



INTISARI

Pertumbuhan konsumsi roti di Indonesia didukung dengan perubahan gaya hidup satu dekade terakhir dan melonjaknya pertumbuhan gerai ritel modern yang banyak menyediakan makanan siap saji. Konsumsi roti per kapita Indonesia telah tumbuh dari US\$ 0,8 di tahun 2005 menjadi US\$ 3,6 di tahun 2014. Dari berbagai varian roti di Indonesia, donat adalah salah satu roti yang menjadi primadona masyarakat. Dibuktikan dengan banyaknya toko jejaring donat yang tumbuh secara signifikan.

Pertumbuhan ekonomi DIY tahun 2017 diperkirakan meningkat dari sisi permintaan, investasi maupun lapangan usaha. Abata Donuts memiliki potensi besar untuk dikembangkan secara masif di kota-kota lain selain Solo. Penelitian ini bertujuan menyusun dan mengkaji kelayakan rencana bisnis Abata Donuts di Yogyakarta.

Hasil studi literatur dan wawancara menunjukkan masyarakat DIY memiliki kecenderungan memilih roti manis sebagai makanan selingan dan biasa dikonsumsi di rumah bersama keluarga. Potensi bisnis donat DIY berbanding lurus dengan jumlah perusahaan donat baik lokal maupun nasional. Gerai Abata Donuts membutuhkan investasi sebesar Rp 850.000.000,00 yang digunakan untuk menyiapkan segala kebutuhan operasional gerai. Nilai NPV Abata Donuts sebesar Rp 9.881.666.421,00 pada tahun 2022 dan IRR sebesar 215,7%. Nilai NPV dan IRR tersebut menjelaskan bahwa Abata Donuts merupakan bisnis yang layak dijalankan.

Kata kunci: DIY, Yogyakarta, rencana bisnis, roti, donat, Abata Donuts



ABSTRACT

Rate of bread consumption in Indonesia was supported by changing of lifestyle in the last decades and supplied by modern retail outlets, providing many prepared foods. Indonesian's bread consumption per capita had grown from US \$ 0.8 in 2005 to \$ 3.6 in 2014. Based on various bread types in Indonesia, donut was the one which was preferred by a lot of people, proved by donut franchises in everywhere that had been grown significantly.

DIY economic growth in 2017 was expected to increase the demand aspect, investment, and business field. Placed in Solo, great potential owned by Abata Donuts could be developed on a massive scale in other cities. This research aimed to develop and study the feasibility aspect of business plan Abata Donuts in Yogyakarta as well.

Based on the interview method, it was showed that DIY citizens had a tendency to choose sweet bread as a snack and consume it at home with the family. DIY business potential was definitely proportional to the number of donut franchises, both locally and nationally. Abata Donuts outlets required an investment of Rp. 850.000.000,00 which was used to prepare all of outlet's operational needs. Moreover, Abata Donuts NPV was valued up to Rp. 9.881.666.421,00 in 2022 and 215,7% of IRR. This conclusion was explained that Abata Donuts was a viable business.

Keywords: DIY, Yogyakarta, business plans, bread, donuts, Abata Donuts