

INTISARI

RENCANA BISNIS CAFÉ SUSU SWEET SUNDAE

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Penelitian ini bertujuan untuk merancang model bisnis café susu dengan menggunakan inovasi produk menggunakan bahan baku susu sapi segar jenis A2 yang diklaim lebih ramah terhadap pencernaan konsumen yang mengalami *intolerance* laktosa dibandingkan dengan susu jenis A1 yang banyak beredar di pasaran. Penelitian ini menganalisis kebutuhan pelanggan yang masih belum terpenuhi dari pilihan produk yang sudah tersedia di pasar dan menentukan elemen model bisnis yang dapat

digunakan untuk mendukung kebutuhan pelanggan tersebut.

Data dalam penelitian ini didapatkan dari hasil wawancara dengan pelaku usaha café susu, wawancara calon pelanggan dan survei calon pelanggan. Pertanyaan wawancara pelaku usaha café susu disusun berdasarkan kanvas model bisnis, sedangkan wawancara dan survei calon pelanggan disusun berdasarkan peta empati. Informan wawancara dalam penelitian ini adalah Café Susu Perah selaku pelaku usaha café susu dan tujuh narasumber selaku calon pelanggan, sedangkan responden survei merupakan seratus sembilan belas calon pelanggan yang dipilih secara *purposive sampling*. Kemudian data yang diperoleh dianalisis menggunakan analisis konten, sedangkan analisis data kuantitatif dilakukan dengan menghitung NPV, IRR dan PP.

Hasil penelitian menunjukkan bahwa perancangan model bisnis Café Susu Sweet Sundae diperkuat dengan adanya kebutuhan pelanggan dalam menjalankan pola hidup sehat khususnya dalam konsumsi gizi yang dimiliki susu segar serta hasil analisis data yang menyatakan bahwa konsumsi susu segar di Indonesia menduduki tingkat terendah dibanding negara Asia Tenggara lainnya, sehingga memperlihatkan bahwa inovasi produk dari Café Susu Sweet Sundae yang menggunakan susu sapi segar jenis A2 sebagai bahan baku utamanya memiliki potensi untuk dikembangkan. Dalam menjalankannya, aspek promosi dan edukasi merupakan hal terpenting yang harus menjadi prioritas utama karena sebagian orang belum mengenal susu sapi segar jenis A2. Selanjutnya dari hasil analisis kelayakan finansial yang didapatkan, menunjukan bahwa rencana bisnis Café Susu Sweet Sundae ini layak diimplementasi dengan hasil $NPV > 0$, $IRR > \text{discount rate}$, dan $PP < 3$ tahun pada kondisi pesimis, moderate, dan optimis bisnis.

Kata Kunci: *Model Bisnis, Susu Sapi Segar Jenis A2, Intolerance Laktosa, Café Susu*

ABSTRACT
BUSINESS PLAN CAFÉ SUSU SWEET SUNDAE

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This study aims to design a dairy café business model using product innovation using fresh cow's milk type A2 which is claimed to be more friendly to the digestion of consumers who experience lactose intolerance compared to type A1 milk which is widely circulating in the market. This study analyzes unmet customer needs from the product choices that are already available in the market and determines the elements of a business model that can be used to support these customer needs.

The data in this study were obtained from interviews with dairy cafe entrepreneurs, interviews with prospective customers and surveys of prospective customers. The interview questions for the dairy cafe business actors are prepared based on the business model canvas, while interviews and surveys of prospective customers are arranged based on empathy maps. The informants interviewed in this study were Café Susu Perah as a dairy café entrepreneur and seven informants as potential customers, while the survey respondents were one hundred and nineteen potential customers who were selected by purposive sampling. Then the data obtained were analyzed using content analysis, while quantitative data analysis was carried out by calculating NPV, IRR and PP.

The results of the study show that the design of the Café Susu Sweet Sundae business model is strengthened by the needs of customers in carrying out a healthy lifestyle, especially in the consumption of nutrients owned by fresh milk and the results of data analysis which state that consumption of fresh milk in Indonesia is at the lowest level compared to other Southeast Asian countries. thus showing that product innovation from Café Susu Sweet Sundae which uses fresh cow's milk type A2 as its main raw material has the potential to be developed. In carrying it out, the promotion and education aspects are the most important things that must be a top priority because some people are not familiar with type A2 fresh cow's milk. Furthermore, from the results of the financial feasibility analysis obtained, it shows that the Café Susu Sweet Sundae business plan is feasible to implement with the results of $NPV > 0$, $IRR > \text{discount rate}$, and $PP < 3 \text{ years}$ in pessimistic, moderate and optimistic business conditions.

Keywords : Business Model, Type A2 Fresh Cow's Milk, Lactose Intolerance, Milk Café