

INTISARI

Pandemi Covid-19 meningkatkan kesadaran masyarakat terhadap pola hidup yang lebih sehat yaitu perubahan pola makan dengan lebih banyak konsumsi buah dan sayur yang lebih menyehatkan. Sementara itu, es krim tetap memiliki ruang sebagai kudapan yang tidak mungkin ditinggalkan. Es krim vegan memiliki potensi pertumbuhan pasar yang kuat mengikuti perubahan pola makan masyarakat. Indonesia memiliki potensi bahan baku yang berpotensi sebagai bahan baku pembuatan es krim vegan yaitu kelapa karena Indonesia merupakan produsen kelapa terbesar di dunia. Es krim vegan telah hadir di berbagai kota di Indonesia seperti Jakarta dan Bali. Berdasarkan analisis penulis, Kota Semarang memiliki potensi pada pasar makanan sehat, namun es krim vegan belum dapat ditemukan di Kota Semarang. Melihat situasi tersebut, maka terdapat peluang untuk mendirikan bisnis es krim vegan di Kota Semarang.

Penelitian ini bertujuan untuk merancang rencana bisnis es krim vegan di Kota Semarang. Penelitian menggunakan metode kualitatif deskriptif yang didukung oleh analisis kuantitatif. Pengumpulan data dilakukan melalui wawancara kepada pelaku usaha sejenis, wawancara dan survei kepada calon pelanggan di Kota Semarang dan *data archival*. Hasil penelitian disajikan dalam bentuk peta empati dan *lean business model* untuk membuat rencana bisnis Es Krim Vegan Nomoo Creamery. Investasi awal yang diperlukan sejumlah Rp 2.670.498.585,00. Berdasarkan hasil analisis keuangan diperoleh nilai *Net Present Value* (NPV) sebesar Rp 3.231.307.605,00 bernilai positif. *Internal Rate of Return* (IRR) sebesar 54 %, lebih besar dari biaya modal 4,90% dan *Payback Period* (PP) selama 2 tahun 6 bulan. Hal ini menunjukkan bahwa Es Krim Vegan Nomoo Creamery layak untuk dijalankan.

Kata Kunci: es krim vegan, lean business model, rencana bisnis

ABSTRACT

The COVID-19 pandemic has raised public awareness of a healthier lifestyle. There are some changes in eating habits in the community, one of them is by consuming more fruits and vegetables as healthy food ingredients. However, ice cream remains a dessert that cannot be rejected by the society. In this situation, the innovation of vegan ice cream certainly has a strong market growth potential if it follows the changing in people's eating habits. Indonesia has one of the commodities that has the potential to become the raw material for vegan ice cream is coconuts because Indonesia is one of the biggest coconut producers in the world. Vegan ice cream has been available in various cities in Indonesia, such as Jakarta and Bali. Based on the writer's analysis, Semarang actually also has a good potential in this healthy food market. Unfortunately, vegan ice cream has not been available in Semarang. As referring to the background and conditions, there is an opportunity to set up a vegan ice cream business in Semarang.

This research aimed to design a business plan for ice cream vegan business in Semarang. A descriptive qualitative method which is supported by quantitative analysis was used to analyze the data. The data was collected through interviews to several businessmen in the similar field, surveys and interviews to prospective customers in Semarang, and also data archival. The results were presented in the form of an empathy map and a lean business model to create a business plan for Nomoo Creamery Vegan Ice Cream. The initial investment needed was Rp 2.670.498.585,00. Based on the financial analysis, it was obtained that the Net Present Value (NPV) of Rp 3.231.307.605,00 was positive. The value of the Internal Rate of Return (IRR) was 54%, and it was greater than the 4,90% cost of capital and the Payback Period (PP) for 2 years and 6 months. In conclusion, Nomoo Creamery's Vegan Ice Cream is feasible to run.

Keywords: *vegan ice cream, lean business model, business plan*