



# PROCEEDING

Food Globalization:  
**New Technology in  
An Era of *Change***

The **10<sup>th</sup>**   
**National Student Conference**  
on food science & technology

Soegijapranata Catholic University  
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**Proceedings**

**The 10<sup>th</sup> National Student Conference**

**Food Globalization : New Technology in An  
Era of Change**

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## **Preface 10<sup>th</sup> NSC – “Food Globalization: New Technology in An Era of Change”**

This is a proceeding of the 10<sup>th</sup> National Student Conference on Food Science and Technology done by Food Technology Department, Soegijapranata Catholic University. Seeing that this conference is organized by only the students of the faculty, ten consecutive years of performance deserves quite praise. Thanks to their powerful motivation and energy, this event can be held in routine without skipping a single year.

In this year conference we focused on the development of food in globalization era. As we know it, since globalization has begun there has been lots of changes in many sectors of life including food. On the bright side, it can be seen that globalization has made food become highly varied, more “functional”, and somewhat safer by using new material, more sophisticated technology, or even change the food source’s genetic structure. Although there are a lot of advantages in the era of food globalization, there will be many risks that make people have to be aware in consuming the foods.

The conference was specifically designed to discuss all of these matters, where students of food technology department can share their research and opinion. This proceeding covers two sections of paper that are papers of the keynote speakers and also from the presenters. There are six platform themes that were used: *Food Product Development, Food Quality and Safety, Food Management and Business, Food Engineering, Food Microbiology & Biotechnology* and *Functional Food*. With the ongoing changes in food related to the current globalization, I am quite sure there will be more topics that can be discussed in other student’s conferences or academic communities.

Semarang, January 7, 2010

Alberta Rika Pratiwi  
Chairman of the Steering Committee

## STUDIES ON MANAGEMENT OF BAKERY PRODUCTION IN HYPERMARKET

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### ABSTRACT

In this era of globalization, many supermarket and hypermarket are growing fast. They provide excellent service, prestige, nice views, safety, convenience, and comfort at an affordable price for every buyer of daily expenses and family needs. Nowadays, hypermarket is not just a place to buy something, but also a place to get pleasure and refreshment. Under this marketing concept, the bakery industry wants to deal with this business opportunity and expand their business access to the highly spending consumers in hypermarket. For this regards, fresh products, ready to eat, and open bakery kitchen were provided to adjust with dynamic progress of hypermarket visitors. The production unit must be in place near the display or selling area so the product is still warm when customer bought it. Under the business circumstances, both the investment and the operational of this business is fairly high, therefore a tough and strict management has to be employed in order to run the bakery business in hypermarket area. To find out the effectiveness of bakery production management in conjunction with marketing display, a field study was conducted to a well known bakery industry at a hypermarket in Semarang. The study was run from July to August 2010. The study found amazing results that the production management was not in line with the idea of high cost investment and operation of the business. The production is run based-on market habitual preferences, without any other benefit of installing the production unit in the Hypermarket area. Amongst four aspects of management, weak in coordination was likely the main factors on these problems. Detailed of the weaknesses in every aspect of management was discussed.

**Keyword(s):** *bakery, hypermarket, production, management*

### INTRODUCTION

In this era of globalization, many supermarket and hypermarket are growing fast. Based on the data, hypermarket section, in 2010, is expected to contribute almost 100 billion rupiah. Unpredictably, the food services are giving 65% from total hypermarket incomes. Hypermarket section

takes 35% profit from their net income. And every year, hypermarket's growth is almost 12-15% from year to year (Aprindo 2010 in Anonymous<sup>a</sup>, 2010). So this is the "farm" of food globalization to meet their chance and challenge to growing faster.

In Indonesia, hypermarkets are growing so fast because of many reasons. Indonesia is the fourth biggest people and has highly

buying power (Kompas, 2010). So hypermarket is established to answer on the global challenge. To support their business, hypermarket provides excellent service, prestige, nice views, safety, convenience, and comfort at an affordable price for every buyer of daily expenses and family needs. This principal are being used for many hypermarket to grow their business without leaving many aspect that give best services to customer. Based on Natalia ( ) and Pujiastuti ( ) survey, there some variables that make customer wants to buy in hypermarket. For example, customer in Jakarta wants to have a pleasure place and price is reasonable. Nowadays, hypermarket is not just a place to buy something, but also a place to get pleasure and refreshment.

Under that marketing concept, the bakery industry wants to deal with this business opportunity and expand their business access to the highly spending consumers in hypermarket. For this regards, fresh products, ready to eat, and open bakery kitchen were provided to adjust with dynamic progress of hypermarket visitors. To follow the principal, there are many concepts to adequate that and there is spent many money too. The production unit must be in place near the display or selling area so the product is still warm when customer bought it. But with that concept so there will need bigger place to store and produce the bakery product.

## **METHOD**

Management is a process of Planning, Organizing, Actuating, and Controlling. In a hypermarket area, a management of a retailer must be good controlled to compete with other retailer. To know the effectiveness of the management system of bakery in a retailer on the hypermarket area, a field study was held from July to August 2010.

The field study was held in a well known bakery industry at a hypermarket in Semarang. The observed subject of this study is the worker in a retailer in hypermarket area. The variables of this study are were there any schedules from the marketing management to sell any product in one day or one month and were the workers done the schedules from the marketing management. From this field study, we found the effectiveness of bakery production management in conjunction with marketing display and descript it.

## **RESULT AND DISCUSSION**

Based on the data, hypermarket section, in 2010, is expected to contribute almost 100 billion rupiah. Unpredictably, the food services are giving 65% from total hypermarket incomes. Hypermarket section takes 35% profit from their net income. And every year, hypermarket's growth is almost 12-15% from year to year (Aprindo 2010 in Anonymous<sup>a</sup>, 2010).



To compete with other retailer, a retailer must have qualified products to consumer. The competition is not only in the qualified products but also selling process, worker, and environment. This calls Total Quality Management. Total Quality Management (TQM) is a system to get the organization target. Based on the data, the productivity of worker is the most important thing that influences the application of TQM in a retailer compare with organization and work ability. From these data, there is no doubt that organization plays a crucial role that directly affecting re-buying behaviour, for such business that the "main product" is the service (Wisnalmawati, 2005).

The effectiveness of the management system of bakery in a retailer in the hypermarket area was studied in July to August 2010. This field study conducted in the bakery production management to know was there any schedules from the marketing management to sell any product in one day or one month and was the workers done the schedules from the marketing management.

There is another problems in realize this hypermarket concept, that is a weak coordination between owner and worker. There is no such a connection between organization structure and owner. Without right planning, production is still running and in a routine basis (Buchari, 2002). However, this is not likely the unique one. Various business in fishing industry

(Tasunar, 2006) and floor tile distribution (Susanti, 2003), as well as the other businesses that provide high profit margins, will tend to ignore basic aspects of management, even though this ignorance lead to many profit opportunities being wasted (Swasta dan Irawan, 2001). Although many aspects that are not efficient in production management, as long as buyers still given a friendly service, quality products and always kept the place pretty prestigious, then the buyers will still make a re-purchase, even though the prices is higher than at the other places (Wahyudi, 2004).

As long as still gain profit, central management did not take action on this case. On field, there is many raw material that is been put into trash because of there no discipline in production process. The worker did not care about that because there is no punishment or reward if they efficient using raw material. As long as possible, they make bread with a new topping or raw ingredients, they do not want to use "old" ingredients that is still good to be used. Owner did not know about this because the management is too complicated and there are people who take care about the management on production so owner just received the total report from many counter. So if there is still get profit, owner did not care about efficiency using many raw material that is put into trash.

From the field study we found that the production management was not in line with the idea of high cost investment and operation of the business. The production is run based-on market habitual preferences, without any other benefit of installing the production unit in the Hypermarket area. Amongst four aspects of management, weak in coordination was likely the main factors on these problems.

### CONCLUSIONS

There are many weaknesses in growing hypermarket system beyond in their fast growing market. The owner needs to looking more detailed and encrypted what he thinks about the concepts. On the field, there is a manager to doing an "efficient moves" to reduce a "good looking waste". Furthermore, a deeper field research is needed to improve the management on this field of business.

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