

**IMPLEMENTASI STRATEGI BISNIS DALAM MENINGKATKAN NILAI
PENJUALAN PRODUK OLAHAN ENTOK (*Cairina moschata*) DI
RESTORAN ERISTA KALIAJI**

INTISARI

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Strategi bisnis merupakan komponen utama yang diperlukan oleh unit usaha dalam menjamin loyalitas konsumen di tengah pertumbuhan industri kuliner. Erista Kaliaji sebagai restoran dengan keunggulan menu berupa olahan entok telah merealisasikan strategi bisnis yang salah satunya tertuang dalam berbagai strategi promosi. Pelaksanaan strategi telah berlangsung sejak tahun 2020, hanya saja secara nyata belum memberikan dampak positif terhadap bisnis Erista Kaliaji. Hal tersebut terbukti melalui penurunan dan stagnasi hasil penjualan menu olahan entok. Dalam rangka meningkatkan penjualan olahan entok pengkajian terhadap strategi bisnis yang telah direalisasi, pengembangan dan evaluasi efektifitas terhadap strategi bisnis terbaharukan. Kajian terhadap strategi bisnis dilakukan dengan pembuatan *perceptual mapping* dan analisis lingkungan usaha. Metode pendukung pengembangan strategi bisnis dengan perbaikan pemasaran, evaluasi operasional, dan evaluasi keuangan. Berdasarkan implementasi terhadap kajian dan perencanaan strategi bisnis diperoleh peningkatan penjualan menu olahan entok sebesar 63% dibandingkan periode pra-pelaksanaan strategi bisnis. Realisasi strategi operasional menghasilkan operasional prosedur sebagai acuan produksi olahan entok dan rekomendasi perbaikan terhadap sarana prasarana yang tersedia pada resto Erista Kaliaji. Evaluasi keuangan menunjukkan penyesuaian harga jual diperlukan dari harga Rp30.000 hingga Rp32.000 menjadi rentang harga Rp40.000 hingga Rp42.000 untuk kelima olahan entok. Proyeksi kelayakan usaha terhadap penyesuaian harga menunjukkan hasil yang positif pada *Net Present Value* dengan tren 5 tahun sebesar Rp19.891.721 dan *Internal Rate of Return* sebesar 26,79%.

Kata Kunci: Entok, Pemasaran, Penjualan, Restoran, Strategi Bisnis

**BUSINESS STRATEGY IMPLEMENTATION IN ORDER TO ENHANCE
MUSCOVY DUCK (*Cairina moschata*)-BASED MENU SALES IN ERISTA
KALIAJI RESTAURANT**

ABSTRACT

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Business strategy is a key component for enterprises to ensure customer loyalty amid the increasing competition in the food industry. Erista Kaliaji, a restaurant specializing in muscovy duck-based dishes, has implemented various business strategies, including promotional efforts. Even though these strategies have been implemented since 2020, they have not made any positive impact on the products' sales. This was proven from the stagnation followed by a decline in the sales of muscovy duck-based menu items. In order to improve sales performance; a comprehensive review, combining both development and evaluation in the effectiveness of the current business strategies, was conducted. The strategy assessment was carried out through perceptual mapping and environmental business analysis. Additionally, the development of business strategies was supported by marketing modification, operational evaluation, and financial appraisal. As a result of the implementation of these strategic analyses and plannings, the muscovy duck-based menus had 63% more sales compared to that before strategy implementation. Furthermore, the operational strategy realization also led to the establishment of standard operating procedures for muscovy duck dish production as well as the recommendations to improve the restaurant's facilities and infrastructure. The financial evaluation indicated that the initial selling price of five muscovy duck-based dishes, ranging from Rp30,000-Rp32,000, need to be adjusted to Rp40,000-Rp42,000. The expected output after this adjustment is increased business profitability, shown by positive financial indicators including a five-year Net Present Value (NPV) of Rp19,891,721 and an Internal Rate of Return (IRR) of 26.79%.

Keywords: Business Strategy, Marketing, Muscovy Duck, Restaurant, Sales