

INTISARI

Konsumsi kopi di Indonesia meningkat dengan *compound annual growth rate* (CAGR) 7,7 persen di tahun 2011-2014. Pertumbuhan konsumsi kopi mendorong terjadinya dengan bermunculannya *coffee shop* lokal di kota – kota di seluruh Indonesia, salah satunya di Kota Pekanbaru. Namun hal ini tidak dibarengi dengan pertumbuhan industri skala menengah, yang memproduksi biji kopi sangrai sebagai bahan baku utama di *coffee shop*, sehingga kebutuhan biji kopi saat ini masih dikirim dari luar kota seperti Jakarta, Padang, Medan dan Surabaya.

Erber Coffee adalah salah satu *coffee shop* di Pekanbaru yang telah berdiri sejak 2014 yang merupakan salah satu pioner penyedia kopi spesialti di Kota Pekanbaru. Semakin meningkatnya persaingan antar *coffee shop* di Pekanbaru membuat Erber perlu melakukan inovasi produk agar tidak kalah saing. Tingginya tingkat kebutuhan biji kopi sangrai di Pekanbaru, menciptakan peluang bagi Erber untuk mengembangkan produk biji kopi sangrai, terutama biji kopi sangrai dengan kualitas premium dan spesialti.

Penelitian ini mengidentifikasi kebutuhan dan keinginan calon konsumen Erber Coffee di Pekanbaru, baik kepada konsumen B2B maupun konsumen B2C. Penelitian dimulai dengan menyebarkan kuesioner yang berkaitan dengan peta empati dan aspek-aspek dalam bauran pemasaran pada dua jenis calon konsumen potensial Erber mengenai produk kopi khas Sumatera.

Berdasarkan hasil analisa keuangan yang dilakukan, rencana pengembangan bisnis Erber Coffee Roastery layak untuk dijalankan. Hasil kelayakan investasi yang didapat adalah nilai *Net Present Value* sebesar Rp 277.661.640.62 (positif), *Internal Rate of Return* sebesar 21%, dan *Payback Period* selama 2 tahun 7 bulan.

Kata kunci: kopi, biji kopi sangrai, kopi spesialti, *roastery*, bisnis, Pekanbaru

ABSTRACT

Coffee consumption in Indonesia increases 7,7 percent between 2011 – 2014 (calculated with Compound Annual Growth Rate (CAGR)). The increases of number coffee consumption in Indonesia has lead many local coffee shop around the cities across Indonesia growing every years, especially in Pekanbaru. However, the growth of local coffee shop is not matched by the growth of medium-scale industries, which produce roasted beans as the main raw material for coffee shop. Because of that, the raw material necessity is still imported from outside the city such as Jakarta, Padang Medan and Surabaya.

Erber Coffee is one of the coffee shop in Pekanbaru which has established since 2014 that produces specialty coffee in Pekanbaru. The increasing competition between coffee shop around Pekanbaru has made Erber improves products in order to lead the competition. The high demand for roasted beans in Pekanbaru, creating opportunities for Erber to develop products of roasted beans, especially roasted beans with premium and specialty quality.

This research was conducted by identifying needs and demands of Erber Coffee Roastery. The researcher distribute questioners related to empathy map and aspects of marketing mix into two types of potential customers about Sumatran coffee specialty. Based on this research, a business planning consisted of marketing method, operational method, resource plan, financial plan and business feasibility plan.

Based on the conducted financial analysis, Erber Coffee business plan is feasible to be executed. The obtained investment feasibility result is Rp 277.661.640.62 (positive) *Net Present Value*, 21% *Internal Rate of Return* and 2 years and 7 months *Payback Period*.

Keywords: coffee, roasted beans, specialty coffee, roastery, business, Pekanbaru