

CHAPTER I

INTRODUCTION

A. Initial Ideas

Boarding houses in Indonesia has been a promising business in Indonesia, especially in the capital region of Jakarta. According to Badan Pusat Statistik DKI Jakarta 2022 (BPS DKI Jakarta 2022), there are only 50,67% of people in Jakarta who currently live in their own houses. Which means, from a total of 10.679.951 people, 49,33% (5.268.419 people) are still currently renting their house, living in a boarding house, or even on the worst scenario, homeless.

Table 1
PERCENTAGE OF HOUSEHOLDS OCCUPYING THEIR OWN RESIDENTIAL BUILDINGS BY REGENCY/CITY IN DKI JAKARTA, 2020-2022

Regency	2020	2021	2022
DKI Jakarta	45,04%	48,48%	50,67%

Source: Badan Pusat Statistik (2022).

Based on the table above, it is known that from time to time, the percentage of people occupying their own homes in Jakarta improved, but not too significant. This also indicates that the interest towards boarding houses in DKI Jakarta is still high.

Table 2
EXPENDITURE PER CAPITA ADJUSTED (IN THOUSAND RUPIAH/PERSON/YEAR) IN DKI JAKARTA, 2020-2022

Regency	2020	2021	2022
DKI Jakarta	18.227	18.520	18.927
South Jakarta	23.575	23.888	24.221
East Jakarta	17.438	17.733	18.199
Central Jakarta	17.179	17.365	17.765

West Jakarta	20.468	20.801	21.357
North Jakarta	18.437	18.762	19.201

Source: Badan Pusat Statistik (2022).

Based on the data given above, the highest expenditure per capita comes from people in South Jakarta. This means that compared to other regencies, the people in South Jakarta have the highest spending power. This supports the idea of making an elite all-in-one boarding house in South Jakarta.

The Hub boarding house will be strategically located at Setiabudi, South Jakarta. Setiabudi is considered a strategic location because it is located close to the business districts in Jakarta, such as, Kuningan and Sudirman Central Business District. There are lots of infrastructure around the area, which includes restaurants, office buildings, hotels, shopping malls, schools, universities, etc. Given the strategic location of the boarding house, it will surely bolster up the interest of people, especially corporate workers, and students, to live in a boarding house around the area.

Unlike other standard boarding houses in Jakarta, The Hub boarding house will provide the guests with facilities that acts to fulfil all the guest's needs. Facilities provided in the boarding house includes secure in and out access to the boarding house, a cafe and lounge area, elevator, laundry service, fitness centre, pool table for entertainment, and rooftop with lounge area. Every room will be included a smart door lock, individual electric token, en suite bathroom, cozy bedroom area, Netflix-ready TV, air conditioner, and also a window pointing outside the building.

B. Purpose of Feasibility Study

This business feasibility study is done with the objective of analysing the factors that affects the viability of The Hub boarding house. Those purposes are then divided into:

1. Main Objective

The major objectives cover several aspects regarding the feasibility study of a business that is related to the creation of the business plan.

A. Marketing Aspect

- Analysing the 8P marketing mix of the business to be established.
- Analyse the business's opportunities based on the market demand.

B. Operational Aspect

- Analysing the most fitting location for the business to ensure the business's operation running smoothly.
- Designing the operational procedure for the business.

C. Organizational Aspect

- Designing the business's organizing.

D. Human Resources Aspect

- Analysing the human resources needed to run the business.
- Analysing the human resources development.

E. Financial Aspect

- Calculating the profit possibility of the business.
- Calculating the expenses in building the business

2. Sub Objectives

The sub objectives involve main objectives that is yet to be fulfilled or other objectives that are still expected to happen in the near future.

A. Providing the cozy and comfortable accommodation everyone wanted but is yet to be fulfilled from other boarding houses.

B. Creating opportunities for people who want to work or collaborate with the boarding house.

C. Methodology

The data used for the business feasibility study must be accurate and reliable. We use scientific methods to collect the data and then taking out conclusions based on the data received.

1. Primary Data

A. Questionnaires

A questionnaire is a research instrument that consists of a series of questions used to collect data from participants. It is a tool that we use to gather information from a group of people about their opinions or experiences regarding a particular topic or subject. In this case, a series of questions will be used to ask potential guests regarding their own opinion on an all-in-one boarding house in Setiabudi, South Jakarta. Those series of questions might ask:

- What do you think about opening a boarding house in South Jakarta?
- Would you like to live in a boarding house in Setiabudi, South Jakarta?
- What do you think about our room pricing?
- Etc.

B. Structured Interview

Interviews might be done to some amount of people, asking for their opinions regarding our concept. After being given their opinions and suggestions, we will evaluate on things that might need improvement or adjusting.

2. Secondary Data

In this business feasibility study, there are several secondary data used such as:

- A. Research done by previous researchers that aligns with our topic.
- B. Books written by various writers that helped the study.
- C. Journals found all over the internet written by various authors.
- D. Surrounding lecturers and students that helped me on finishing the study.

D. Conceptual Overview of Related Businesses

1. Accommodation Definition

According to Hermawan et al., 2018, accommodation or lodging establishment is a place for someone to live in. It can be in the form of hotels, inns, resorts, apartments, etc. Therefore, accommodations in the form of a hotel, motel, guesthouse, villa, resort, homestay, and so on, have their own characteristics and unique values that cater to the needs of guests.

In its basic sense, accommodation means a room where visitors can get a place to sleep or stay overnight. However, over time, the term accommodation has evolved to encompass a place where someone can sleep, rest, or stay temporarily during their journey but also receive food and drinks and have other needs met (Damayanti et al., 2021).

2. Types of Accommodations

There are several types of accommodation that are commonly found nowadays, which are:

Table 3

TYPES OF ACCOMODATION

No.	Accommodation Type	Definition
1	Hotel	A hotel is a type of accommodation that is managed commercially and professionally, provided for anyone who wants to receive lodging services (rooms), food and beverages, entertainment such as nightclubs, discotheques, as well as other attractive

		services (Undang-Undang No.10 Tahun 2009 Tentang Kepariwisataaan).
2	Cottage	A cottage is also a villa with a recreational atmosphere, but the building is more inclined toward a "bungalow."
3	Motel	The building is located between two major cities. Typically, it has its own entrance and a single car parking garage. It is used for the rest of mobile users, usually for less than 24 hours, before continuing their journey the next day.
4	Guest House	A type of accommodation owned by a company or institution that is intended for guests who stay overnight and receive meals and drinks, with basic facilities.
5	Youth Hostel & Dormitory	Its main characteristic is affordability (low price), and it is usually used by students and young people who are on a study tour.
6	Homestay	Originating from traditional houses that have been upgraded in terms of facilities and amenities, thus meeting health requirements for use as accommodation businesses. Homestays in Indonesia are often found in tourist villages as an additional lodging option for tourists

		during their visits to these tourist villages.
7	Inn	In general, the term used for accommodation is called an "inn."
8	Cruise Ship	A cruise ship, at its core, is a mode of water transportation that also functions as a floating hotel. Cruise ships typically sail across oceans between continents/countries, but there are also some that sail through rivers.
9	Apartment	A residence that is rented for a specific period, including facilities, rooms, kitchens, and so on.
10	Condominium	It is a type of hotel with shared ownership among multiple owners, which is used for different and alternating periods.

Source: Hermawan et al., 2018

3. Boarding House Definition

Traditionally, a boarding house provided long term single room accommodation and provided meals and serviced, furnished rooms. A rooming house did not provide meals or serviced rooms but did provide cooking and laundry facilities. Nowadays, the terms boarding and rooming houses are used interchangeably to describe low-cost single room accommodation, regardless of whether they are serviced or not (Greenhalgh et al., 2004).

In Indonesia, a boarding house is commonly referred to as a "kos-kosan" or simply "kost." A kos-kosan is a type of accommodation where individuals, often students or young professionals, rent rooms for a certain period. These rooms can vary in size and facilities, and they are

usually furnished with basic amenities such as a bed, desk, and sometimes a shared bathroom and kitchen.

Kos-kosan are usually a popular choice for people who are looking for affordable and convenient living arrangements, especially in urban areas with high housing costs. They offer a more budget-friendly alternative to renting apartments or houses and are often found near universities, colleges, and business districts to interest students and young workers.

