

ABSTRACT

One of F&B MSMEs' crucial problems is having a low level of sustainability. MSMEs are required to develop strategies to ensure their sustainability in the market. They must be able to adapt to the current era with rapid technological developments. One potential approach is by adopting technology, such as cloud kitchen.

This study aims to identify whether F&B MSMEs are interested in adopting the cloud kitchen concept, to classify which categories of F&B MSMEs who are willing to adopt the cloud kitchen concept, and to measure the potential market size of cloud kitchen in the F&B MSMEs sector in DKI Jakarta. This study was an analytic descriptive, where the quantitative and qualitative data were collected, processed, interpreted, and analyzed to answer the problems of this research.

The result of the research is that there is an opportunity for the cloud kitchen business in the F&B MSMEs sector as 59 out of 100 F&B MSMEs are interested in the cloud kitchen concept, specifically those which run the business in the home-based food business and packaged-food seller category. Meanwhile, there are 44 F&B MSMEs that are willing to use the cloud kitchen in their business, specifically in the home-based food business and restaurant/café category.

Keywords: Cloud Kitchen, F&B MSMEs, Opportunity, Assessing