

STUDI KELAYAKAN BISNIS PENDIRIAN *COFFEE & COWORKING SPACE* DI YOGYAKARTA

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INTISARI

Dewasa ini *coffee shop* bukan hanya sebagai tempat mengonsumsi kopi, tapi kini *coffee shop* juga menjadi tempat favorit bagi para mahasiswa atau pekerja lepas sebagai tempat mengerjakan tugas kuliah dan bekerja. Perpaduan antara dua hal tersebut sering disebut dengan istilah *coffee & coworking space*. *Perspective Coffee and Space* merupakan kolaborasi antara *coffee shop* dan *coworking space* yang akan didirikan di Yogyakarta. Akan tetapi, menjamurnya *coffee shop* di Yogyakarta menyebabkan persaingan ketat yang dapat menimbulkan risiko kegagalan usaha. Oleh karena itu, untuk memenangkan persaingan dan menghindari risiko kegagalan diperlukan studi kelayakan bisnis pendirian *Perspective Coffee and Space*. Penelitian ini dilakukan untuk menganalisis kelayakan bisnis *Perspective Coffee and Space* dari aspek nonfinansial dan finansial serta nilai sensitivitas terhadap perubahan-perubahan yang terjadi.

Kelayakan bisnis pada aspek nonfinansial mencakup aspek pasar & pemasaran, aspek teknis, serta aspek organisasi & manajemen yang dianalisis menggunakan metode kualitatif. Kelayakan bisnis pada aspek finansial dianalisis menggunakan metode kuantitatif dengan kriteria investasi meliputi: *Net Present Value* (NPV), *Internal Rate of Return* (IRR), *Net B/C Ratio*, *Payback Period* (PP), dan *Break Even Point* (BEP). Selanjutnya, analisis sensitivitas dilakukan dengan menggunakan analisis nilai pengganti (*switching value*) yang akan mengkaji kelayakan usaha apabila terjadi perubahan-perubahan pada kenaikan harga bahan baku dan penurunan harga penjualan.

Hasil studi kelayakan bisnis *Perspective Coffee and Space* ditinjau dari aspek nonfinansial menunjukkan bahwa keseluruhan aspek telah memenuhi persyaratan dan mendukung serta memberikan manfaat bagi pendirian usaha. Berdasarkan hasil perhitungan analisis kelayakan finansial pada tingkat diskonto 11,95% diperoleh nilai NPV sebesar Rp 2.102.587.672,00; IRR 70,56%; Net B/C 1,5035; *Payback Period* 1 tahun 9 bulan; BEP Rp 1.087.361.364,00 atau 31.067 menu. Analisis sensitivitas menggunakan *switching value* menunjukkan bahwa tingkat kepekaan maksimum usaha terhadap kenaikan harga bahan baku sebesar 44,66% dan penurunan harga jual sebesar 28,84%. Hasil studi kelayakan nonfinansial, finansial, dan sensitivitas dinyatakan layak untuk dijalankan.

Kata kunci: *coffee shop & coworking space*, kelayakan bisnis, sensitivitas.

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BUSINESS FEASIBILITY STUDY ON THE ESTABLISHMENT OF COFFEE AND COWORKING SPACE IN YOGYAKARTA

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ABSTRACT

In these recent years, not only serves as a place solely for drinking a cup of coffee, a coffee shop is also a favorite place for students or freelancers as a place to do their college assignment or works. The combination of these two things often referred as coffee and coworking space. Perspective Coffee and Space is a combination of coffee shop and coworking space that will be established in Yogyakarta. However, the proliferation of coffee shops in Yogyakarta causes intense competition which can pose a risk of business failure. Therefore, to win the competition and avoid the risk of failure, a feasibility study on the establishment of Perspective Coffee and Space was required. This research was conducted to analyze the business feasibility of Perspective Coffee and Space from the non-financial aspect and financial aspect as well as the value of sensitivity to changes that occur throughout the years that will happens.

Business feasibility in non-financial aspect includes market and marketing aspects, technical aspects, as well as organizational and management aspects which are analyzed using qualitative methods. Meanwhile, in the financial aspects, the business feasibility is analyzed using quantitative methods with investment criteria including; Net Present Value (NPV), Internal Rate of Return (IRR), Net B/C Ratio, Payback Period (PP), and Break Even Point (BEP). Furthermore, sensitivity analysis is carried out by using a switching value analysis that will assess the feasibility of the business in the event of changes in raw material price increases and sales price reductions.

The results from the business feasibility study of Perspective Coffee and Space in terms of non-financial aspects show that all aspects have met the requirements, supports, and provide benefits for the establishment of the business. Based on the calculation results of the financial feasibility analysis at a discount rate of 11.95%, the NPV value of Rp2,102,587,672.00 was obtained; IRR 70.56%; NET B/C 1.5035; Payback Period 1 year 9 months; BEP IDR 1,087,361,364.00 or 31,067 menus. Sensitivity analysis using value switching shows that the maximum sensitivity level of the business to the increase in raw material is 44.66% and the selling price decreases by 28.84%. The result from the non-financial aspects, financial aspects, and the sensitivity feasibility study, the business was declared feasible.

Keywords: coffee shop and coworking space, business feasibility, sensitivity.

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