

## URBAN EATERY ON WHEELS : FOODTRUCK

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**Abstract:** Culinary business in Indonesia is very rapidly developed, marked by the evolution of the way of presenting the culinary. Ranging from walking, using carts, motorcycles, automobile shops called Mobil Toko, to large vehicles commonly called food truck. A shift in consumer behavior also helped encourage rapid rate of food truck trend in Indonesia. One way to maintain or improve this business is to use design management. The purpose of this study was to describe one way to use design management in the business of food truck. The method used is descriptive-qualitative. The findings of this study are the suggestion of a six-point design strategy for the food truck business.

**Keywords :** *Culinary, Food truck, Design Management, Design Strategy.*

### 1. Introduction

Culinary is one of the many basic necessities of human life. Hastuti (2012: 1) states that Business in the field of culinary is one of the types of businesses that never die. Human will definitely need to eat and drink, as long as humans exist, culinary business will continue to exist. Most people's lifestyle were changed, they prefer to buy their food rather than making it at home.

Culinary business in Indonesia as elsewhere can be done in various ways, one of which is by trade around. McGee and Yeung (in Setiawan in Dwijayanti and Widjajanti, 2008: 36) also defines pitchmen as merchants who can easily bring their wares, ranging from using bicycles or baskets. The nature of this type of merchant is moving from one location to another, selling throughout the day or night. They usually have a small volume of merchandise, always trying to come or pursue consumer.

Technological development replacing bicycles with motored vehicle, one of which is the four-wheeled vehicle which later developed into a new trend in culinary business, the food truck. A food truck in the Oxford dictionary means "A large vehicle equipped with facilities for cooking and selling food". Few organizations already covers food trucker entrepreneurs such as Taco Truck truck, Jakarta Food Truck (JFT), Surabaya Food Truck (SFT), Bandung Food Truck Community (BFTC), Tobacco Coffee, Food Truck Owner Group, and others. The following data on the number of food trucks of Indonesian Food Truck Association (AFTI):

**Table 1.** Total Food Truck developments in Indonesia

Periode	unit	Growth (%)
May 2015	40	-
June 2015	60	50
July 2015	50	(17)

Source: Data processed (2015)

According to Datamonitor, the rapid growth of food trucks cannot be separated from the factor of population growth, the increasing number of urbanization and women who work and the limited time to prepare food at home. Consumers with time constraints and price issue would choose to eat out, and will turn to the menu options offered by the food trucks (Poultry Indonesia, February 2014). Aris Yunanto, University of Indonesia economist expresses the target market targeted by food truck business is largely middle class and urban. Indonesia is among the highest growth of the middle class. This class, they were able to spend 2-20 dollars per day. The characteristics of this class are those happy to be served, try new things, know a little more about the trends abroad, and want to feel the sensation here (kompas.com, 2014).

Food truck business is fascinating because it represents the local tastes, fresh, unified, authentic and modern in one convenient dining experience (Steve King, Emergent Research 2012). The research indicates that the food truck business is a business with a viable market segment with significant competitive advantages when compared to fast food, quick service restaurants and take-out restaurants. This is evidenced by the car manufacturer Toyota presents 7 units of food truck in IIMS 2014 (antaranews.com, September 18, 2014) and Peugeot is producing food truck trailer (metrotvnews.com, April 10, 2015).

Staff members of the Ministry of industrial marketing and use of local products, Ferry Yahya said the presence of food truck industry fosters creative culinary cycles, although there is no special note of the contribution of food trucks in the creative industry, it also contributes to GDP (varia.id, 2014). This indicates that the unique culinary business is starting to be taken into account and increase the attractiveness culinary business in Indonesia. Joko Waluyo said the food truck uniqueness to be one factor in the future existence of this business (SuryaOnline, 2015). Food truck business competition is getting tougher. President of Baba Rafi Enterprise Setiono Hendi says culinary business players in Indonesia are increasingly diverse, full and crowded, one with no innovation and marketing, one culinary business will perish (SuryaOnline, 2015).

Vice Chairman of the Indonesian Hotel and Restaurant Association (IHRA) Suhamdani Hariyadi said the main issue of culinary entrepreneurs is the concept, promotion and marketing. Creativity and innovation become an important capital for every entrepreneur

(varia.id, 2014). The food truck entrepreneurs are encouraged to continue to innovate in order to become the market leader and trend setter. Innovations need to be designed using good design management. ...Design management as a powerful resource for innovation... (Powell on Best, 2006). Based on the above explanation, the authors interested in studying one of many ways how to use design management in the food truck business.

## **2. Theoretical background, research questions**

### **2.1 Design Management**

Design management (Gorb, 2001) is "The Effective deployment by line managers of the design resource available to the organization in the pursuance of its corporate objectives". Design Management Institute (DMI) advances the position that Design Management encompasses the ongoing processes, business decisions, and strategies that enable innovation and create effectively designed products, services, communications, environments, and brands that provide organizational success. DMI also posits that on a deeper level, design management seeks to link design, innovation, technology, management and customers to provide competitive advantage across the triple bottom line: economic, social/cultural, and environmental factors. It includes the use of using design processes to solve general business problems. According to Richardson and Roy (2004), expressing the relationship between design and business in terms of quantifiable terms such as ROI, retail channel and product roadmaps resulted in improved revenues and client satisfaction.

#### **2.1.1. Design Strategy**

Design strategy is the roadmap for the visual and media components that help to build & drive objectives (Greg Mann, 2013). Meanwhile, according to Folker Durre (2013), Design Strategy is dimensional, multifaceted plan that allows travelling down different paths.

### **2.2 Culinary**

Culinary (Tuti Soenardi, 2014) is a series of food processing activities starting from selecting quality materials, prepare and process them appropriately to produce food that is tasty, healthy and delicious. According to the Oxford dictionary means connected with cooking culinary or food.

The research question in this study is how to use design management in the food truck business? the purpose of this study was to determine how design management applied to the food truck business so that the results can be advices and inputs either to the food truck entrepreneurs or the prospective ones.

### 3. Methods

This study included descriptive study that explained the theory of research methods were conducted to determine the independent variable value or more (independent) without making a comparison between a variable or combining with one another (Sugiyono, 2012).

The data used is secondary data derived from books, journals and websites. The discussion will be done using aspects of the design strategy design management (Stone, 2010) as follows :

The basis for a design strategy

#### 1. Existing problems & ongoing challenges

These points can be the result of Weakness and Threats of SWOT.

Government support and regulation. There are no clear rules about this business. Regulatory issues can officially discussed by AFTI and IHRA together with the government and other stakeholders :

- Definitions food truck itself, so as not to be equated with *Mobil Toko* (on car store) and street vendors.
- Licensing, currently they are still using mobile store or freight transport and trading business type of licensing.
- The specification of vehicles and autobody.
- Location and special spaces.
- Distance from the conventional restaurants.
- Duration.
- Cleanliness.
- Crowds.
- MUI (Indonesian Ulema Council) halal certification and health departments.

In addition to regulatory issues, there are also some problems related to design (concept) as follows:

- Vehicles base
  - o The base vehicle which is quite unique and characterized as American-made classic cars are hard to find so that modifications to the total are necessary.
  - o Some types of light commercial vehicles used to sell the food truck concept is actually outside of its native country's food truck concept that uses heavy vehicles (trucks, caravan and bus).
- Autobody, manufacturers do not have the specific design because every kind of culinary has different needs plus most of the material must be obtained by means of import.

Design touchpoints

- Product
- Communication
- Marketing
- Advertising

- Promotion
  - Public relations
  - employees
  - And others, as follows:
  - Health issues, it relates to the limited space, food processing tools and the limited availability of fresh water.
  - Culinary tools waste such as paper cups and plates, plastic cutlery, expendable wooden chopsticks should be replaced with reusable ones.
  - Pollution, carbon foot print and noise pollution from vehicle engines and generator sets.
  - Weather
  - Advertisement tax imposed on vehicles
  - Wild charges
2. Current benefits & successes to be leveraged  
These points can be the result of Strengths and Opportunities of SWOT.
- High Mobility
  - Less initial capital than conventional restaurant
  - Does not require to rent and pay the business property tax premises.
  - Creating new jobs
  - Creating new trends
  - New Life Style
  - Growing market and expanding the market to the automotive enthusiasts
  - Loyal Customers
  - Fan Base
  - The attractiveness of the city, places which have started to be forgotten, iconic and thematic places, creative culinary.
  - Event dan gathering.
3. Unmet customer needs  
These points can be the result of Weaknesses and Opportunities of SWOT analysis.
- Unavailability of adequate sanitation and hygiene
  - Less comfort
  - Variation, specialization and originality of the menu
4. Changing customer behaviour and attitudes  
These points can be the result of Opportunities and Threats of SWOT analysis.
- Consumers with high level of mobility
  - Consumers with limited time
  - Culinary tour lifestyle
5. Emerging ideas & trends  
This point can be the result of the Opportunities and Threats of SWOT analysis.

- EvolvePoS (point of sales app)
- Street foods
- Young Culinary-preneurs
- Eco friendly industries such as the use of packaging, tableware, alternative fuel, LED, local and organic product.

6. Opportunities to differentiate

This point can be the result of Strengths, Opportunities and Threats of SWOT analysis.

- Recruiting street children
- Consumption chain (product and or service, use, dispose)

Capture customer's total experience ;

- How do people become aware of their need for your product and service?
- How do consumer find your offering?
- How do consumer make their final selections?
- How do customers order and purchase your product?
- How is your product delivered?
- What happens when your product is delivered?
- How is your product and service paid for?
- How is your product stored?
- How is your product move around?
- What do customers need help with when they use your product?
- What about returns or exchanges? what happens when your product is disposed or no longer used?

Analyzing Customer's exp

- 5W + 1H

#### 4. Analysis and Discussion

How to manage a design strategy is the essence of design management for food truck business. Basic design strategy is translated from the language and action of business to the language and action of design.

The existence of mobile culinary in Indonesia is actually not new and has been more than a phenomenon, it has become a culture, this is evidenced by many traditional traders sells their wares around residential areas using poles, carts, bicycles and most modern uses two-wheeled motored vehicle and four-wheeled commercial vehicles, regardless of any novelty, food truck business in Indonesia in particular has the potential in itself as well as the Indonesian traditional fried culinary "Gorengan" that even sold without a concept would not dampen the business because Gorengan is the local culture.

University of Indonesia economist, Aris Yunanto found food truck is the same culinary with different packaging (Kompas.com, October 4, 2014). Differences on the product or service is an innovation. Innovation by design management through design strategy with business strategy factor as an expression, the brand legacy as perception, marketing communication as recognition from both sides internal and external. The aim of the strategy is combining design and business design objectivity farther than merely aesthetic work, "When we integrate design processes and design thinking into the larger business goals of our companies or clients, we elevate the concept of design to a strategic tool that businesses can leverage," Rob Bynder, creative director and owner of Robert Bynder Design Inc. in Newberry Park, CA.

## 5. Conclusion

The food truck business should be considered and given space by the local government because of its potential to be a sector that will bring in revenue. Collaboration of thematic places and food trucks can generate unique innovations and new tourist destinations, here where the role of design management at higher level would be necessary.

The sensation of all American, the art, design and technology innovation in the food truck is the added value and the trend sought by the middle class in Indonesia.

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