DESAIN OF STREET FOOD VENDOR CART SEMI SELF-SERVICE SYSTEM

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ABSTRACT
The development of food business in Indonesia is extremely fast, that can be viewed from the increasing of street food vendors in many areas that have received permission from city governments, like the city of Surabaya, to be central area of street vendors. Street vendor is very potential because the existence of them as the spearhead of the economic growth, especially in the food selling business, that has a very large market. In addition, about food that buffet or self-service culture has long been known by Indonesian people, nowadays many restaurant or food shop brought this self-service concept to improve the quality of their services. With this concept, display of food will be impressed more clean and hygienic, also freshness of the food being served to be the main points to attract customers.

General problems in facilities or street vendors cart is usually a matter of sanitation and neatness that less attention, thus giving the impression dirty. The problems that appear when this system is presented in street vendor cart, this is about capacity of the food being served, the variety of foods that can be displayed, the food freshness that displayed, and the way of communicating to consumers about this facility.

In this final project, self service concept is trying to offer within the scope of street vendor. The concept that was applied to the cart are semi-self service" system, which serving system partly assisted by a waitress. Based on the result of the observation, also study and analysis has been done, “Design of Street Food Vendor Cart Semi Self Service System” refers to the concept of a “Compact” (closely or neatly package together), “Preserve” (retain a quality and condition), Fresh (warm) and Interactive (ease of interaction between buyer and seller).

Finally, the result is a street food vendors cart with semi-self service system applications that use heating system and self service, so capable to improve of serving food. With a functional design and compact shape to adds elegance and aesthetic value in cart which capable to improve image that presented by street vendors, as an alternative business, in order to establish economical problem in our country.

Keyword: Compact, Preserve, Fresh (Warm), Interactive.