

Business Design Articles

A Business Design of Jannat Kitchen

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ABSTRACT

Indonesia is a country that has a high tolerance for cultural differences. Strong cultural acculturation in Indonesian society gives rise to new preferences for various things related to culture, including culinary. Jannat Kitchen's founder saw this as a real business opportunity. Jannat Kitchen was established to tap into the growing market demand for Arabian food in Indonesia. The business was committed to provide high-quality and authentic Arabian food, affordable, and carefully curated taste for the customers. Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries and original Yemeni chefs and staff members to ensure the authenticity of the flavour of the food and the sense of the culinary culture. The business is located in the area of Ma'had Tahfidzul Qur'an Isy Karima, Jl. Raya Solo - Tawangmangu Jl. Pakel No.KM34, Popongan, Gerdu, Kec. Karangpandan, Kabupaten Karanganyar, Jawa Tengah 57791. During its implementation, Jannat Kitchen passed several problems with the main priority was marketing issues. PDCA-Method was used to analyze the problems. The use of social media marketing is less appropriate and does not suit consumer behavior so its application is less effective. Jannat Kitchen tried to execute traditional marketing to complete the social media marketing. The traditional marketing strategy implemented by Jannat Kitchen was successful and in accordance with the company's milestones.

Keywords: culinary business, Arabian food, social media marketing, traditional marketing

INTRODUCTION

Indonesia is a country that has a high tolerance for cultural differences. Since the early arrival of Islam into the archipelago (Indonesia) in the first century AH or 7th century AD, carrier teaching of Islam from the Arabian Peninsula who comes as traders or as Muballigh brings social change in the static agrarian feudal society (Abdullah and Wekke, 2018) Indonesian people who embrace Islam have been heavily influenced by Arabic culture (Mahabie, 2020).

They can easily accept language, lifestyle, habits, even culinary culture. Acculturation of Arabic and local community culture is deeply rooted, especially in the Islamic boarding school environment (Mahfud *et al.*, 2021). The strong cultural acculturation in society gives rise to new preferences for various things related to culture, including culinary. People have



a need for new and unique flavours from foreign culinary delights, in this case Arabian food. Arabian food has become a new taste among society.

Being a Yemeni living in an Islamic boarding school environment in Indonesia who has a high interest in Arabic culture (Kamaliyah, 2017), Jannat Kitchen founder saw a real business opportunity. In light of these conditions, Jannat Kitchen was established to tap into the growing market demand for Arabian food in Indonesia, particularly within the Islamic Boarding School community. The business committed to provide high-quality and authentic Arabian food, affordable, and carefully curated taste for the customers.

Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries and original Yemeni chefs and staff members to ensure the authenticity of the flavour of the food and the sense of the culinary culture. The establishment of Jannat Kitchen not only fulfills the demand for unique and authentic Arabian food but also provides a platform for Jannat Kitchen owners to showcase their culinary heritage.

With this business existence, it is hoped that the business contributes to the cultural diversity and enrichment of the culinary industry in Indonesia, as well as fosters cross-cultural exchange and promotes understanding and appreciation among diverse communities.

BUSINESS PROFILE AND DEVELOPMENT MODEL

Business Profile

As a business operating in the field of culinary industry, Jannat Kitchen offers high-quality and authentic Arabian food, affordable, and carefully curated tastes for the customers. Jannat Kitchen prioritizes the use of high-quality ingredients sourced originally from local and imported from Arabian countries, and original Yemeni chef and staff members to ensure the authenticity of the flavor of the food and the sense of the culinary culture. The menu offered is Nasi Mandi and Chocolate Cake.

Jannat Kitchen was founded by an original Yemeni student from Universitas Islam Indonesia (UII), International Management Study Program named Gehad Rashed Mansoor Al Sabahi in the early year of 2023. The establishment of this business began when the founder moved to Indonesia and lived in the Islamic boarding school area (*Pondok Pesantren Isy Karima, Karangpandan, Karanganyar*) in 2018.

Business Logo

The logo of Jannat Kitchen consists of the brand name “Jannat Kitchen” and tableware such as spoons and forks and serving hoods which are symbols of the culinary business. There is also a tagline for the restaurant, namely “100% Yemeni Food”, which means that Jannat Kitchen wants to convey its commitment to maintaining the authenticity of the Arabian food provided. The colours used for the logo are black and gold. This colour was chosen because gold is a colour associated with wealth, money and luminosity and is prominent in chocolate (Alnasuan, 2016). The expected suggestive effect of this colour choice is that customers feel high quality, premium and classy food when enjoying Arabian food from Jannat Kitchen.



Figure 1. Logo of Jannat Kitchen
Source: Janna Kitchen (2022)

Vision and Mission

Vision:

Jannat Kitchen wishes to become the premier destination for authentic Arabian food in Indonesia.

Mission:

1. Satisfy customers by providing high-quality and authentic Arabian food, affordable, and carefully curated taste.
2. Prioritize the use of high-quality ingredients sourced originally from local and imported from Arabian countries to ensure the authenticity of the flavor.
3. Prioritize original Yemeni chefs and staff members to ensure the authenticity of the sense of the culinary culture and to provide a platform for Yemenis who live in Indonesia.
4. Contribute to the cultural diversity and enrichment of the culinary landscape in Indonesia, as well as fosters cross-cultural exchange and promotes understanding and appreciation among diverse communities.

Business Location

Jannat Kitchen is located in the area of Ma'had Tahfidzul Qur'an Isy Karima, Jl. Raya Solo - Tawangmangu Jl. Pakel No.KM34, Popongan, Gerdu, Kec. Karangpandan, Kabupaten Karanganyar, Jawa Tengah 57791 (Janna Kitchen, no date b).



Figure 2. Jannat Kitchen's Location in The Area of MTQ Isy Karima
Source: Janna Kitchen (no date b)

Business Model

Human Resources and Organization Aspects

Organizational structure is defined as an organizational configuration or arrangement outlining the division of labor in a rational and conscious manner to make sure that no functional division is overlapped with the help of hierarchical coordination and control (Jonathan, Rusu and Perjons, 2018) The organizational structure of Jannat Kitchen is as followed:

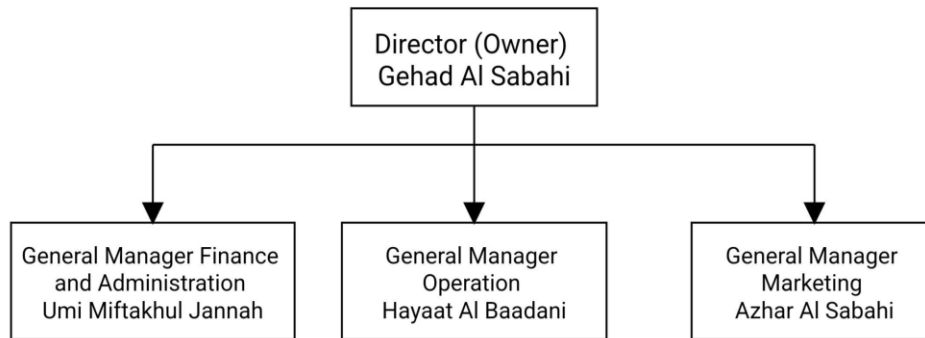


Figure 3. Organizational Structure of Jannat Kitchen

In running a business, employee performance appraisal is an important element of human resource management. Performance appraisal measures the achievement of work targets and provides constructive feedback to improve individual and team performance (Setyawati and Rindaningsih, 2024). Jannat Kitchen uses the MBO (Management by Objective) method in assessing performance appraisals. The MBO method sets certain standards or goals that must be achieved within a certain period which are discussed by the manager with his subordinates and mutually agreed upon by both parties (Shrestha, 2022). The MBO method focuses on the end goals and is result-oriented. Jannat Kitchen has a simple system of rewards and penalties regarding achieving or not achieving the required standards for the project. The system is as followed:

1. When the performance of the team members achieves the standards that Jannat Kitchen possesses, there will be an incentive in the form of a bonus at the end of the month.
2. If the performance of the team members does not meet the standards that Jannat Kitchen has, the project members will not be able to receive bonuses so they will just receive the basic salary.

Production/Operational Aspects

Products Detail

The following are details of the products being sold:

Table 1. Jannat Kitchen's Product Detail

No	Name of Product	Price
1	Nasi Mandi	Rp 35.000,-
2	Chocolate Cake	Rp 8.000,-

Raw Materials

Jannat Kitchen does the materials purchasing to original Arabian stores which are located in Jakarta as they import the materials directly from Arabian countries. Jannat Kitchen also buys some materials from local stores considering the price. The suppliers that Jannat Kitchen has are below:

Table 2. Jannat Kitchen's Supplier List

Material	Name of Supplier
Cake Ingredients	Toko Marlin
	Bandar Adan
Arabian Food Spices	ASBA Store
	Mohammedjol
Spices	Lapak Rempah Pasar Gedhe

Production Capacity

Nasi Mandi

The productivity to cook the rice is 40 packages per hour. Apart from that, Jannat Kitchen's working hours are estimated to be 5 hours per day. From this data, it can be counted that Jannat Kitchen's production capacity is 40 packages of Nasi Mandi per day.

Chocolate Cake

The productivity of Jannat Kitchen to cool the Chocolate Cake is 40 packages per day. Apart from that, the working hours in Jannat Kitchen are estimated at 5 hours per day. From this data, it can be counted that the production capacity of Jannat Kitchen is 40 packages of Chocolate Cake per day.

Marketing Aspects

Market Analysis

The market potential for Arabian food in Karanganyar city based on the statistical data showed that in 2020 the population of Karanganyar residents in the age range between 10-24 years old are as below:

Table 3. Population of Karanganyar Based on Gender

Age Range	Male	Female	Total
10-14	35.919	33.843	69.762
15-19	35.836	33.964	69.800
20-24	34.561	33.370	69.931
Total Potential Customers			207.493

Source: Badan Pusat Statistik (2024)

For calculating the market size, TAM, SAM, and SOM strategies are used bellow:

(Total potential customers 1%) $237.493 \times 1\% = 2.374$

60 sales per month 12 months = 720 sales per year, representing the market share.

Segmentation, Targeting, and Positioning

Table 4. Jannat Kitchen Market Segmentation

Segmentation	Explanation
Demographic	Based on the market validation it shows that Jannat Kitchen's potential customers are in the age range between 18 and 25 years old.
Geographic	Indonesia, Karanganyar, Solo Raya
Psychographic	Arabian food lovers, people with Arabian backgrounds, people with religious backgrounds
Behavioural	Event hosts, Islamic institute events

Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious background and people who love Arabian food, and who buy Arabian food at least once every two weeks.

Jannat Kitchen aims to be positioned in the market by being known and famous for its original Arabian food taste and excellent price, as Jannat Kitchen aims to promote through social media which has the ability to attract people to this type of food, which has become a point of attraction recently. Especially in the student communities and societies in Islamic boarding schools that are characterized by an Islamic character.

Marketing Mix Strategy (4P)

Product

The product offered by Jannat Kitchen is Arabian food with an authentic Arabian flavour. Jannat Kitchen also makes sure that the product is suitable for the Indonesian tongue. The product of Jannat Kitchen is suitable for all groups and ages and makes them feel satisfied in terms of taste, packaging and appearance.

Place

Jannat Kitchen presents its products in a smooth and flexible way, as customers can buy the product through the clouds and by coming to the physical store and carrying out the ordering process and receiving the product there.

Price

The price offered by Jannat Kitchen is considered a very good price for the value that customers receive, as the prices of Jannat Kitchen are often between Rp 20.000 and Rp 35.000. The determined price is a very good price and can achieve a competitive value for the project compared to competitors.

Promotion

Jannat Kitchen uses social networking sites to reach its customers and to attract new customers, as Jannat Kitchen works to publish visual content that attracts attention and attracts highly loaded customers on social media compared to traditional forms of procrastination.

Financial Aspects

Capital Requirements

The capital that required to run the business of Jannat Kitchen is describing as following:

Table 5. Fix Assets

No	Equipment	Qty	Price	
1	Large Refrigerator	1	Rp	2.800.000
2	Large Gas Holder	2	Rp	480.000
3	Large Pressure Cooker	2	Rp	478.000
4	Stove	1	Rp	812.000
5	Large Oven	1	Rp	3.575.000
6	Large Pot of RiceCooker	1	Rp	2.800.000
7	Medium Rice Cooker	1	Rp	248.000
8	Blender	1	Rp	489.000
9	Hand Mixer	1	Rp	182.000
Total			Rp	11.864.000

Table 6. Cost for Operational Activities

Activities	Costs	
Nasi Mandi Production Cost (40 x Rp 10.665,-)	Rp	426.000
Chocolate Cake Production Cost (40 x Rp 3.055,-)	Rp	122.200
Nasi Mandi packaging (40 x Rp 2.500,-)	Rp	100.000
Chocolate Cake packaging (40 x Rp 1.500,-)	Rp	60.000
Total	Rp	708.200

Estimated Monthly Cash Inflows

Table 7. Estimated Monthly Cash Inflows

Explanation	Amount	Total Amount	
<i>Profit/Loss Projection</i>			
Nasi Monthly Revenue (30 x 40 x Rp 35.000,-)	Rp 42.000.000		
Cake Monthly Revenue (30 x 40x Rp 8.000,-)	Rp 9.600.000		
Total Revenue		Rp	51.600.000
<i>Expenses Projection</i>			
Nasi food materials (30 x 40 x Rp 10.665,-)	Rp 12.798.000		
Cake food materials (30 x Rp 3.055,-)	Rp 3.666.000		
Transportation	Rp 500.000		
Electricity	Rp 600.000		
Total Expenses		Rp	17.564.000
Net Profit		Rp	34.036.000

Investment Feasibility Assessment

Starting Capital = Rp 11.864.000,- + Rp 708.200,-
 = Rp 12.572.200,-

Annual Cash Inflows = Rp 34.036.000,- x12 months
 = Rp 408.432.000,-

Payback Period = (Initial Investment/ Annual Cash Inflow) x 12 months

PP = (12.572.200/408.432.000) x 12 = 0,4 (4 months)

BUSINESS IMPLEMENTATION AND PROBLEMS

Business Milestones



Figure 4. Jannat Kitchen Business Milestones

Identification of Problems

Every business will experience challenges or problems in its implementation. The problem in a business is something that can hinder the running of the business according to its goals (Amanah et al, 2023). The main problems that Jannat Kitchen faced during the business implementation are explained below:

Table 8. Identification of Jannat Kitchen’s Problem

Function	Problems	Priority Scale
Marketing	1. The use of social media marketing is less appropriate and does not suit consumer behavior so its application is less effective.	1
	2. Jannat Kitchen tried to execute traditional marketing to complete the social media marketing.	
Operation	1. Due to the fact that the area of Jannat Kitchen is located far from the city, obtaining some of the materials is more difficult and more expensive.	2
	2. Resellers sometimes order larger quantities than usual due to an increase in the number of visitors to the tourist place in which the resellers’ shop is located, or sometimes the reseller closes their stores for personal reasons, which causes a shortage in inventory.	

Function	Problems	Priority Scale
Human Resource	Jannat Kitchen is a family business where sometimes there is a collapse between work professionalism and family problems. Some unexpected family schedules disrupt Jannat Kitchen's productivity.	3
Finance	There was a problem in determining the appropriate price for the market when Jannat Kitchen launched some new products because some resellers only want to sell products of a specific price category.	4

The problem with the highest priority scale that is dissected in this chapter is related to the marketing function.

PDCA-Cycle as Problem Solving Method

Jannat Kitchen chose a simple method to solve the problems faced with a well-known method called PDCA-Cycle (Plan, Do, Check, Act) which was adopted by Dr. W. Edwards Deming in the 1950s. During Deming's lectures, the Japanese participants reframed his Shewhart Cycle to become PDCA-Cycle (Chakraborty, 2016) The cycle is presented in the figure below:

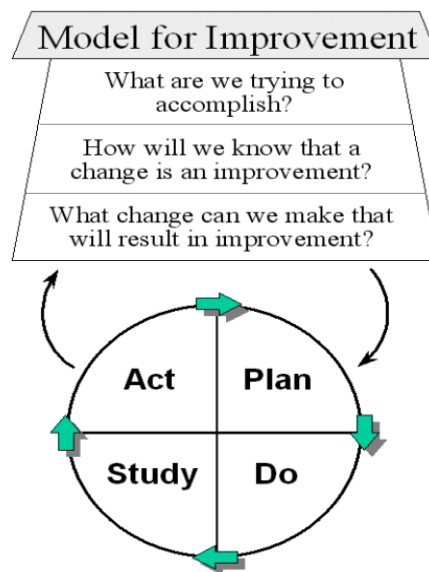


Figure 5. Model for Improvement

Source: (Moen and Norman, 2009)

Chakraborty (2016) in his research explained the process of PDCA-Cycle as the following steps:

Plan: In this step, the problems and hypotheses possible causes and solutions are defined.

Do: The solutions that are already defined in the “plan” step are being implemented.

Check: The result of the solution's implementation is evaluated.

Act: In the case when the results are unsatisfactory, the process returns to the “plan” step. On the other hand, when the results are satisfactory, the solution can be standardized.

Problem Solving of Problems

Social Media Issues

Planning

The social media marketing plan was as below:

- Objectives: Increasing brand awareness and loyal customers (followers increase up to a minimum of 1000 followers in a year) and increasing sales.
- Target Audience: Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious background, and people who love Arabian food.
- Platform: The social media platforms that Jannat Kitchen uses are Instagram and Whatsapp.
- Content Strategy: The content in Instagram will use the same tone of color which matches the logo of Jannat Kitchen. The type of content will be infographics related to the products and information if there are promotions.

Doing

Jannat Kitchen started Social Media Marketing by designing the content and post it to Instagram. The design of the content explains the products that Jannat Kitchen offers with interesting designs.



Figure 6. Instagram Post Design

Source: Janna Kitchen (2022)

Jannat Kitchen continues by creating an attractive and professional Instagram bio. Jannat Kitchen also connected it to WhatsApp by adding a link in the Instagram bio.



Figure 7. Jannat Kitchen's Instagram Bio

Source: Janna Kitchen (2022)

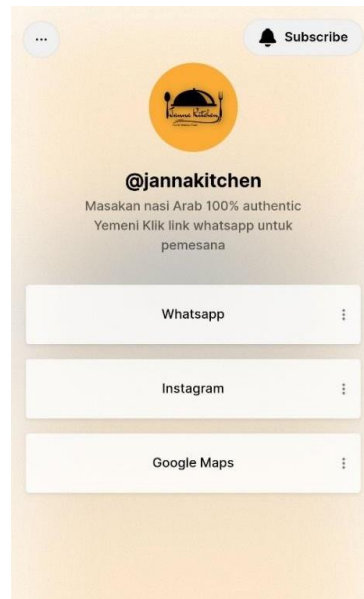


Figure 8. Jannat Kitchen’s Links Web
 Source: Janna Kitchen (no date a)

Checking

After posting some content, Jannat Kitchen evaluates the reach of the post. The results obtained were very far from expectations. The accounts reached are between 58-65 accounts with an engagement percentage around 10%. The amount of followers also can’t be fulfilled.

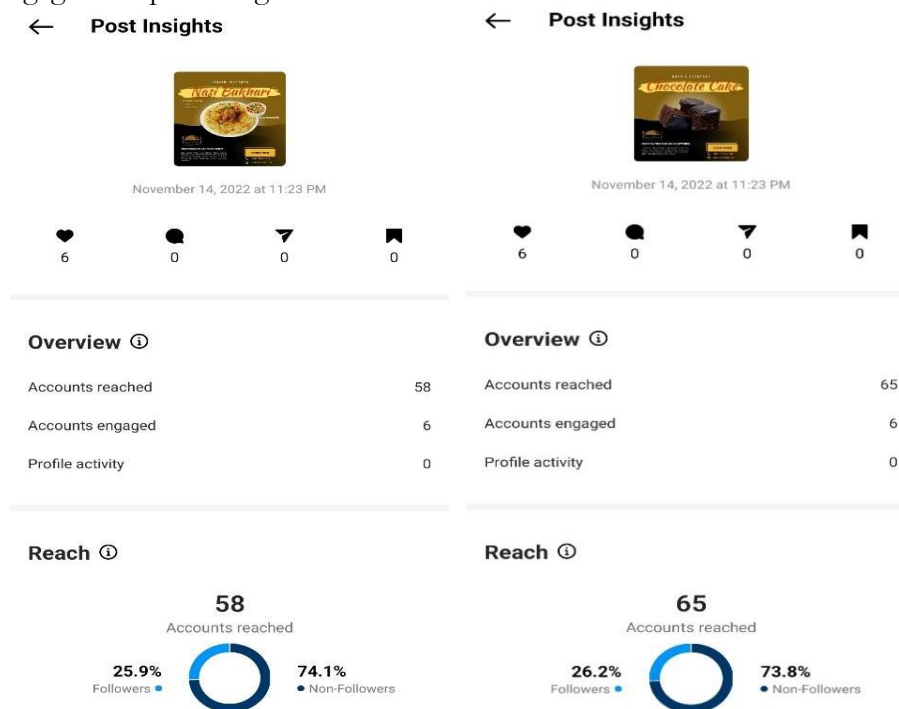


Figure 9. The Insight Result of Instagram Posts
 Source: Janna Kitchen (2022)



Figure 10. Jannat Kitchen’s Instagram Followers

Source: Janna Kitchen (2022)

Acting

Based on the unsatisfactory results of “doing” social media marketing that had been carried out by Jannat Kitchen, another advertisement was carried out with fresher and more interesting content, that is in the form of an advertising video. The results obtained have increased very rapidly. A total of 529 accounts were achieved with 130 content interactions and 122 profile activity.

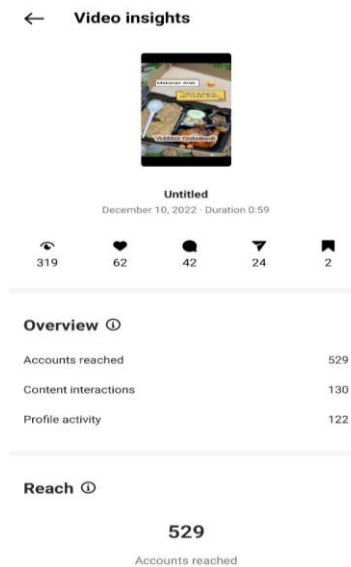


Figure 11. The Insight Result of Video Advertising in Instagram

Source: Janna Kitchen (2022)

These results have indeed increased very rapidly, but the increase in results is not in accordance with the objectives that have been set in the "Planning" process. The increase in engagement on posts was dominated by students in the Yogyakarta area rather than the target market, namely the Karanganyar community around Jannat Kitchen’s location. Sales did not increase either.

Traditional Marketing Issues

Planning

Traditional marketing planning needs to be done well and carefully. This planning includes the following:

- a) Objectives → The objectives of the traditional marketing carried out by Jannat Kitchen are as followed: Increasing brand awareness and increase sales
- b) Target Audience → Jannat Kitchen targets people who live in Karanganyar District, Solo Raya between the ages of 18 and 25, who are Arabian, people with a religious background, and people who love Arabian food.
- c) Marketing Channels → The traditional marketing channels that Jannat Kitchen uses are as followed: (1) Reseller partnership; (2) event marketing; (3) print advertising (promotion)
- d) Messaging and Creative → Jannat Kitchen designed print advertising such as interactive brochures which informed Jannat Kitchen's product promotion to the customers.

Doing

Jannat Kitchen carried out three traditional marketing strategies to increase sales, that is in the following ways:

- a) Reseller Partnership: The Reseller Partnership carried out by Jannat Kitchen is by collaborating with several shops and several individuals from Islamic boarding schools who want to make a profit by reselling Jannat Kitchen products. The collaboration system that was formed is that Jannat Kitchen sells products at a unit price that is cheaper than the retail unit price. In this way, the second party can sell Jannat Kitchen at the normal selling price and still make a profit from the sale.



Figure 12. Handing Over Jannat Kitchen Product to One of The Resellers



Figure 13. Reseller's Showcase

- b) Event Marketing: Jannat Kitchen also carried out traditional marketing strategies in the form of event marketing, that is by holding sales during certain events such as the Sunday Market which is regularly held by the Isy Karima Islamic Boarding School. By participating in this event, sales of Jannat Kitchen products also increased.



Figure 14. Isy Karima Pasar Ahad Event

- c) Print Advertising (Promotion): Another traditional marketing strategy that is also used by Jannat Kitchen to increase sales is by holding discounts and informing customers about them through print advertising such as attractive brochures. With cheaper promotional prices, customers are more interested in buying in larger quantities, thereby increasing sales of Jannat Kitchen products.



Figure 15. Promotion Brochure

Checking

- Reseller Partnership: This method is very effective in increasing Jannat Kitchen sales both in terms of quantity and product expansion. Jannat Kitchen utilized engagement, networks, and distribution channels from second parties with their customers so that Jannat Kitchen was able to reach new market segments.
- Event Marketing: Event marketing strategy helped Jannat Kitchen increase brand awareness among society, especially in the area of Isy Karima Islamic Boarding School. This condition allows face-to-face interaction between Jannat Kitchen and the customer target so that Jannat Kitchen can do market research and feedback. This opportunity also increases sales and brand awareness.
- Print Advertising: This strategy is really interesting for the target audience of traditional marketing strategy. People are interested in visual design which explains especially about product promotion. Print advertising helps Jannat Kitchen increase brand awareness and sales.

Acting

Based on the successful execution of traditional marketing strategy planning that has been carried out by Jannat Kitchen, Jannat Kitchen has decided to continue implementing traditional marketing strategies and further improve its quality.

CONCLUSION AND RECOMMENDATIONS

After going through the stages of scientific analysis, the conclusions from this design business report are as followed:

The social media marketing milestone of Jannat Kitchen targeted product awareness among society through social media such as Instagram and increases sales. The target is to reach 1000 followers on Instagram a year and reach orders from the WhatsApp link attached to the Instagram bio. After implementing the social media marketing strategy and doing some evaluations, the result of the engagement increased very rapidly, but the increase in results was not in accordance with the objectives that had been set in the “planning” process. The increase in engagement on posts was dominated by students in the Yogyakarta area rather than the target market, namely the Karanganyar community around Jannat Kitchen’s location. The main target of social media marketing milestones which are increasing brand awareness and loyal customers (followers increase up to a minimum of 1000 followers in a year, and increasing sales were failed.

After deeper analysis, it turned out that this was because residents around Jannat Kitchen did not really use social media in their daily lives, especially because most people focused on their work, or on education in the Islamic boarding school environment. Jannat Kitchen's location is also in rural and mountainous areas where people are not very active on social media, especially Instagram.

The traditional marketing milestone of Jannat Kitchen targeted product awareness among society and increases sales. The methods that Jannat Kitchen used are Reseller Marketing, Event Marketing, and Print Advertising (Promotion). The Reseller Partnership was very effective in increasing Jannat Kitchen sales both in terms of quantity and product expansion. Jannat Kitchen utilized engagement, networks, and distribution channels from second parties with their customers so that Jannat Kitchen was able to reach new market segments. Event Marketing strategy helped Jannat Kitchen increase brand awareness among society, especially in the area of Isy Karima Islamic Boarding School. This condition allowed face-to-face interaction between Jannat Kitchen and the customer target so that Jannat Kitchen could do market research and feedback. This opportunity also increased sales and brand awareness. While the print advertising was really interesting for the target audience of traditional marketing strategy. People were interested in visual design which explained especially about product promotion. Print advertising helped Jannat Kitchen increase brand awareness and sales. From the explanation above, the traditional marketing strategy implemented by Jannat Kitchen is successful and in accordance with the company's milestones.

After concluding the analysis that has been carried out scientifically, Jannat Kitchen can provide suggestions that can be used by similar business people who want to develop their business. The following are suggestions that can be implemented:

In this era of social media, actually using social media for marketing is very effective and efficient. However the use of social media needs to be done by ensuring the target market's behavioral habits. The implementation of social media marketing needs to be done carefully, and various evaluations and adjustments must be made until this method is truly successful.

The very rapid development of social media marketing has resulted in many people starting to abandon traditional methods. In fact, various studies say that the use of traditional marketing in the current era is still very effective for business continuity. The use of collaboration between social media marketing and traditional media marketing

simultaneously is highly recommended provided that both are studied carefully, prepared and implemented effectively and efficiently.

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