

INTISARI

Perancangan model bisnis kedai sarapan ramah lingkungan berangkat dari keresahan masyarakat dan isu lingkungan terkait penumpukan sampah akibat penggunaan kemasan sekali pakai. Penumpukan sampah di Indonesia menjadi isu besar, dengan sampah sisa makanan dan plastik mendominasi. Menurut data SIPSN tahun 2022, 38,4% sampah berasal dari rumah tangga, diikuti oleh pasar tradisional (27,7%) dan pusat perniagaan (14,4%). Pemerintah sudah menentukan regulasi terkait batas penggunaan kemasan sekali pakai. Berdasarkan fenomena yang terjadi, perlu dukungan pelaku usaha untuk mewujudkan regulasi yang telah ditetapkan. Terlepas dari hal tersebut, Minat masyarakat terhadap konsumsi makanan organik dan gaya hidup keberlanjutan juga mengalami kenaikan. Pada tahun 2019 – 2023 kenaikan tersebut mencapai 4%. Penelitian ini bertujuan untuk membantu praktisi dalam mewujudkan bisnis ramah lingkungan dalam industri makanan dan minuman.

Penelitian ini menggunakan metode kualitatif yang didukung oleh data kuantitatif. Beberapa metode pengumpulan data seperti wawancara, survei dan observasi diterapkan dalam penelitian ini. Wawancara dilakukan terhadap dua pelaku bisnis serupa dan survei dilakukan terhadap 45 calon pelanggan potensial. Observasi juga dilakukan untuk mengamati kegiatan media sosial serta fasilitas usaha serupa. Sedangkan, Analisis kelayakan bisnis menggunakan metode perhitungan keuangan berupa *net present value* (NPV), *internal rate of return* (IRR) dan *payback period* (PP).

Hasil analisis data penelitian disajikan dalam bentuk kanvas model bisnis dan kanvas proposisi nilai. kedua teori tersebut diterapkan sebagai gambaran penawaran model bisnis, sekaligus pemenuhan harapan calon pelanggan terhadap nilai yang ditawarkan oleh model bisnis kedai sarapan ramah lingkungan. Hasil analisis kelayakan bisnis menunjukkan potensi yang positif. Hal tersebut didukung oleh hasil NPV positif, periode pengembalian selama 3 tahun 2 bulan dan tingkat IRR sebesar 36,48%. Oleh karena itu, dapat ditarik kesimpulan bahwa model bisnis ini layak untuk dijalankan.

Kata kunci: Model bisnis, Kedai sarapan, Ramah lingkungan

ABSTRACT

The development of an environmentally friendly breakfast café business model stems from public concerns and environmental issues related to the accumulation of waste due to the use of single-use packaging. Waste accumulation in Indonesia has become a major issue, with food waste and plastic being the primary contributors. According to 2022 SIPSN data, 38.4% of waste originates from households, followed by traditional markets (27.7%) and commercial centers (14.4%). The government has set regulations regarding the limits on the use of single-use packaging. Based on this phenomenon, business actors' support is necessary to implement the established regulations. Aside from that, public interest in the consumption of organic food and sustainable living has also been increasing. Between 2019 and 2023, this increase reached 4%. This research aims to assist practitioners in realizing environmentally friendly businesses within the food and beverage industry.

This study employs qualitative methods supported by quantitative data. Several data collection techniques such as interviews, surveys, and observations were applied in this research. Interviews were conducted with two similar business operators, while surveys were carried out with 45 potential customers. Observations were also made to analyze social media activities and the facilities of similar cafés. Meanwhile, the business feasibility analysis was conducted using financial calculations such as net present value (NPV), internal rate of return (IRR), and payback period.

The research data analysis is presented in the form of a business model canvas and a value proposition canvas. These two theories were applied to illustrate the business model offering, as well as to meet the expectations of potential customers regarding the value proposed by the environmentally friendly breakfast café business model. The business feasibility analysis showed positive potential, supported by a positive NPV, a payback period of 3 years and 2 months, and an IRR of 36.48%. Therefore, it can be concluded that this business model is feasible to implement.

Keywords: *Business model, Breakfast café, Environmentally friendly.*