

**Dr. Alda Chairani**

Creative business entrepreneur & business  
lecturer

**Tourism  
Business  
Trend- Culinary**

Surabaya, 4 Desember 2024



# *What's happening recently?*

Culinary business & creative industries are merging...

**Konsumen tidak hanya ingin mendapatkan makanan enak, tapi mereka menginginkan pengalaman yang lebih**

**“CUSTOMER EXPERIENCE = Loyalty”**

*We are so proud about  
our Brand*

***#BanggaLokal***

# Culinary areas

## Orange Groves



## Blok M



# Coffee Shop

## Common Grounds Tera & Menteng Tennis Club



## Kurasu Listening Bar Menteng



# Fine dining

Charcoal by Ismaya



Esa



# Thai Restaurant

Young



Oseng Thai





# Warungs

## Sinar Untung



## Warung Pak Candra




# Pastry

## Lit



## London Layers





*Jenis bisnis kuliner  
apa yang mau  
kamu buat?*

# Dessert

## Natsuka



## Maiku



# Nightlife

Modernhaus by Union

Velvet The Social Club



# Events

## Brightspot

Food Park, Mall,  
Gang Ratu



## USS

Urban Sneaker  
Society



## PESTA PORA

Music festival

Event	Time
PENKARAN TIKET DIBUKA	12.00 WIB
GATE DIBUKA	14.00 WIB
ACARA STREAM DIMULAI	15.00 WIB
OPENING CEREMONY	15.15 WIB
SURYA - BRAD	15.55 WIB   16.55 MYT
REDHO - AMIRUL	16.35 WIB   17.35 MYT
MITRA - SHAHRUDIN	16.55 WIB   17.55 MYT
JADEN - RAUL	18.15 WIB   19.15 MYT
FELMY - SHANELL	19.40 WIB   20.40 MYT
SERIAL - JORDAN	19.45 WIB   20.45 MYT
ONGEN - SAHARAT	20.55 WIB   21.55 MYT
AZIZ - EZMIR	21.35 WIB   22.35 MYT
KKUNGKE - PUTRA	22.10 WIB   23.10 MYT
FADLY AISAR	22.55 WIB   23.55 MYT
RUDY DEAN	23.25 WIB   00.25 MYT

30 NOV 2024, TENNIS INDOOR SENAYAN | LIVE PAY-PER-VIEW ON Vidio

SPONSORED BY: bank soqui, SUPPORTED BY: WITAKER, SUPPORTING PARTNER: DAMRI, X

# Community for brand & Awards

Paguyuban Burger Jakarta



Paguyuban Burger Jakarta

Golden Swirl Award by  
Jakarta Desert Week



# It's happening & works

Mie Agam Langsa  
(Bandung & Bogor)

*Talent*

*Persona*

“Anak bos”

*New strategy marketing*



## Local hospitality group are bigger now

1. Ismaya
2. Union
3. Biko
4. Maja
5. Lucy
6. Sushi Hiro
7. Boga

# Local F&B/ Lifestyle Media

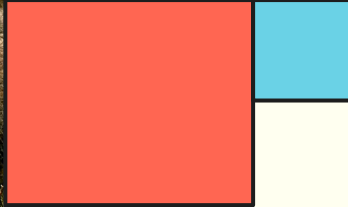
1. Ray Janson Radio
2. Tworubber
3. Manual
4. Gastronusa
5. Foodies

# Quotes

19



***“You don’t have to be great to start, but you have to start to be great.” – Zig Ziglar***



# Q&A



+6281337366036  
@chairaldalatief

