



INTISARI

Industri penyedia akomodasi dan makan minum mengalami pertumbuhan sebesar 5,55 persen sepanjang tahun 2017 menurut data Badan Pusat Statistik (BPS). Di Yogyakarta industri makanan dan minuman termasuk tiga besar dalam memberikan kontribusinya yakni sebesar 6,21 persen. Fenomena tersebut membuka peluang usaha bisnis aplikasi bergerak restoran *fine dining* “**Manganoo**.” Manganoo menghubungkan dua segmen yang saling bergantung yakni restoran *fine dining* dengan konsumen.

Tujuan dari penelitian ini adalah mengidentifikasi peluang bisnis, merancang model bisnis yang sistematis yang memenuhi kriteria kelayakan bisnis pada model bisnis aplikasi bergerak restoran *fine dining*. Metode analisis kualitatif deskriptif yang didukung analisis kuantitatif disusun berdasarkan survei terhadap 45 responden, wawancara, observasi, dan kajian literatur.

Hasil penelitian berdasarkan analisis situasi yaitu *five forces* dan peta empati menunjukkan bahwa bisnis aplikasi Manganoo ini berpeluang untuk eksis di persaingan pasar dan dapat diterima oleh calon konsumen. Hasil analisis kelayakan bisnis melalui analisis keuangan dengan nilai modal investasi Rp Rp 1.561.688.000,00 memberikan nilai NPV (*Net Present Value*) sebesar Rp 1.714.942.404,00, nilai IRR (*Internal Rate or Return*) sebesar 26,7 persen, dan PP (*Payback Period*) selama 2,6 tahun. Berdasarkan analisis tersebut, menunjukkan bahwa bisnis Manganoo ini layak untuk dijalankan.

Kata Kunci: restoran *fine dining*, Manganoo, aplikasi bergerak, analisis 5 kekuatan bersaing, model bisnis, peta empati.



ABSTRACT

Food and beverage (accommodation) industry in Indonesia has grown to 5,55 percent by the year of 2017, according to The Indonesian Central Bureau of Statistics (BPS). The industry, in Yogyakarta, contributed 6,21 percent to the total industry growth. The growth can be seen from the amount of restaurants in Yogyakarta that grows rapidly. The phenomenon can open up opportunities to develop a business for mobile application-based fine dining restaurants called “Manganoo”. Manganoo aim to connects two distinct but interdependent segments, which are fine dining restaurant and its customers.

The purpose of this research is to identify business opportunities and design a systematic business model that corresponds the business feasibility criteria of a mobile application-based fine dining restaurant. Qualitative analysis method supported by quantitative analysis that used survey with 45 respondents, interview, observation, and literature review.

The analysis of the situations results, including five forces and empathy map, -showed that Manganoo likely exist in the market competition and can be accepted by its prospective customers. The result of the business feasibility analysis through financial analysis showed that Manganoo has Rp 1.561.688.000,00 of investment capitalvalue, Rp 1.714.942.404,00 of NPV (Net Present Value), 26,7 percent of IRR (Internal Rate or Return) value, and and 2,6 years of PP (Payback Period). Based on the financial analysis, Manganoo business is feasible to run.

Keywords: fine dining restaurant, Manganoo, mobile application, the five forces of competition, business model, empathy map.