

## INTISARI

Berkumpul dan bersosialisasi di kafe sudah menjadi gaya hidup anak muda di Indonesia. Salah satu kota yang memiliki potensi bagi para pelaku bisnis kafe karena banyak dihuni oleh anak muda adalah Yogyakarta. Seiring dengan perkembangan zaman, kini kafe tidak hanya dimanfaatkan sebagai tempat bergaul, namun juga dijadikan tempat untuk belajar ataupun mengerjakan tugas, khususnya bagi para mahasiswa. Namun suasana yang ramai, berisik, dan banyak orang berlalu-lalang kerap ditemukan pada suatu kafe. Sebetulnya kondisi ideal untuk belajar dapat dirasakan para mahasiswa ketika mereka mengunjungi perpustakaan. Namun, suasana perpustakaan yang terlalu ‘dingin’ sering kali membuat penguntut mudah merasa bosan. Oleh karena itu, terdapat peluang untuk menciptakan suatu kafe bernuansa tenang yang mendukung kegiatan belajar ataupun mengerjakan tugas.

Tujuan penelitian ini adalah merancang model bisnis kafe dengan konsep ruang belajar bernama Nimble Coffee. Metode pengumpulan data yang digunakan meliputi survei, wawancara, observasi dan kajian literatur. Survei dilakukan dengan menyebarkan kuesioner kepada 50 responden dengan teknik *purposive sampling* dengan kriteria seorang pelajar dan pernah mengunjungi kafe di Yogyakarta dengan tujuan belajar ataupun mengerjakan tugas. Wawancara dilakukan kepada pemilik bisnis kafe Umpama dan The Bean Garden Coffee & Eatery. Observasi dilakukan dengan mengunjungi lima kafe di Yogyakarta yaitu Umpama, Estuary, BeeHive Coffee, Kaktus Coffee Place, dan Ruang Kerja Kopi. Data yang terkumpul digunakan untuk menganalisis calon pelanggan menggunakan peta empati dan menyusun model bisnis yang sesuai. Perancangan model bisnis menggunakan kanvas model bisnis Osterwalder dan Pigneur (2010).

Hasil analisis kelayakan finansial dengan menggunakan skenario normal, model bisnis Nimble Coffee memiliki nilai *Nett Present Value* (NPV) sebesar Rp1.513.377.537,00. Tingkat pengembalian investasi dengan metode *Internal Rate of Return* (IRR) diperoleh sebesar 27%. Jangka waktu kembalinya investasi dengan metode *Payback Period* (PP) diperoleh selama dua tahun.

Kata kunci: Kafe, Model Bisnis, Yogyakarta.

## ***ABSTRACT***

*Gathering and socializing in cafes has become a lifestyle for young people in Indonesia. One of the cities that has the potential for cafe businesses because it is much inhabited by young people is in Yogyakarta. Along with the times, now the cafe is not only used as a place to hang out but also used as a place to study or do assignments, especially for students. Somehow the atmosphere is too crowded, noisy, and many people passing by are often found in a cafe. The ideal conditions for learning can be felt by students when they visit the library. However, the atmosphere in the library is too 'cold' and makes them boring. Therefore, there is an opportunity to create a nuanced cafe that supports learning activities or doing assignments.*

*The purpose of this research is to design a cafe business model with a learning space concept called Nimble Coffee. The Data collection methods that used including surveys, interviews, observations and literature studies. The survey was conducted by distributing questionnaires to 50 respondents with a purposive sampling technique with the criteria of a student and had visited a cafe in Yogyakarta to study or do assignments. Interviews were conducted with business owners of Umpama cafe and The Bean Garden Coffee & Eatery. Observations were made by visiting five cafes in Yogyakarta namely Umpama, Estuary, BeeHive Coffee, Cactus Coffee Place, and Ruang Kerja. The data collected is used to analyze potential customers using empathy maps and composing appropriate business models. Designing a business model using the Osterwalder and Pigneur canvas business models (2010).*

*The results of the financial feasibility analysis using the normal scenario, the Nimble Coffee business model has a Net Present Value (NPV) value of Rp1,513,377,537.00. The rate of return on investment using the Internal Rate of Return (IRR) method is 27%. The period of return of investment using the Payback Period (PP) method is obtained for two years.*

**Keywords:** Cafe, Business Model, Yogyakarta.