SUMMARY

BUDI RAHARDJO. Analysis Business Model Coffee Shop (Case Study at Klinik Kopi Yogyakarta). Supervised by ROKHANI HASBULLAH and FAHIM M TAQL.

In line with the increase in coffee enthusiasts in Indonesia, coffee shops are now emerging which presents the enjoyment of local coffee in a distinctive way. One coffee shop that has a typical way is a coffee clinic. The Kopi Kopi presents local coffee and provides education about coffee and its own experience in enjoying authentic Indonesian coffee to consumers who come, this is an idea and uniqueness of the Coffee Clinic that distinguishes the Coffee Clinic from other coffee shops. However, competition in food and beverage business is very tight and requires business people to continue to improve creativity and innovate so that the business continues.

This study aims to 1) identify the description of the current Coffee Clinic store business model, 2) analyze the internal and external factors that affect the coffee shop business activities, 3) formulate a strategy and improvement program as a coffee shop business development in Yogyakarta Coffee Clinic. The data used in this study consisted of primary data obtained directly from respondents through questionnaires to 50 visitors of Coffee Clink, in-depth interviews with the Coffee Clinic owner and observation. Secondary data was obtained from literature studies on the condition of the coffee shop business environment taken from journals, books, and government regulations. Data is processed with the Business Model Canvas (BMC) approach, internal and external environmental analysis, SWOT and analyzed descriptively to formulate business development strategies and programs.

The results of the identification of the description of the Coffee Clinic business model currently known to the consumer segment are other coffee shops, tourists, and coffee connoisseurs. Value proposition is coffee steeping, customer interaction and coffee education, coffee brewing, merchandise, snacks, and the convenience of the place. Channels are direct, web and Tokopedia interactions. Customer relationships are personal assistance, social media, and community. Revenue streams are obtained from the sale of coffee and coffee beans, sale of brew and merchandise, and snacks. Key Resources consist of tangible resources and intangible resources. Key activities include inventory activities, manufacture of brewing and mercury equipment, services, and marketing. Key partnerships are Kaloka Pottery, Kitchen Neighbors, Moka POS, BCA Bank and Coffee Farmers. The cost structure consists of purchasing raw materials, operating costs, labor salaries, marketing costs, development costs. Internal factors that influence the activities of Coffee Clink are strong character, SOP of business activities, strong customer relations, uncertainty and easily damaged raw materials, good management skills, and strong financial resources. External factors influencing the activities of the Coffee Clinic are: in the area of market forces covering market issues, market segment needs and revenues, and the attractiveness of revenue, in the field of industrial strengths include suppliers and other chain value actors, in key trend areas including technology, regulatory trends, community and cultural trends, and socio-economic trends, in the field of macroeconomic strength in global markets for commodities and other resources. Recommended strategies and
improvement programs that can be provided based on the results of research for business development are the development of key resource elements.

Keywords: business environment, business model, coffee shop, strategic, SWOT.