the senses and help them wind down and calm their nerves. Researchers attribute the calming effect to the stimulation of the senses which aids in creativity and mental stimulus which in turn helps calm some people down.

A 2017 review of clinical trials found that drinking coffee is generally safe within usual levels of intake and is more likely to improve health outcomes than to cause harm at doses of 3 or 4 cups of coffee daily. Exceptions include possible increased risk in women having bone fractures, and a possible increased risk in pregnant women of fetal loss or decreased birth weight. Results were complicated by poor study quality, and differences in age, gender, health status, and serving size. And this restaurant have really good ambience for all the customers, and spot to take a picture with a beautiful view.

3. Research Methods

The research method in this study is descriptive which involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass, 1984). Judging from the type of data, the research approach used in this study is a qualitative approach. The phrase qualitative methodology refers in the broadest sense to research that produces descriptive data people's written own spoken words and observable behavior. As Ray Raist (1997) points out, qualitative methodology, like quantitative methodology, is more than a set of data-gathering techniques. It is way of approaching the empirical world.

The type of this research approach is descriptive. Descriptive research is research that seeks to describe current problem solving based on data. Descriptive research can be either quantitative or qualitative. It can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as scores on a test or the number of times a person chooses to use a-certain feature of a multimedia program, or it can describe categories of information such as gender or patterns of interaction when using technology in a group situation (Glass, 1984). The type of qualitative descriptive research used in this study was intended to obtain information about differences in financial gains in restaurants during the pre-pandemic and during the pandemic. In addition, with a qualitative approach, it is hoped that the situation and problems faced by restaurants during the pandemic can be expressed.

Burhan Bungin (ed) (2003: 42), explains that the data collection method is "in what way and how the data needed can be collected so that the final results of the research can provide valid and reliable information". Suharsimi Arikunto (2002: 136), argues that research methods are various methods used by researchers in collecting research data (*metode penelitian adalah berbagai cara yang digunakan peneliti dalam mengumpulkan data penelitiannya*).

The methods in question are interviews and documentation studies. Data collection methods used in this study include interview method, and documentation method. An Interview is a way of collecting information which is done by asking and answering verbally, unilaterally face to face, and with the direction and goals that have been set.

However, due to the pandemic and rarely far away, this interview was conducted online or online.

Anas Sudijono (1996: 82), there are several advantages of collecting data through interviews can make direct contact with participants to be assessed, data is obtained in-depth, resource persons can express their hearts more broadly, unclear questions can be repeated and directed more meaningfully. Suharsimi Arikunto (2002: 206) documentation method is looking for data in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas, and so on. Hadari Nawawi (2005: 133) states that the study of documentation is a way of collecting data through written heritage in the form of archives and includes books on opinions, arguments related to research problems.

In this study, documentation was obtained from the financial archives of restaurants Brotherhood Coffee & Co. during the pre-pandemic and during the covid-19 pandemic.

Qualitative research must reveal objective truth. Therefore, the validity of the data in qualitative research is very important. Through the validity of the data and credibility (trust), qualitative research can be achieved. In this study, to obtain the validity of the data was carried out by training. triangulation is a technique of checking the validity of the data that utilizes something other than the data for checking purposes or as a comparison of the data (Moleong, 2007: 330). In meeting the validity of the research data, triangulation was carried out with the source. According to Patton, triangulation with sources means comparing data and checking the degree of trustworthiness of information obtained through different times and tools in qualitative research.

Triangulation with sources carried out in this study is to compare the results of interviews with the contents of related documents.

4. Result and Discussions

4.1 The Reason to Build A Restaurant



In 2018, Ari Kurniawan builds a cafe called brotherhood coffee and co, in Kaborongan, Pati Lor, Pati, Central Java. He builds the cafe with the reason to do business and also prepare financially for himself in the future. Considering that it was in 2018, a lot of cafes were popping up. Ari Kurniawan doesn't want to give the cafe an ordinary impression. He has a vision for his own cafe, which is to become the only cafe that provides the best coffee, food, and place for its customers, especially in the city of Pati. And sure enough, this cafe is included in the list of the 10 best cafes to visit in Pati City.

Over time, this cafe is getting bigger and more and more attractive to coffee lovers, especially since this cafe provides a very comfortable place and a warm atmosphere. And in 2019 finally, this cafe turned into a restaurant due to the increasing variety of food menus. So that it is not only coffee that is proud of, but also the various kinds of food menus provided here are also dishes that are in demand by customers at this restaurant.

4.2 The Impact of Covid – 19 on Brotherhood Coffee and Co Restaurants

Pandemics that occur today provide difficulties to anyone throughout the world. Including Indonesia has been experienced economic difficulties. Not only the government has been experienced the difficulties, business actors feel it. Starting from lonely visitors, until income down drastically. Therefore Brotherhood Coffee and Co restaurants has been experienced several crises caused by Pandemic COVID – 19.

These are some crisis and impact of Covid – 19 on Brotherhood Coffee and Co.

a. The Protocol



A safe environment is equally important. Traditionally, a safe environment in a restaurant is more related to environmental cleanliness. For example, Henson et al. (2006) suggests that cleanliness of the dining atmosphere, restroom, and appearance of staff are key considerations for patrons while visiting a dining place. However, in the

current COVID-19 period, consumers place more emphasis on safety measures taken by the restaurant to prevent patrons from contracting the virus. These measures include enhanced cleaning protocols (Chang et al., 2021), the contact tracing approach (Chen et al., 2021), menu redesign to decrease the number of foods served raw, cold, or uncooked (Byrd et al., 2021), changing table setups to have more balcony tables and using more private rooms (Kim and Lee, 2020), as well as placing glass partition screens between tables as a temporary separation (Taylor, 2020), which seems to be an effective measure when there are no private rooms available.

Brotherhood Coffee and Co restaurants also set regulations for visitors to always undergo a health protocol to maintain health and comfort during a pandemic.

b. Price Discount



The pandemic has been presented a huge threat to restaurants because of the need to minimize seating capacities to maintain social distancing policies. Restaurant owners are forced to make a strategic move to keep the customers. A way to do this is to provide private dining rooms. Research has found that the salience of the virus has created a

preference for private dining tables and for restaurants with private rooms (Kim and Lee, 2020). So, Brotherhood Coffe and Co Restaurants give a discounts for customers who take away their foods and drinks. They minimalize risk of transmission Covid-19.

c. Downturn Income

Chaniago (1998) gives an opinion about sales turnover as the total amount of income derived from the sale of goods/services within a certain period of time. Swastha (1993) provides an understanding of sales turnover as the accumulation of sales activities of a product of goods and services which are calculated as a whole during a certain period of time continuously or in an accounting process. From the above definition, it can be concluded that sales turnover is the total number of sales of goods/services within a certain period of time, which is calculated based on the amount of money earned.

Tabel 1	
Before Pandemic	During Pandemic
Desember 2019	April 2020
Rp. 64.468.494,00	Rp. 14.579.465,00

Judging from the data I received from an employee of a Brotherhood Coffee and Co restaurant, who has a position as an accountant or financial manager. The data I took was data before the pandemic, namely December 2019, and data during the pandemic, namely April 2020. I saw a very large difference, proving that the pandemic has a very large impact on restaurant finances.

5. Conclusion

After researching the impact of the Covid-19 pandemic on Brotherhood Coffee and Co restaurants, it can be concluded that the impact of the Covid-19 pandemic is very large in business activities, including the restaurant business. The pandemic that occurs at the end of 2019 which has the biggest impact on the economy, made business actors make a choice between surviving or not. But the Brotherhood Coffee and Co restaurant chooses to survive by providing or doing the best treatment so that the restaurant does not close and customers could still enjoy dishes from the Brotherhood Coffee and Co restaurant. Namely by implementing cleanliness with protocols, and providing discount prices to customers who order with the takeaway system so the restaurant does not cause a crowd because of diners. These steps will be carried out until the pandemic is finally over.

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