

Business Philosophy of the Family Micro Culinary Enterprises. A Comparative Study of the Ayam Topan and Sulam Rice Shops' Praxis in Jababeka Bekasi

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Abstrak

Seiring dengan dinamika pasar modern dan mall, usaha mikro kuliner keluarga menunjukkan eksistensi dan kelangsungan hidupnya di tengah ketatnya persaingan dan dampak pandemi. Prinsip-prinsip dasar dan landasan konseptual fundamental berfungsi sebagai filosofi bisnis, mempertahankan keberadaannya dan perbaikan berkelanjutan. Penulisan ini bertujuan untuk mengetahui dan mengkaji filosofi bisnis yang melatarbelakangi praksis kegiatan usaha pada Usaha Mikro Kuliner Keluarga. Metode penelitian yang digunakan adalah analitis, deskriptif, fenomenologis, dan komparatif untuk mengetahui filosofi bisnis dalam praktik dan penerapannya dalam kegiatan bisnis. Kesimpulannya, tulisan ini menawarkan kontribusi konseptual terhadap ilmu filosofi bisnis berbasis usaha kuliner kecil keluarga, dan diberikan beberapa rekomendasi demi keberlangsungan usaha kuliner mikro keluarga dalam kompetisi pemulihan pascapandemi.

Kata Kunci: kedai nasi ayam topan; filosofi bisnis; usaha kuliner mikro keluarga; warung nasi sulam

Abstract

Along with the modern market and mall dynamic, the family micro-culinary enterprises show their existence and survival amid the strict competition and the pandemic impact. Basic principles and fundamental conceptual foundations work as a business philosophy, sustaining their existence and continuous improvement. This writing aims to discover and examine the business philosophy behind the praxis of the business activities in Family Micro Culinary Enterprises. The method of study is analytical, descriptive, phenomenological, and comparative to discover the business philosophy in practice and how it is applied in business activities. In conclusion, this writing offers a conceptual contribution to the science of the philosophy of business based on the family small culinary enterprises, and some recommendations are given for the survival of the family micro culinary enterprises in the post-pandemic recovery competition.

Keywords: ayam topan rice shop; business philosophy; family micro culinary enterprises; sulam rice shop

1. Introduction

Jababeka is an industrial area that has very fast development with various business potentials such as property, hotel, retail, hospital, education, culinary enterprises, and entertainment center (Yumarma, 2017). Along with the fast development of industrial areas and the number of residents, there are modern malls like Macro, JB Mall, Giant, and many culinary shops. They all struggle to survive against challenges, changes, and weaves of the pandemic impacts. Some big malls such as Giant Mall, JB malls, and Macro, with time, cannot stand to survive. Along with them, the family micro culinary enterprises also endeavor to survive. In contrast to the Macro, JB mall, and Giant in this area, some family micro culinary enterprises still exist under the pressure of changes, tight competition, and the weave impacts of pandemic and post-pandemic. Among them are Ayam Topan and Sulam rice shops. The reasons of choosing these family micro culinary enterprises are: (1) they are all the family micro culinary enterprises

(2) both of them have the name of enterprise based on the family name or background of the owner, (3) they have deep principles as driving force in establishing and running the enterprise.

Based on the survey report of Anugerah Wisesa, William Alfa, et.al., (2014), Ayam Topan Rice Shop is owned by Taufan Picesar. The family micro culinary enterprise of Ayam Topan was established in November 2010. The name of the enterprise is taken from the name of the owner, Taufan Picesar who is called by family and friends as Topan. This Ayam Topan enterprise is located in the city walk Jababeka, Indonesia. The Ayam Topan family micro culinary enterprise operates from 08.00 to 23.00 with 8 employees. The main menu is chicken meat and rice. Before the pandemic, this enterprise dreamed of having the expansion with some branches. During the pandemic gets regression and has to decide that it still exists through the online and offline service even with the location change. Regarding the survey report of B. Dwicahya, S. Monoarfa, et.al., the second family micro culinary enterprise is Sulam Rice Shop. Sulam rice shop is owned by Mr. Agus and his wife (Cf. B. Dwicahya, S. Monoarfa, et.al., 2014). The family small culinary enterprise of Sulam was established in 2004. The name of the enterprise is taken from Subang and Lampung is the hometown of the owners. This family-small culinary enterprise provides Sundanese foods as the main menu.

The family micro culinary enterprises face tough competition from hotels, modern restaurants, and other rice shops. However, despite the challenges, these small businesses can survive and continue their business. Their secret lies in their rooted principles that motivate their endurance and sustainability. These principles act as a guide and help them adapt to the changing market conditions. As a result, they can remain competitive even in the face of disruptive situations such as the COVID-19 pandemic and its impacts. The COVID-19 pandemic has caused major disruptions in the food and hospitality industry, and family micro-culinary enterprises are no exception. They have had to deal with supply chain disruptions, reduced demand, and government regulations, all of which have significantly impacted their operations. However, these small businesses have shown remarkable resilience and adaptability. They have quickly pivoted their business models, offered delivery and takeout options, and found new ways to connect with their customers. This flexibility has allowed them to survive during the pandemic and continue to operate even in difficult times.

The family micro culinary enterprises that survive and thrive in the face of stiff competition and disruptive situations have a strong business philosophy. This philosophy is built on fundamental forces such as deep motivation, fast adaptation, creativity, innovation, and rooted principles. These forces provide the owners with a strong mindset that allows them to persevere and succeed. By embracing these principles, these small businesses can develop a sustainable business model that can withstand the challenges of the market. As a result, they can not only survive but also thrive in the highly competitive food and hospitality industry. The problem of the study is what are their business philosophies and how they work in running the business so that they become a force in running and survival amidst tight competition and disruptive situations caused by changes and the impact of the pandemic of covid 19. The objective of this paper, therefore, is to discover and examine the business philosophy of the family micro culinary enterprise and its implementation in the business activities of the family micro culinary enterprise. The existence of rooted principles motivates endurance and sustainability. They function in coping with challenges and problems. Data collection and Focus Group Discussion (FGD) are conducted with students. The analytic tools such as hermeneutics are used to interpret the reason for the enterprise's existence, jargon, or motto of enterprise containing business philosophy. Comparative is used to find out similarities and differences, how business philosophy works and becomes deep motivation, business guideline, and behavioral framework. In conclusion, the result of discovery and examination will be useful for the empowerment of the family small culinary enterprises and for giving a strong foundation for the family small culinary enterprise to survive in tight competition.

2. Method

This study is a qualitative research type, using descriptive, phenomenology, and comparative methods to discover the business philosophy in praxis and how it is applied in the activities of business. Data collection by observation and Focus Group Discussion (FGD) are conducted together with students. Analytic tools such as hermeneutics are used to interpret the reason for the enterprise's existence, jargon, or motto of enterprise containing business philosophy. The comparative method is used to find out similarities and differences, how business

philosophy works, and becomes deep motivation, rooted principles, business guidelines, and behavioral framework.

3. Result And Discussion

a. Business Philosophy

Business philosophy is understood as a deeply rooted system of core beliefs and values that provide reasons for business activities. Business Philosophy consists of two words, namely "business" and "philosophy". Business implies activities of making money and innovation, trading, managing resources, marketing, and of administration. There are many various fields in which someone makes activities in a business. For Instance, carry laborer (buruh gendong) can be one of the fields of business activities (Panani, et al., 2021). The main objective of business activity is to make a profit. How to make a profit constitutes various strategies and activities that are necessary to be done. Some trials and errors take place in doing business. Based on those experiences, some conceptual principles are practiced to direct effective business activities. It constitutes a core belief system and mindset which function as a guideline of how to work in business. Accordingly, it is called business philosophy (Cf. Kimberlee Leonard, 2018).

The word "philosophy" itself has its roots in Greek cultural background. It derives from the Greek word Philo meaning love, and sophia meaning wisdom. Wisdom in here is connected with knowledge, and conceptual principles with its systematic clarifications and reasonings concerning deep causes of realities. Business philosophy generally consists of a deep-rooted system of core beliefs and values that provide business reasons. The business philosophy focuses on the customer, continuous improvement, and a systemic perspective that considers costs and benefits when assessing the value created. A business philosophy needs to be part of the individual as well as social in terms of corporate culture in which individuals in an enterprise comply with basic conceptual principles of enterprise.

This deep-rooted system of core belief manifests in a set of principles, policies, and regulations that govern work and the mission statement about why we work, the code of ethics from the enterprise's values in doing work. Furthermore, it could become a business ethics that becomes the guidance of right and wrong as well as the actions to be done and the actions that should be avoided. The primary aim of business philosophy is to comprehend the foundational principles that delineate the business landscape or to ascertain the plausibility of conducting business. The need of the moment, the need to compete and survive generate the driving force of practical business philosophy. Business philosophy influences mottos, and jargon that are used to implement a core belief system and its conceptual principles into the enterprise. It can manifest in both personal and corporate culture at the same time. It contains conceptual principles, certain mind-set, basic spirit as well as core values of an enterprise. Moreover, it functions as a set of conceptual principles to govern work and the company's core values in doing business. Those conceptual principles constitute a pattern of thought and business activities done by workers and stakeholders of the company. The business itself implies human commercial activities in terms of buying and selling goods, making products, and distribution as well as providing services. These commercial activities include the exchange of money for goods or services. Business practice contains these basic principles and innovations that are taken to make money and profit. In the family micro culinary enterprise, business and its business philosophy influence relationship mechanism with stakeholders. It also influences the understanding of the family micro culinary enterprise and the scale of importance in the family micro culinary enterprise. Business philosophy, therefore, is a fundamental conceptual principle working as guidance of business and its people (Cf. A. Campbell, K.Tawadey, 2016). The business philosophy works as guidance in making strategy and doing the mission of the enterprise. It functions like the soul of the business enterprise. An example of the business philosophy is Keizen. This Keizen has become a global business philosophy for the continuous improvement of business performance (Cf. Janjić, V, Bogičević, J, & Krstić, B, 2019). As the soul of the business enterprise, a business philosophy can be a deep thought or business explanation. It is not always evident but it can be a deep thought and explanation that become fundamental conceptual principles.

Yummi Vivien De Luna investigates the Bicolano entrepreneur's business philosophy to see how they run the business with the core values they believe to deal with challenges, pandemics, and future plans (Yummi Vivien De Luna, 2022). Making customers a priority and continuous marketing innovation adapting to the situation are the business philosophies sustaining the resilience amidst pandemic of covid 19. Philosophy, therefore, works in the back of business which is strong enough to give principles in passing through challenges in business.

At the same time, the physical appearance can be seen in the vision, mission of the enterprise, and values of developing the corporate culture in the business. It becomes a guideline to enhance sustainable success in business. Based on the business philosophy, an enterprise can have a framework for developing the strategy of running and dealing with business activities and challenges (Cf. Y.Tomita, 2020). Accordingly, it can anticipate to handle obstacles and to maximize the potential of the enterprise. Business philosophy manifests in the mindset, corporate culture, framework of business activities, and deep motivation of the enterprise.

b. Family Micro Culinary Enterprises

Categorization of micro, small, and medium enterprises has been common in Indonesia. According to Law No.8 Year 2008 the categorization is based on the number of workers and their income. The category of micro-enterprise is characterized by the number of employees which is less than 10 persons. Small enterprise has 10 to 49 employees. The medium enterprise has 50 to 259 employees. The above categorization has been changed by governmental regulation No.7 Year 2021. The parameter of categorization in this governmental regulation is not the number of workers and income anymore. Instead, it is characterized by the number of capitals. Micro-enterprise has a maximum of capital for not more than Rp 1.000.000.000,-This does not include the land and building as the place of enterprise.

Further elaboration of the category of micro-enterprise can be seen in the comparison of Law No.8 the Year 2008 and Government Regulation No.7 Year 2021. Law No.8 Year 2008 and Governmental Regulation No.7 Year 2021 contain parameters of categorization consisting of the number of workers and their income and the number of capitals in Microenterprises. The number of workers in micro-enterprises is less than 10 workers. The maximum wealth is Rp. 50,000,000 and a maximum turnover is Rp. 300,000,000. The maximum number of capital in a micro-enterprise is not more than Rp 1.000.000.000,00; Land and the building as places of enterprise are not included. Concerning small enterprises, the number of workers is 10 - 49 workers, a wealth of less than Rp. 500,000,000, and a maximum turnover of Rp. 2.5 billion. The capital of small enterprise is more than Rp.1.000.000.000,00 and the maximum number of capitals is Rp. 5.000.000.000,00. Land and the building as place of enterprise are not included. Concerning the medium enterprise, the number of workers is 50 – 259, maximum wealth of 10 billion rupiahs with a maximum annual turnover of 50 billion rupiahs. The capital in small enterprises is more than Rp.5.000.000.000,00 and the maximum number of capitals is Rp.10.000.000.000,00; Land and the building as a place of enterprise are not included. Microenterprise commonly operates in the informal sectors. The driving force of making the micro-enterprise is a necessity to fulfill the basic needs. That is why most of the micro-enterprise is conducted by family. In line with Roy and Wheeler’s investigation in urban West Africa, the business activities and behaviors in the micro-enterprise are driven by their basic needs (cf. Roy, MA, & Wheeler, D 2006:452). Suffice it to say that the existence of the micro-enterprise is commonly connected to the efforts of fulfilling basic needs and necessities.

Table 1. The Above Category of Enterprise Can Be Described in A Table As Follows

	Law No.8 Year 2008	Governmental Regulation No.7 Year 2021
Parameter of categorization	Number of workers and its income	Number of capitals
Micro enterprise	The number of workers is less than 10 workers maximum wealth of Rp. 50,000,000 and a maximum turnover of Rp. 300,000,000	Maximum number of the capitals is not more that Rp 1.000.000.000,00. Land and the building as place of enterprise are not included.
Small Enterprise	The number of workers is 10 - 49 workers a wealth of less than Rp. 500,000,000, and a maximum turnover of	The capital is more than Rp1.000.000.000,00 and the maximum number of capitals is Rp 5.000.000.000,00. Land and the building as place of enterprise are not included.

Rp. 2.5 billion		
Medium enterprise	The number of workers is 50 – 259 maximum wealth of 10 billion rupiahs, with a maximum annual turnover of 50 billion rupiahs	The capital is more than Rp 5.000.000.000,00 and the maximum number of capitals is Rp 10.000.000.000,00. Land and the building as place of enterprise are not included.

Some examples of micro-enterprises are barbershops, rice shops, tire repair services, convenience stores, vegetable sellers, meat sellers, street vendors, and so on. However, this study focuses on the rice shop as a micro culinary enterprise. Micro culinary business is profitable and can be prospective for new entrepreneurs to start their own business. The micro culinary enterprise is generally established and run by an individual or family. The family micro culinary enterprise, therefore, is the enterprise run by a family with a maximum number of capital that is not more than Rp.1.000.000.000,00 (one billion rupiahs). Some other characteristics of the micro-enterprise are (1) no administrative system of the enterprise (2) no separation of the enterprise's wealth and individual possession (3) no permanent location of the enterprise (4) the owner of the micro-enterprise is more honest, diligent and able to guide (5) Does not have sensitivity to the bank interest (6) no involvement in export and import (7) more endurance of survival even though the country is in crisis. Concerning the family micro culinary enterprise, business philosophy works in the behind business activities. It is hidden physically but works in service, culture, and quality of enterprise. In some retail businesses, such a philosophy gets the expression in mottos or slogans. Alfamart, for instance, uses the slogan or motto "belanja puas, harga pas" meaning "the satisfied shopping, the suitable price. Such an expression contains a kind of business philosophy that influences a mindset formation and intention to go shopping as well as the spirit of enterprise.

c. Primacy of Business Philosophy in the Family Micro Culinary Enterprises

Business philosophy penetrates all parts of the business activities. The presence of the business philosophy can be expressed in the vision-mission of the enterprise, regulations and policies, motto or slogans to be implemented in the business activities. Its manifestations work as a mindset and culture of an enterprise. It also manifests as the soul of the enterprise which is practically can be seen in the code of conduct, values, and policies guiding stakeholders of the enterprise. Values that are generated from its business philosophy can also be seen in the moral regulation of the company. It will be like the business ethics of the enterprise. It prevents, for instance, the bad practice of using spoiled materials in the culinary enterprise. As business ethics, the business philosophy leads to an understanding of right or wrong in business activities as well as activities that should be done or the activities that have to be avoided. According to Ferrell, O.C. & Fraedrich, John, and Farrell, L.(2021), business ethics are moral principles and standards that guide behavior in the world of business. It relates to rules, moral standards, and principles to what is right or wrong in specific situations. Business ethics evaluates human practices in business by calling upon moral standards. It also may give prescription advice on how to act morally in a specific kind of situation.

The place of business philosophy in the family micro culinary enterprise is an implicit basic driving force. It is like a soul or motor that creates motivation in establishing enterprise. It works in the mindset, policy, ethics of strategy, and code of conduct in the enterprise. The business philosophy, accordingly, functions as deeply rooted principles and core values. It is the soul of the enterprise manifest in regulations, policies, and framework of business activities. It also works as a compass and guideline for the enterprise. The data description of the family micro culinary shop of Ayam Topan and Sulam rice shop reflects that their businesses belong to the micro-enterprises. Ayam Topan Rice Shop was established in 2010. The name of the enterprise was taken from the owner's name. Topan is taken from the name of Taufan Picesar. Based on the awareness of delicious food made by his wife, he got the idea to run a culinary enterprise. He started his business by selling yellow rice but did not last long because of a lack of applicants. He tried to open the grilled chicken and the fried chicken was eventually sold. Capital used to open a business was Rp50.000.000,-. The mottos of the enterprise are "Customer satisfaction is no.1 and we do the best in our limitation" and "Only two tastes are available: delicious and very delicious" (Hanya dua rasa yang ada: enak dan sangat enak) Sulam was established by the owner

Mr Agus and his wife in 2004. Sulam means Subang Lampung. Mr Agus comes from Subang and his wife comes from Lampung. Sulam is a micro-enterprise that sells Sundanese foods. How it starts can be described as follows:

After the working period in Bangkok expired, he came back to Indonesia. He did not get any job. He was in the confusion of how to support the family financially and to feed the children. It becomes the driving force in the enterprise establishment. With the wife's skill of cooking delicious food, he establishes enterprise in culinary. It starts when Mr. Agus wants to make more money by doing business. With his wife's skill as a seller and his skill in cooking, they start the restaurant business. Concerning how to sell products, he sells fried chicken, grilled chicken, and penyet chicken. He had a variety of sauces like red sauce, green sauce, sauce meadow, etc. They sell food at cheap prices to get more customers. The price in the range of Rp.4,000 – Rp.10,000 is exclusive for students. For the public, the price of food is in the range of Rp.5,000 – Rp.15,000,-. Two mottos of Sulam rice shop are "We deliver what you want" (anda mau kami antar) and "Selling cheaply to get more" (jual murah, dapat lebih).

Analysis of the data collection of the Ayam topan and Sulam rice shops shows how the enterprise was established and what was the driving force behind it. Based on the comparison above, there are similarities between the business field in culinary and the driving force in the enterprise establishment, namely creating a financial profit. In addition, the wife's capability also becomes an inspiring force in running the enterprise. Hermeneutical analysis of the name of the enterprise reflects the historicity of the owners behind the name of the enterprise. Behind Ayam Topan's name, there is a historical background of the owner's struggle and survival in the most difficult moments to get a job and how to make the wife's skill of cooking to generate an enterprise. The result of the hermeneutical analysis of the Sulam rice shop also shows the hometown origin and background of the founders: one is from Sunda and the other is from Lampung. The union of them generates creativity of establishing the micro culinary enterprise with the name of Sulam. The driving forces of the establishment of Ayam Topan enterprise are family finance and the necessity to afford the children's needs. They move all the potential coming into reality. Concerning his wife's capability of cooking delicious food, Ayam Topan's enterprise comes to be established. Meanwhile, the driving force of the establishment of the Sulam enterprise is a little bit different. It is the motif of creating additional income. The union of this couple's family generates creativity and courage to run an enterprise at a cheap price. This cheap price becomes one of the ethics of the strategy of the enterprise. The historicity of a founder's experiences is closely linked to the existence and driving force of their enterprise. Historicity refers to the historical context and experiences of the founder, which shape their principles and mindset. The founder's past experiences provide a foundation for the enterprise, while their present challenges and future expectations serve as the driving force pushing them to turn their ideas into reality. By examining the driving force and dynamic of the enterprise's existence, we can gain insight into the historicity of the founder. This historicity is reflected in the enterprise's guiding spirit, motto, and jargon, which are all influenced by the founder's experiences and values. The historicity of the founder is a critical factor in the success and sustainability of the enterprise. The founder's experiences and values shape the enterprise's culture, guiding principles, and long-term vision. By understanding the historicity of the founder, we can gain a deeper understanding of the enterprise's driving force and motivation. This understanding can help us identify potential areas of growth and development for the enterprise, as well as potential challenges or risks. By embracing the historicity of the founder and the enterprise, we can create a more holistic and sustainable approach to enterprise development, one that takes into account the unique experiences, values, and vision of the founder.

Awareness of the partner's potential and skill becomes a starting point for creating an enterprise. Ayam Topan enterprise is based on the awareness of delicious food made by the wife. Appreciation of her skill in cooking good food generates courage in the enterprise establishment. A similar thing also happened in the Sulam enterprise. Based on the awareness of the wife's skill in the promoting product, the couple decided to make creativity of establishing the family micro culinary enterprise. The collaboration of Agus and his wife constitutes creative ideas and a driving force in building the family micro culinary enterprise. They appear in the courage of creative policy in price. For instance, the cheaper price of food for students, namely from 4.000 rupiahs to 10.000 rupiahs in 2014. For the public, the price is from 5.000 rupiahs to 15.000 rupiahs. This policy also manifests in the motto of the enterprise to gain more by increasing the number of customers. The business philosophy of Ayam Topan "Customers number 1 and we do best in our limitation", places customer satisfaction as the top priority. At the same time, it demonstrates a spirit of

striving to do the best within the limitations of the enterprise. They reflect a customer-oriented approach. By placing customer satisfaction at the center of their business philosophy, Ayam Topan can build a loyal customer base and maintain its reputation as a quality service provider. The focus on doing the best within the limitations of the enterprise also demonstrates a commitment to resource management and efficiency, which can lead to greater profitability and sustainability in the long term.

The motto of Sulam, which emphasizes selling cheaply to gain more, reflects a pragmatic approach to pricing and profit maximization. By offering affordable prices, Sulam can attract a larger customer base and generate more revenue. This approach can be particularly effective for family micro culinary enterprises that may not have the resources to compete with larger, more established businesses on quality or variety. However, it is important to balance the focus on pricing with a commitment to quality and service, as customers may not return if they feel that they are not getting their money's worth. The service business philosophy of "If you want, we bring it to you" (Kalau anda mau, kami antar) emphasizes the importance of convenience and accessibility for customers. The service business philosophy is shown in the motto "If you want, we bring it to you" (Kalau anda mau, kami antar). This motto reflects the idea that businesses should focus on providing excellent customer service by making it as easy as possible for customers to get what they want. By offering delivery services, businesses can make it more convenient for customers to purchase their products or services, which can help to increase customer loyalty and satisfaction. This can ultimately lead to more repeat orders and referrals, which can help to increase profits over time. The received message concerning the motto "selling cheaply to gain more" reflects the pricing strategy of businesses and the pragmatic philosophical way of getting more profit by increasing the number of customers and services. The pricing strategy is based on the idea that by lowering the price of a product or service, more people will be willing to buy it. This strategy will ultimately lead to more profit. This is because the increased volume of sales will offset the lower profit margin per unit sold. The service business philosophy is shown in the motto "If you want, we bring it to you" (Kalau anda mau kami antar). This motto reflects the idea that businesses should focus on providing excellent customer service by making it as easy as possible for customers to get what they want. By offering delivery services, businesses can make it more convenient for customers to purchase their products or services. It can help to increase customer loyalty and satisfaction. This can also lead to get more customers and referrals which can help to increase profit over time. The implication of the survival during pandemic, the first one namely Ayam Topan prefers to focus on the enterprise in other locations to make adaptations of customers and use online too. The implication of Sulam's business philosophy to survival is still focused on the service with cheap prices in the same location. The business philosophy works as an ethics of strategy that guides what should be done and which one should be avoided in dealing with problematic occurrences in the future. The resilience of the enterprise is deeply influenced by the historicity of the founder and the service business philosophy of the enterprise.

4. Conclusion

Based on the above discussion, this study concludes that the business philosophies deployed in the family micro culinary enterprises are (1) the customer satisfaction philosophy, and (2) the service business philosophy. Those business philosophies are applied to run enterprises by putting them in the mottos of the enterprises so that they become basic principles that work as spirit, basic motivation, and directive guidance in running the family micro-enterprises. The motto "Customers number 1 and we do best in our limitations" reflects the family-micro culinary enterprises prioritizing customer satisfaction as a core philosophy. The motto "If you want, we bring it to you" contains the service business philosophy utilized to run the family micro culinary enterprises. The formation of business philosophies is closely related to the personal historicity of the founders. The historical backgrounds of the founders and the enterprise shape the guiding principles and values for establishing and operating the enterprise. Customer satisfaction and excellent service have become the business philosophy of enterprises. These business philosophies influence the strategy of the family micro culinary enterprises.

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