

## ABSTRAKSI

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### **PERANCANGAN SISTEM *FRANCHISE* TEH SIAP SAJI**

(xiv + 95 halaman: 14 gambar; 6 tabel; 15 lampiran)

*Franchise* merupakan salah satu strategi pemasaran untuk mendistribusikan produk atau jasa untuk mengembangkan bisnis yang sudah ada. Pihak-pihak yang terlibat adalah *franchisor* (perorangan/perusahaan yang menjual *franchise*) dan *franchisee* (orang yang membeli *franchise*). Penelitian ini bertujuan untuk merancang sistem *franchise* teh siap saji yang sesuai dengan pedoman Asosiasi *Franchise* Indonesia. Selain itu, hasil penelitian kuesioner dan beberapa sistem *franchise* dari *brand* teh siap saji yang lain akan diimplementasikan ke dalam sistem *franchise* ini. Penelitian dilakukan dengan langkah-langkah sebagai berikut. Langkah awal yaitu membuat kuesioner konsumen teh yang disebarakan ke masyarakat Jakarta-Tangerang berisi pertanyaan seputar minat masyarakat terhadap minuman teh siap saji. Selain itu, kuesioner lainnya adalah kuesioner *franchisee* yang disebarakan ke *franchisee brand* teh siap saji lain berisi pertanyaan seputar sistem dan hasil penjualan di gerai tersebut. Kedua kuesioner yang dibuat tersebut bertujuan untuk melihat prospek bisnis minuman teh siap saji. Dari hasil kuesioner tersebut didapatkan hasil bahwa bisnis teh siap saji masih bagus, kemudian dianalisis hal penting apa saja yang dapat menunjang perancangan sistem *franchise* baru. Dari hasil analisis, kemudian dirancang sistem *franchise* dengan menerapkan hasil penelitian *brand* lain, hasil kuesioner dan pedoman yang diberikan Asosiasi *Franchise* Indonesia. Perancangan ini meliputi perancangan konsep bisnis, cara menjaga *image* dan kualitas, tim manajemen, dana, infrastruktur organisasi, standar operasi, program pelatihan, *business plan*, pendirian *pilot project*, pembinaan hubungan, divisi penelitian dan pengembangan, serta mekanisme kontrol kegiatan. Pada akhirnya dapat disimpulkan bahwa prospek dari bisnis teh siap saji masih bagus. Sistem *franchise* teh siap saji yang baru dirancang dengan menerapkan standar pedoman dari Asosiasi *Franchise* Indonesia serta mengimplementasikan beberapa sistem *franchise* dari *brand* teh siap saji yang lain dan hasil kuesioner yang didapat.

Referensi: 15 (1987-2010)

Kata kunci: Sistem *franchise*, Asosiasi *Franchise* Indonesia, Kuesioner.

## **ABSTRACT**

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### **THE DESIGN PLAN OF READY-TO-DRINK TEA FRANCHISE SYSTEM**

(xiv + 95 pages: 14 figures; 6 table; 15 appendix)

Franchise is a marketing strategy to distribute products or services to expand an existing business. The parties involved are the franchisor (individual / company selling franchise) and the franchisee (the person who bought the franchise). This study aims to design a ready-to-drink tea franchise system in accordance with the guidelines of Indonesian Franchise Association. In addition, the results of research questionnaires and some franchise systems from other ready-to-drink tea brands would be implemented into the franchise system. The study was conducted with the following steps. The first step is to make the tea consumer questionnaires that were distributed to citizens of Jakarta-Tangerang that contains questions about the interest of the public to drink ready-to-drink tea. In addition, other questionnaires are franchisee questionnaires that were distributed to the other ready-to-drink franchisee tea brands that contains questions about the system and the sales record at the booth. Both questionnaires that were made were intended to look at the business prospects of ready-to-drink teas. From the results of the questionnaire, they showed that ready-to-drink tea business is still good, and later analyzed what are the important things that can support the design of a new franchise system. From the analysis, the franchise system is designed by applying another brand research, the results of questionnaires and guidelines given by Indonesian Franchise Association. The design includes the design of a business concept, ways to keep the image and quality, management team, funds, organizational infrastructure, operating standards, training programs, business plan, establishment of a pilot project, building relationships, division of research and development, as well as the mechanism of control activities. In the end, it can be concluded that the prospect of a ready-to-drink tea business is still good. The new ready-to-drink tea franchise systems were designed by applying the standard guidelines of the Indonesian Franchise Association and implementing other ready-to-drink tea franchise system and the results of questionnaires obtained.

Reference: 15 (1987-2010)

Keyword: Franchise System, Indonesian Franchise Association, Questionnaire.