

ABSTRAK

Kesadaran konsumen terhadap dampak makanan olahan dan tren *dessert* yang terus berkembang di Indonesia menjadi latar belakang ide bisnis *Odoroki Dessert Bar & Omakase*. Bisnis ini berlokasi di kawasan *Golf Island*, Jakarta Utara dan menawarkan *dessert* yang bebas dari bahan *ultra-processed food*, sehingga konsumen dapat menikmati hidangan penutup yang lebih sehat. Studi kelayakan bisnis (SKB) ini bertujuan untuk menganalisis kelayakan operasional dan profitabilitas *Odoroki Dessert Bar & Omakase* dengan mempertimbangkan aspek pemasaran, operasional, organisasi dan sumber daya manusia, serta keuangan. Studi kelayakan bisnis dilakukan menggunakan pendekatan kuantitatif melalui penyebaran kuesioner via *Google Form*, pengumpulan data sekunder, penerapan alat manajemen seperti *SWOT*, *Porter's Five Forces*, *Business Model Canvas (BMC)*, dan *marketing mix 8P*, serta analisis data menggunakan *Microsoft Excel*, observasi, dan wawancara langsung. Hasil analisis menunjukkan bahwa nilai *Internal Rate of Return (IRR)* sebesar 29,66% melebihi nilai *Discounted Cash Flow*, sedangkan nilai *Net Present Value (NPV)* positif sebesar Rp675.569.135, dan *Profitability Index (PI)* mencapai 1,56. Berdasarkan hasil tersebut, bisnis *Odoroki Dessert Bar & Omakase* dinyatakan menguntungkan dan layak untuk dioperasikan.

Kata kunci: *Dessert Cafe*, Hidangan Penutup, Studi Kelayakan Bisnis



ABSTRACT

Consumer awareness of the impact of processed foods and the growing dessert trends in Indonesia form the background of the business idea for Odoroki Dessert Bar & Omakase. This business is located in the Golf Island area, North Jakarta, and offers desserts free from ultra-processed food ingredients, allowing consumers to enjoy healthier dessert options. This business feasibility study (SKB) aims to analyze the operational feasibility and profitability of Odoroki Dessert Bar & Omakase by considering aspects of marketing, operations, organization and human resources, as well as finance. The business feasibility study uses a quantitative approach through the distribution of questionnaires via Google Forms, collection of secondary data, application of management tools such as SWOT, Porter's Five Forces, Business Model Canvas (BMC), and the 8P marketing mix, as well as data analysis using Microsoft Excel, observation, and direct interviews. The analysis results show that the Internal Rate of Return (IRR) value of 29.66% exceeds the Discounted Cash Flow value, while the Net Present Value (NPV) is positive at Rp675,569,135, and the Profitability Index (PI) reaches 1.56. Based on these results, the Odoroki Dessert Bar & Omakase business is declared profitable and feasible to operate.

Keywords: Business Feasibility Study, Desserts, Dessert Cafe

