

ANALISIS KELAYAKAN BISNIS KEDAI LENTERA COFFEE DI YOGYAKARTA

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INTISARI

Dewasa ini, terjadi peningkatan signifikan dalam perkembangan industri kedai kopi yang memperkenalkan konsep variasi minuman, terutama kopi lokal, teh, serta hidangan ringan, yang disajikan dalam atmosfer yang nyaman untuk mendukung produktivitas, serta interaksi sosial. Salah satunya yaitu Lentera Coffee yang turut menerapkan pendekatan *coffee shop* yang menawarkan seleksi minuman yang mencakup kopi nusantara, teh dan aspek kuliner yang disertai dengan fasilitas yang nyaman. Meski begitu, dengan peningkatan jumlah kedai kopi di wilayah Yogyakarta, persaingan menjadi tidak terhindarkan dan pemilik Lentera Coffee mengaku belum pernah melakukan analisis kelayakan bisnis secara menyeluruh.

Oleh karena itu, untuk memenangkan persaingan diperlukan analisis kelayakan bisnis yang bertujuan untuk mengevaluasi keberlangsungan bisnis Lentera Coffee secara aspek finansial dan non-finansial. Aspek non-finansial meliputi analisis pasar, teknis, dan manajemen, yang dievaluasi melalui pendekatan kualitatif. Sementara itu, aspek finansial dianalisis menggunakan metode kuantitatif dengan mengukur kriteria investasi seperti *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Discounted Payback Period* (DPP), dan *Profitability Index* (PI).

Hasil analisis kelayakan pada Lentera Coffee ditinjau dari aspek non-finansial menunjukkan bahwa keseluruhan aspek telah layak dan memberikan manfaat. pada hasil perhitungan analisis kelayakan finansial Pada tingkat diskonto sebesar 12,90%, diperoleh nilai NPV sebesar Rp 532.996.642; IRR sebesar 85,444%; DPP 2 tahun, dan PI sebesar 7,930.

Kata kunci: *coffee, coffeeshop*, kelayakan bisnis.

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BUSINESS FEASIBILITY ANALYSIS OF LENTERA COFFEE SHOP IN YOGYAKARTA

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ABSTRACT

Currently, there is a significant increase in the development of the coffee shop industry introducing a variety of beverages, especially local coffee, tea, and light snacks, presented in a comfortable atmosphere to support productivity and social interaction. One of them is Lentera Coffee, which also adopts a coffee shop approach offering a selection of beverages including local coffee, tea, and culinary aspects accompanied by comfortable facilities. However, with the increasing number of coffee shops in the Yogyakarta area, competition becomes inevitable, and the owners of Lentera Coffee admit to never having conducted a comprehensive business feasibility analysis.

Therefore, to stay competitive, a business feasibility analysis is required to evaluate the sustainability of Lentera Coffee's business in both financial and non-financial aspects. Business feasibility in non-financial aspect includes market and marketing aspects, technical aspects, as well as organizational and management aspects which are analyzed using qualitative methods. Meanwhile, in the financial aspects, the business feasibility is analyzed using quantitative methods with investment criteria including; *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Discounted Payback Period* (DPP), and *Profitability Index* (PI).

The results from the business feasibility study of Lentera Coffee in terms of non-financial aspects show that all aspects have met the requirements, supports, and provide benefits for the establishment of the business, it means that all aspects are viable and beneficial. In the financial feasibility analysis at a discount rate of 12.90%, the NPV value is Rp 532,996,642; IRR is 85.444%; DPP is 2 years, and PI is 7.930.

Keywords: coffee, coffeeshop, business feasibility.

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