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Rencana Bisnis "Sisi Pizza" sebagai Alternatif Coffee Shop bagi Anak Muda di Yogyakarta
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Intisari

Penelitian ini bertujuan untuk menyusun rencana bisnis Sisi Pizza sebagai usaha Neapolitan pizza terjangkau yang diposisikan sebagai alternatif *coffee shop* bagi anak muda di Yogyakarta, serta menilai kelayakan finansialnya. Penelitian menggunakan pendekatan kualitatif deskriptif yang didukung analisis kuantitatif. Data primer diperoleh melalui wawancara mendalam kepada tiga calon konsumen usia 18–30 tahun, wawancara kepada tiga pelaku bisnis F&B, serta survei kepada 41 responden yang sesuai dengan kriteria target pasar. Data tersebut dianalisis menggunakan peta empati, kanvas model bisnis, statistik deskriptif, serta analisis kelayakan finansial melalui *Net Present Value, Internal Rate of Return, dan Payback Period*.

Hasil penelitian menunjukkan bahwa konsumen muda tertarik pada konsep tempat nongkrong yang nyaman, harga terjangkau, makanan yang dapat dinikmati bersama, serta pengalaman berbeda seperti fresh-baked pizza dan live cooking. Sisi Pizza diposisikan sebagai alternatif coffee shop yang menggabungkan produk Neapolitan pizza, suasana santai, dan pengalaman sosial yang relevan bagi mahasiswa serta pekerja muda. Dari sisi finansial, seluruh skenario menunjukkan hasil layak, dengan NPV positif, IRR di atas tingkat diskonto 6%, dan Payback Period sekitar 1,1 tahun. Penelitian ini memberikan kontribusi praktis berupa rancangan bisnis F&B berbasis data pasar, sekaligus kontribusi akademik dalam pengembangan studi rencana bisnis kuliner berbasis pengalaman bagi konsumen muda perkotaan.

Kata kunci: rencana bisnis, Neapolitan pizza, Sisi Pizza, coffee shop, peta empati, kanvas model bisnis, kelayakan finansial.

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Abstract

This study aims to develop a business plan for Sisi Pizza as an affordable Neapolitan pizza business positioned as an alternative to coffee shops for young consumers in Yogyakarta, as well as to assess its financial feasibility. This research uses a descriptive qualitative approach supported by quantitative analysis. Primary data were collected through in-depth interviews with three potential consumers aged 18–30 years, interviews with three F&B business owners, and a survey of 41 respondents who met the target market criteria. The data were analyzed using an empathy map, Business Model Canvas, descriptive statistics, and financial feasibility analysis through Net Present Value, Internal Rate of Return, and Payback Period.

The findings show that young consumers are interested in a hangout concept that offers comfort, affordable prices, shareable food, and a distinctive experience such as fresh-baked pizza and live cooking. Sisi Pizza is positioned as an alternative to coffee shops by combining Neapolitan pizza, a relaxed atmosphere, and a social experience that is relevant for students and young professionals. From a financial perspective, all scenarios indicate that the business is feasible, as shown by a positive NPV, an IRR above the 6% discount rate, and a Payback Period of approximately 1.1 years. This study provides a practical contribution in the form of a market-based F&B business plan, as well as an academic contribution to the development of experience-based culinary business planning studies for young urban consumers.

Keywords: business plan, Neapolitan pizza, Sisi Pizza, coffee shop, empathy map, Business Model Canvas, financial feasibility.