

ABSTRAK

Pertumbuhan jumlah penduduk dan restoran di Jakarta Selatan, tren konsumsi *dessert*, serta kenaikan produksi roti di Indonesia menciptakan peluang besar bagi pengembangan *Fuwawa Dessert Café*. Perubahan preferensi konsumen yang cenderung memilih *café* dengan pengalaman bersantap, termasuk suasana dan pelayanan, menjadi faktor pendorong utama. *Fuwawa Dessert Café* menawarkan konsep *choose your own bread and dipping sauce* yang berfokus pada penyajian produk *shokupan*, roti tawar khas Jepang berkualitas tinggi. Dengan mengusung suasana *modern Japanese*, *Fuwawa Dessert Café* memberikan pengalaman bersantap yang memungkinkan konsumen menyesuaikan pilihan sesuai preferensi pribadi. Metode penelitian Studi Kelayakan Bisnis ini menggunakan pengumpulan data primer melalui observasi lapangan dan survei kuesioner, serta data sekunder dari studi literatur dan publikasi internet. Analisis komprehensif mencakup aspek pasar dan pemasaran, aspek operasional, aspek organisasi dan SDM, dan aspek keuangan Studi kelayakan yang dilakukan menunjukkan bahwa konsep bisnis ini mampu memenuhi kebutuhan pasar secara optimal, sejalan dengan tren konsumsi *dessert* dan preferensi konsumen terhadap pengalaman bersantap yang dapat dipersonalisasi. Berdasarkan analisis finansial, usaha ini terbukti layak untuk direalisasikan dengan hasil *Net Present Value (NPV)* Rp 498.020.446, *Payback Period (PP)* 4 Tahun 7 Bulan dan 1 Hari, *Profitability Index (PI)* 1,31 dan *Internal Rate of Return (IRR)* 26,1%.

Katakunci: tren konsumsi *dessert*, produksi roti, *shokupan*, preferensi konsumen, pengalaman bersantap.

ABSTRACT

The growth in population and the number of restaurants in South Jakarta, the trend in dessert consumption, and the increase in bread production in Indonesia present significant opportunities for the development of Fuwawa Dessert Café. Changes in consumer preferences, which tend to favor cafes offering dining experiences that include ambiance and service, are the main driving factors. Fuwawa Dessert Café offers a choose your own bread and dipping sauce concept, focusing on serving shokupan, high-quality Japanese-style milk bread. Embracing a modern Japanese atmosphere, Fuwawa Dessert Café provides a dining experience that allows customers to personalize their choices according to individual preferences. The research methodology for this Business Feasibility Study uses primary data collection through field observations and questionnaire surveys, as well as secondary data from literature reviews and online publications. The comprehensive analysis covers market and marketing aspects, operational aspects, organizational and HR aspects, and financial aspects. The feasibility study demonstrates that this business concept can meet market demand optimally, aligning with dessert consumption trends and consumer preferences for personalized dining experiences. Based on the financial analysis, the business is proven to be viable, yielding a Net Present Value (NPV) of IDR 498,020,446, a Payback Period (PP) of 4 years, 7 months, and 1 day, a Profitability Index (PI) of 1.31, and an Internal Rate of Return (IRR) of 26.1%.

Keywords: *dessert consumption trend, bread production, shokupan, consumer preferences, dining experience.*

