

Transforming Passion into Profit: A Phenomenological Study of Creative Entrepreneurs in the Food and Beverage Industry in Bandung City

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ABSTRACT

This study aims to understand how passion can be transformed into profit by creative entrepreneurs in the food and beverage (F&B) industry in Bandung City. The approach used was qualitative with phenomenological methods, to explore the subjective experiences of entrepreneurs in building passion-based businesses. Data were collected through in-depth interviews with seven informants who are F&B entrepreneurs with non-business backgrounds and who started from a personal love of the culinary world. The results show that the transformation of passion into profit involves the stages of internalizing passion values, market validation, informal entrepreneurial learning, and adaptation to market dynamics. This study highlights the importance of synergy between intrinsic motivation and business strategy to create sustainable businesses . This research uses a qualitative approach with the method Interpretative Phenomenological Analysis (IPA) which focuses on an in-depth understanding of the subjective experiences of informants. Survey responses were analyzed using descriptive statistics, The analysis techniques that will be used include verbatim transcription of interview results , open and thematic coding with the help of NVivo and theme extraction through the IPA method: thorough reading, identification of meaning, interpretation of context. To determine the validity of the data , the researcher will use source triangulation and peer debriefing techniques. Based on the research that has been conducted, the process of transformation or change from passion to profit includes: internalizing passion as initial capital,

market validation, business learning and strategic adaptation, and professionalization and scale up



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1. INTRODUCTION

The growth of the creative industry, particularly the culinary sector, has shown significant growth in recent years, particularly in major cities like Bandung. This city is known as a hub of creativity and innovation, where many entrepreneurs start businesses based on personal interests or passions. However, not all passions can develop into profitable ventures. This research begins with the question: how does the process of transforming passion into profit occur among creative F&B entrepreneurs in Bandung?

2. LITERATURE REVIEW

Vallerand (2003) distinguishes between harmonious passion and obsessive passion. Harmonious passion tends to have long-term positive impacts because it provides energy, perseverance, and inner satisfaction. Howkins (2001) states that creativity is at the heart of the creative economy. Creative entrepreneurs create value through product innovation, consumer experiences, and strong brand image. Value Transformation Theory: Referring to the value transformation theory, this process explains how personal values (passions, life values) can be converted into economic values (products/services with sales value) through innovative strategies and market orientation..

3. METHODS

This research uses a qualitative approach with the method Interpretative Phenomenological Analysis (IPA) which focuses on an in-depth understanding of the subjective experiences of informants. The type of research used is exploratory qualitative with an interpretative phenomenological approach (Smith, Flowers & Larkin, 2009) .

techniques used were: in-depth semi-structured interviews with seven F&B entrepreneurs who had been running their businesses for at least two years , direct observation at the business location , documentation (social media, business profiles, customer testimonials).

criteria are someone who comes from a non-business background , admits to starting a business from personal passion , has achieved business stability (indicators: repeat customers, consistent profits, product/service development).

The analysis techniques that will be used include verbatim transcription of interview results , open and thematic coding with the help of NVivo and theme extraction through the IPA method: thorough reading, identification of meaning, interpretation of context. To determine the validity of the data , the researcher will use source triangulation and peer debriefing techniques ..

4. RESULTS AND DISCUSSION

Based on the research that has been conducted, the process of transformation or change from passion to profit includes:

Internalizing Passion as Initial Capital

All respondents emphasized that they started their businesses out of a love of culinary arts, cooking, or exploring flavors. Passion provides the emotional drive to persevere through initial challenges, including limited capital and experience .

Market Validation: Between Experimentation and Consumer Feedback

The most important stage in passion transformation is when a product or service receives market validation. Respondents observed increased demand, positive testimonials, and customer emotional attachment to authentic products. This validation reinforces the belief that their passion has market value.

Business Learning and Strategic Adaptation

Most respondents lack a business background. Therefore, the process of learning financial management, digital marketing, HR management, and supply chain management is challenging. They are self-taught or community-based. They demonstrate high adaptability and continuous learning.

Professionalization and Scale-Up

Real transformation occurs when business owners begin adopting principles of business professionalism: financial record-keeping, kitchen SOPs, teamwork systems, and measurable digital marketing strategies. Some informants have begun opening branches, franchises, or expanding market segments (e.g., frozen food, business packages, brand collaborations).

The results of this study reinforce the view that passion can be a powerful starting point for building a business, but it is not the sole determining factor for success. In the context of the creative economy, passion must be managed strategically to transform into sustainable economic value (Howkins, 2001).

This study also emphasizes the importance of supporting ecosystems such as entrepreneurial communities, social media, and informal education as catalysts for entrepreneurial learning. Transforming passion into profit is a complex process, requiring resilience, reflection, and a long-term orientation

5. CONCLUSION

Transforming passion into profit is a gradual process involving the search for personal meaning, product experimentation, market validation, and business capacity development. Harmoniously managed passion can be a powerful driving force for entrepreneurship, but it needs to be combined with an adaptive, market-driven business strategy .

Practical Implications

For budding entrepreneurs, it is important to balance idealism (passion) and market reality.

Entrepreneurship incubation and training institutions need to develop passion-to-business based programs that emphasize the exploration of personal values and practical business management.

City governments or creative economy institutions can facilitate community spaces and passion-based F&B business incubation.

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