

STUDI KELAYAKAN USAHA PENDIRIAN *COFFEE THRIFT SHOP* DI SURABAYA BESERTA PERANCANGAN STRATEGI PEMASARAN

Fickrie Alfarizi

Jurusan: Teknik Industri

Pembimbing :

Prof. Ir. Markus Hartono, S.T., M.Sc., Ph.D., CHFP., IPM., ASEAN Eng

Dr. Rosita Meitha Surjani, S.T., M.T.

ABSTRAK

Coffee Thrift Shop adalah konsep yang menggabungkan kedai kopi dengan toko barang bekas, yang menawarkan pengalaman unik bagi konsumen untuk menikmati kopi sambil berbelanja barang bekas. Studi kelayakan dilakukan untuk mengevaluasi berbagai aspek pendirian usaha *coffee thrift shop* di Surabaya. Aspek pasar dikaji melalui kuesioner dan perhitungan potensi pasar, yang menunjukkan adanya permintaan efektif dari target pasar yang ditetapkan, terutama di kalangan mereka yang menyukai kopi dan *thrifting*, terutama di bawah 25 tahun. Pada aspek pasar juga dilakukan perancangan strategi pemasaran yaitu analisis SWOT, STP, *marketing mix* (4p), dan strategi yang cocok yaitu *digital marketing*. Pada perancangan strategi *digital marketing* menggunakan media sosial sebagai media untuk melakukan promosi seperti *Instagram*, dan *TikTok*.

Pada aspek teknis, dilakukan pemilihan lokasi. Untuk menentukan lokasi yang strategis, perusahaan menggunakan metode *hybrid analysis* dengan mencari CFM, OFM, dan SFM. Maka lokasi yang dipilih adalah daerah Surabaya pusat di daerah Kertajaya. Pada aspek teknis juga dilakukan analisis daftar kebutuhan peralatan yang digunakan untuk menunjang jalannya operasional *coffee thrift shop*.

Pada aspek manajemen, berisikan 1 pemilik usaha, 1 barista, 1 kasir dan 1 pelayan yang memberikan dukungan dalam operasional bisnis. Aspek ini mencakup struktur organisasi yang terorganisir dengan baik, *job description*, *job specification*, dan pemenuhan persyaratan perizinan yang sesuai.

Pada aspek keuangan didapatkan *total project cost* sebesar Rp 268.891.362,49, dimana 77,69% didapatkan dari modal sendiri dan sisanya sebesar 22,31% akan diambil dari pinjaman bank. Dari hasil persentase pembagian TPC tersebut didapatkan nilai MARR sebesar 10,58%. Pada aspek keuangan ini juga dilakukan perhitungan NPV, dimana nilai NPV yang didapatkan sebesar Rp 39.009.452. Artinya dari penilaian metode NPV usaha ini layak dijalankan. Selain itu nilai IRR yang didapatkan sebesar 17,48% yang mana lebih besar dari MARR. Artinya dari penilaian metode IRR usaha ini layak dijalankan. Selain itu pada aspek keuangan juga dilakukan analisis rasio keuangan dengan mencari nilai *current ratio*, *cash ratio*, *debt asset ratio*, *debt to equity ratio*, *total asset turnover*, *fixed asset turnover*. Dari hasil analisis sensitivitas didapatkan bahwa variabel yang memiliki dampak besar terhadap jalannya usaha ini adalah penurunan total penjualan.

Kata kunci: Studi Kelayakan, *coffee thrift shop*, *hybrid analysis*, analisis sensitivitas.

FEASIBILITY STUDY OF COFFEE THRIFT SHOP ESTABLISHMENT IN SURABAYA AND MARKETING STRATEGY DESIGN

Fickrie Alfarizi

Industrial Engineering

Contributor:

Prof. Ir. Markus Hartono, S.T., M.Sc., Ph.D., CHFP., IPM., ASEAN Eng

Dr. Rosita Meitha Surjani, S.T., M.T.

ABSTRACT

Coffee Thrift Shop is a concept that combines a coffee shop with a thrift shop, which offers a unique experience for consumers to enjoy coffee while shopping for second-hand goods. A feasibility study was conducted to evaluate various aspects of establishing a coffee thrift shop business in Surabaya. Market aspects were studied through questionnaires and market potential calculations, which indicated that there was effective demand from the set target market, especially among those who like coffee and thrifting, especially those under 25 years of age. In the market aspect, a marketing strategy is also designed, namely SWOT analysis, STP, marketing mix (4p), and a suitable strategy, namely digital marketing. In designing a digital marketing strategy using social media as a medium for promotions such as Instagram and TikTok.

On the technical aspect, location selection is carried out. To determine a strategic location, the company uses a hybrid analysis method by looking for CFM, OFM, and SFM. Then the chosen location is the central Surabaya area in the Kertajaya area. On the technical aspect, an analysis of the list of equipment requirements used to support the operation of the coffee thrift shop is also carried out.

In the management aspect, it consists of 1 business owner, 1 barista, 1 cashier and 1 waiter who provides support in business operations. This aspect includes a well-organized organizational structure, job descriptions, job specifications, and fulfillment of appropriate licensing requirements.

In the financial aspect, a total project cost of IDR 268,891,362.49 was obtained, of which 77,69% % was obtained from their own capital and the remaining 22,31% % would be taken from a bank loan. From the results of the percentage distribution of the TPC, the MARR value was 10,58%. In this financial aspect, the NPV calculation is also carried out, where the NPV value obtained is IDR 39.009.452. This means that from the assessment of the NPV method this business is feasible. In addition, the IRR value obtained is 17,48% which is greater than MARR. This means that from the assessment of the IRR method this business is feasible. In addition to the financial aspect, financial ratio analysis is also carried out by looking for the value of the current ratio, cash ratio, debt asset ratio, debt to equity ratio, total asset turnover, fixed asset turnover. From the results of the sensitivity analysis, it was found that the variable that had a major impact on the running of this business was the decrease in total sales.

Keywords: Feasibility Study, coffee thrift shop, hybrid analysis, sensitivity analysis.