



ABSTRAK

RENCANA PENGEMBANGAN BISNIS JOFFI RAMEN SEBAGAI BOOTH KULINER BERBASIS EVENT

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Penelitian ini bertujuan untuk merancang dan menganalisis rencana pengembangan bisnis Joffi Ramen melalui konsep booth kuliner berbasis event sebagai strategi diversifikasi usaha di industri kuliner. Latar belakang penelitian didasarkan pada pertumbuhan industri makanan dan minuman di Indonesia, meningkatnya tren experiential consumption, serta kebutuhan layanan kuliner yang semakin tinggi pada berbagai kegiatan event seperti pernikahan, corporate gathering, dan festival. Model booth dipandang sebagai sarana untuk memperluas jangkauan pasar, meningkatkan eksposur merek, serta menciptakan sumber pendapatan tambahan di luar outlet permanen. Penelitian ini menggunakan pendekatan deskriptif kualitatif dan kuantitatif. Data primer diperoleh melalui observasi, wawancara dengan manajemen internal, event organizer, wedding organizer, serta konsumen potensial, dan didukung oleh pra-survei minat pasar. Analisis dilakukan menggunakan Business Model Canvas, peta empati konsumen, serta analisis kelayakan finansial. Evaluasi keuangan disusun dalam tiga skenario, yaitu pesimistis, normal, dan optimistis, dengan indikator Net Present Value (NPV), Internal Rate of Return (IRR), dan Payback Period (PP) menggunakan tingkat diskonto sebesar 10%. Hasil analisis menunjukkan bahwa tingkat kelayakan finansial sangat dipengaruhi oleh intensitas partisipasi event. Pada skenario pesimistis, proyek menghasilkan NPV negatif sebesar Rp5.703.460, IRR 0%, dan Payback Period 10,84 tahun, sehingga dinyatakan tidak layak secara finansial. Pada skenario normal, proyek mulai menunjukkan kelayakan dengan NPV sebesar Rp3.927.566, IRR 16%, dan Payback Period 6,50 tahun atau 78 bulan, yang mencerminkan kondisi batas minimum kelayakan. Sementara itu, pada skenario optimistis, proyek menunjukkan kinerja keuangan yang kuat dengan NPV sebesar Rp28.005.133, IRR 43%, dan Payback Period 3,25 tahun atau 39 bulan. Kesimpulan penelitian menunjukkan bahwa pengembangan booth kuliner berbasis event Joffi Ramen layak dijalankan pada kondisi operasional normal hingga optimistis, dengan tingkat kelayakan tertinggi dicapai melalui peningkatan frekuensi event dan optimalisasi utilisasi booth. Strategi ini akan semakin efektif apabila didukung oleh efisiensi operasional, desain booth yang adaptif, kerja sama berkelanjutan dengan EO/WO, serta penguatan promosi digital berbasis pengalaman konsumen.

Kata Kunci: Joffi Ramen, pengembangan bisnis, booth kuliner, Kanvas Model Bisnis, analisis kelayakan finansial.



ABSTRACT

JOFFI RAMEN'S BUSINESS DEVELOPMENT PLAN AS AN EVENT-BASED CULINARY BOOTH

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This study aims to design and analyze a business development plan for Joffi Ramen through an event-based culinary booth as a business diversification strategy in the food and beverage industry. The research is motivated by the growth of Indonesia's food and beverage sector, the rising trend of experiential consumption, and the increasing demand for culinary services at events such as weddings, corporate gatherings, and festivals. The booth-based model is considered a strategic approach to expanding market reach, enhancing brand exposure, and generating new revenue streams beyond existing physical outlets. This research adopts a qualitative and quantitative descriptive approach. Primary data were collected through observations, interviews with internal management, event organizers, wedding organizers, and potential consumers, as well as a preliminary market interest survey. The analysis employs the Business Model Canvas, customer empathy mapping, and financial feasibility analysis. Financial feasibility is evaluated using three scenarios pessimistic, normal, and optimistic based on Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP). The results indicate that financial feasibility is strongly influenced by the intensity of event participation. Under the pessimistic scenario, the project generates a negative NPV of Rp5,703,460, an IRR of 0%, and a payback period of 10.84 years, indicating that the project is not financially feasible. In the normal scenario, the project begins to demonstrate feasibility, with an NPV of Rp3,927,566, an IRR of 16%, and a payback period of 6.50 years (78 months), reflecting a minimum feasibility threshold. Meanwhile, in the optimistic scenario, the project shows strong financial performance, achieving an NPV of Rp28,005,133, an IRR of 43%, and a payback period of 3.25 years (39 months). The study concludes that the development of Joffi Ramen's event-based culinary booth is feasible under normal to optimistic operating conditions, with the highest level of feasibility achieved through increased event frequency and optimized booth utilization. This strategy will be more effective when supported by operational efficiency, adaptive booth design, sustainable collaboration with event and wedding organizers, and strengthened digital promotion focused on consumer experience.

Keywords: Joffi Ramen, business development, culinary booth, Business Model Canvas, financial feasibility analysis