

THE EFFECT OF CHANGE OF BUSINESS NAME IN DAPUR KOTA (BAKMI RIA) ON PRODUCT PURCHASE

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Abstract

Dapur Kota (Bakmi Ria) is a producing food and beverages business in Malang City. Given that future conditions are filled with uncertainty, certain considerations are needed in starting a business, where the basic of these considerations can be obtained through a study of various aspects regarding the feasibility of a business to be run so that the results of the study are used to decide whether the project or business should be feasible or postponed or even canceled Last September 2022 with data collection techniques in the form of observation, interviews, and documentation. This study aims to determine the business feasibility of the Dapur Kota (Bakmi Ria), and to determine the feasibility of several aspects. Business feasibility analysis researched and observed environmental, marketing, law, human resource management, technical and technological, and financial aspects. This is done to find out whether the Dapur Kota (Bakmi Ria) business is feasible or not to run. The results showed that the Dapur Kota (Bakmi Ria) viewed from the environmental aspect, this business was declared feasible, because of its strategic location of the business and because easily accessible by consumers, and the production process was easy. Appropriate marketing aspects, with high- quality products, because of imported raw materials, affordable prices, so that all people can buy them, the distribution is quite wide, and the promotions that the owner provides are enough to make consumers aware of the products they sell. And the results of the analysis from the legal aspect show that this business already has adequate permits so it can be said that it is feasible to run.

Keywords : Business Feasibility Study; Environmental Aspects; Marketing Aspect; Legal Aspects; Human Resource Management Aspects; Technical and Technological Aspects; Financial Aspect.

INTRODUCTION

The food and beverage business or F&B is a line of business that no longer feels foreign to the public. Most business people are interested in opening a food and beverage business because the profit opportunities obtained are relatively large. The F&B business is growing rapidly from year to year, this is because F&B is one of the primary human needs, making the opportunities in this F&B business expand easily and quickly. The faster development of F&B requires preparation, improvement, and innovation in F&B business ideas so that they can easily be accepted by the

public. F&B companies cannot be separated from the level of consumption that exists in a country, this happens because a higher level of consumption from a country will have an impact on increasing demand for goods produced by F&B products themselves.

With the development of the F&B business in Indonesia with various innovations and creative ideas owned by business people, it is hoped that it can help the growth of MSMEs in Indonesia so that the MSMEs available in Indonesia can become jobs, equalize the population to increase income from the surrounding

community and encourage economic growth.

(Ananda and Susilowati 2019) stated that in Malang there have been many begun to develop industries with various types of businesses and business scales that have superior products that are distinctive and have high competitiveness.

The growth of the F&B Industry in Indonesia, especially in Malang City itself, is very fast developing so that many culinary tours are spread in various places in Malang City. Malang itself is a city that has many tourism and culinary places spread across various regions. There are many tourist attractions that are open to all people without any restrictions on visiting them. Not only has tourist attractions scattered in various regions but also has many culinary places and hangouts with the closest people. The hangout places available in Malang are spread from big cities to remote areas.

One of the MSMEs in the F&B sector is Bakmi Ria di Dapur Kota located on Jalan Cengger Ayam No.60, Lowokwaru District, Malang City. Bakmi Ria itself has an openly processed noodle menu or what is called an open kitchen so that customers can see the process of making typical noodles from Bakmi Ria itself. The needs for the community around Malang City will continue to increase along with the number of residents that continue to increase every year in Malang City, this is because Malang City is called the city of student. Not only from students, but there are also many people from remote areas who are looking for jobs in cities including Malang City.

Besides, Bakmi Ria also has an outdoor concept so that it can make comfortable customers who want to enjoy Bakmi Ria with the refreshing air. Bakmi Ria is also a food that is not heavy so that it can be enjoyed by relaxing with friends or family with the outdoor concept that has

been provided. The location of Bakmi Ria itself is quite strategic because it is on the side of the road that is traversed by many vehicles.

Before the establishment of Bakmi Ria, Dapur Kota previously had a concept like a food court which consisted of several kinds of food and beverage stands so that it was well known by the public but decided to rebrand to become Bakmi Ria di Dapur Kota. The development of Bakmi Ria itself is quite good because it previously had a name so that it could make it easier for Bakmi Ria to do marketing.

The problem that occurs in Dapur Kota itself is the difficulty in rebranding Bakmi Ria's own products. Of course, customers from the Dapur Kota still find it difficult to change the mindset of the old Dapur Kota to Bakmi Ria di Dapur Kota with a different menu, so that the Dapur Kota must try to introduce this Bakmi Ria to the regular customers of the Dapur Kota.

Bakmi Ria chooses noodles as a typical food served to customers because noodles not a heavy food for consumption. There are also many MSMEs in Malang City that serve noodles, but Bakmi Ria certainly has several advantages so it can be said that Bakmi Ria is no less competitive than businesses that have the same concept. Bakmi Ria is also built in a fairly crowded area and has interesting content and marketing so that this is quite attractive to culinary connoisseurs. Bakmi Ria also often gets reviews from various social media users so that this can help Bakmi Ria in marketing.

METHODS

The type of research used for this article is field research. Research that directly relates to the object under study. This research uses a qualitative approach. A qualitative approach is used by researchers to examine the condition of natural objects, where the researcher is the key instrument. With the object of this study, what the

researcher will analyze is the feasibility of business in business, both small, medium and business on a large scale. The object of research that the researcher conducted was the Dapur Kota (Bakmi Ria).

Dapur Kota (Bakmi Ria) is located on Jl. Cengger Ayam No. 60 RW. 02, Tulungrejo, Lowokwaru District, Malang City, East Java. The research that was carried out spent three weeks on the observation process, interviews with business actors and interviews with the surrounding community as well as the documentation process which was also included in this series of research processes. The research methods used include:

a. Observation Methods

For this study itself, what was observed was starting from the process of making food to serving to the consumer's table. Besides that, researchers also observe operational processes related to business feasibility. The researcher observes directly as well as records events related to the object of study.

b. Interview Methods

The research data regarding the analysis of this business feasibility study was obtained from direct interviews with the person in charge of Dapur Kota (Bakmi Ria). This interview was conducted directly, namely a meeting between the researcher and the resource person, previously the researcher had prepared questions that would be asked during the interview.

c. Documentation Methods

The study of documents is a complement to the use of observation and interview methods in qualitative research. The documents attached are the interview process, the location of the Dapur Kota (Bakmi Ria), as well as the state of the Dapur Kota.

RESULTS

A. Environmental Aspect

1. Industrial Competition Studies

a. Business Competitors

Dapur Kota or Bakmi Ria has competitors in its business. Dapur Kota competitors themselves have the same main menu as Dapur Kota, which is in the form of noodles but has differences in terms of price, portions, flavors, variants and places provided. Dapur Kota or Bakmi Ria itself competes with Bakmi Chao Guo and Bakmi Sapi Naga Terbang which have nearby locations. Besides that, the characteristics that are different from competitors, competitors from Dapur Kota or Bakmi Ria themselves have advantages and disadvantages, namely:

1. Bakmi Sapi Naga Terbang

Advantages: has the advantage that all menus range from IDR 10,000 to IDR 20,000 and also have a semi-indoor concept

Disadvantages: there are many complaints from customers that the service at Bakmi Sapi Naga Terbang is quite slow at a certain time.

2. Bakmi Chao Guo

Advantages: Has a rice menu which is also a characteristic of Bakmi Chao Guo

Disadvantages: the place is small enough that it cannot accommodate enough customers and the location of Bakmi Chao Guo is also less strategic.

b. Business Suppliers

Dapur Kota or Bakmi Ria of course has suppliers to meet the needs of raw materials back in the business, namely:

1. Noodles (Main Ingredient):

For now, Dapur Kota produces noodles as the

main ingredient by making the noodles themselves.

2. Vegetables: Dapur Kota cooperates with vegetable vendors located in Karangploso Market.
3. Protein (chicken and meat): Dapur Kota cooperates with meat traders in two different markets namely Pasar Pakis and Pasar Besar.

Of course, each supplier has advantages and disadvantages, the following are the advantages and disadvantages that exist in the supplier Dapur Kota or Bakmi Ria:

A. Advantages:

1. The goods ordered are fresh because the Dapur Kota orders directly from the merchant so that the freshness is guaranteed.
2. The ordered goods are delivered directly to the production place.

B. Disadvantages:

1. Most suppliers arrive late in the morning, thus hindering the production process to open a restaurant
2. The location of the supplier is far enough that it takes more time on delivery.

From the Dapur Kota (Bakmi Ria) itself, it bargains with the supplier by looking at the increase in purchases every month. If in one month of increased sales enough parties from the Dapur Kota will apply for discounts to suppliers.

c. Consumers or Buyers

Dapur Kota (Bakmi Ria) has several segments of buyers ranging

from young people to office people, of course, with several purposes, such as: breakfast, lunch, dinner, hangout, meeting, open fasting together, engagement, and others. Usually customers who only want to eat or meeting just order 1 serving for 1 person but it is different if there is a special event held at the Bakmi Ria. Bakmi Ria does not have bargaining power because the price has been set by the Dapur Kota itself.

d. Substitution Goods

After our group made observations, the substitution item from the Dapur Kota (Bakmi Ria) can be rice, then for the side dishes it can be chicken processed into several dishes. The price offered is of course cheaper than Dapur Kota (Bakmi Ria).

e. Barriers to Entry from Business

For the obstacles that occur in the Dapur Kota (Bakmi Ria) is relatively small because of the large number of similar MSME businesses, namely noodles with various kinds of toppings is the characteristic of each competitor.

2. External Environment Studies

a. Politics

In Dapur Kota (Bakmi Ria), influential figures around Dapur Kota (Bakmi Ria) are RT (Rukun Tetangga) and RW (Rukun Warga) only. The political direction that occurs in the Dapur Kota (Bakmi Ria) environment itself is very unlikely to occur. In the near future, political activities that occur in the environment around the Dapur Kota (Bakmi Ria) still don't exist.

b. Economics

According to data from the Central Statistics Agency (BPS), in September 2022 there was inflation of 1.06% with a

Consumer Price Index (CPI) of 112.02. The development of prices of various commodities in September 2022 generally shows an increase. The inflation rate for the calendar year of September 2022 was 5.83% and the year-on-year inflation rate (September 2022 against September 2021) was 7.08%.

The positive impact of the Dapur Kota (Bakmi Ria) business when viewed from its economic conditions is to open up available employment opportunities for the surrounding community, besides that a comfortable place can be used as a meeting place for local residents if there is an event or meeting. For the negative impact caused so far there is none.

c. Social and Cultural

In the Dapur Kota (Bakmi Ria) neighborhood has a distribution of population, the majority of the population living around the Dapur Kota (Bakmi Ria) neighborhood is Islamic, but some residents are Christians or Catholics. As for the distribution of tribes around the Dapur Kota (Bakmi Ria) environment, which is a Javanese tribe.

The proportion of residents scattered in the Dapur Kota environment is middle-aged and adults who are still actively working in private offices or government offices and retirees. Then there are also college students because there is a boarding house around the Dapur Kota (Bakmi Ria). There are also children who are still in school from kindergarten to high school.

The existing infrastructure in the area around the Dapur Kota itself is very good, because the road is paved, then the surrounding conditions are also safe because there are security guards who go around through the Dapur Kota (Bakmi Ria) and there are road cover bars that will be closed during curfew so that no criminal acts occur.

One of the habits that is often applied by local residents is arisan, it is not uncommon to see that the arisan was held in the Dapur Kota (Bakmi Ria). To maintain the safety of local residents, some existing roads are always closed during the curfew, which is around 21:00 so as to reduce crime. The average education in the community around the Dapur Kota (Bakmi Ria) is the range of high schools and there are several residents whose last education was bachelor degree (S1) and postgraduate (S2).

d. Technology

The technology that supports the Dapur Kota (Bakmi Ria) business is social media in the form of Facebook and Instagram. Dapur Kota (Bakmi Ria) will register its business on online ojek applications such as GoFood, GrabFood and ShopeeFood.

Our group made observations through data on the internet, Dapur Kota (Bakmi Ria) already has several technologies needed in the future, such as:

- Stove (Rinnai)
- Boiler (Getra)
- Freezer (RSA)
- Press Machine (Getra)

The technology used by competitors is the same but will be different in terms of size and brand. The technology can also be durable according to usage and needs.

e. Ecology

After making observations on the internet, our group has seen business trends that can minimize business impacts on the environment, namely:

- The use of *reusable* cutlery.
- Reducing the use of plastic straws.
- Separating recyclable waste to be used as goods so as to reduce plastic waste.

- Separating waste that can be used as fertilizer and reused.

After making observations, our group saw that the water and air in the Dapur Kota (Bakmi Ria) were very good, the water came from PDAM and the Dapur Kota (Bakmi Ria) had a semi-outdoor concept with many plants around so that the air was also fairly fresh even though it was located on the side of the road.

From the calculation of the *Competitive Profile Matrix* table, researchers analyzed that the rating owned by Dapur Kota (Bakmi Ria) is quite high, namely 3.15 compared to Bakmi Chao Guo which is 2.45 but is still below Bakmi Sapi Naga Terbang with a value of 3.45 which can be calculated through 6 strategic factors, namely promotion factors, product quality, competitiveness, ease of obtaining goods, financial position and *brand image*.

B. Legal Aspect

Suliyanto (2010:15-20) said that the legal aspect discusses what legal provisions must be met before running a business. The goal is for the business to comply with legal provisions and be able to meet all licensing requirements in the region. According to Suliyanto (2010:33) business license which is required in a deed of company establishment from a notary, Taxpayer Identification Number (NPWP), Company Registration Certificate (TDP) and Local Business License.

The idea of a sales business based on a restaurant or restaurant run by Dapur Kota is not at all contrary to the law because Dapur Kota is only a culinary business that has a formal restaurant concept that is suitable for use as a place for family dinners. Dapur Kota already has legality license, this is evidenced by the ownership of SIUP (Trade Business License) owned by Dapur Kota. With the existence of the Dapur Kota located in the middle of the residential area, it does not make the surrounding residents feel disturbed. On the

contrary, locals are happy because they have a place for a new dining atmosphere that can be enjoyed both with family and friends.

Currently, the Dapur Kota business does not have its own business entity because the Dapur Kota business is in the period of changing its brand name from Dapur Kota to Bakmi Ria. Currently, the Dapur Kota business is included in the category of Individual Businesses that have achieved legality license with the ownership of SIUP (Trade Business License) by Dapur Kota. Permits not yet owned by Dapur Kota include:

1) NPWP

The NPWP owned by Dapur Kota is still in the name of the owner not on behalf of the company, because the Dapur Kota business is still a business that is not big and is in the period of changing the brand name to Bakmi Ria. In the law in Article 1 Number 6 of Law Number 28 of 2007, it is stated that NPWP is an identity for taxpayers, given by the Directorate General of Taxes (DGT) of the Ministry of Finance.

2) MUI

Food businesses in Indonesia should include halal labels in accordance with Islamic law as appropriate to the situation of the Indonesian population which is mostly Muslim. Although the Dapur Kota business does not provide non-halal menus, this needs to be emphasized again with the inclusion of halal certificates in the wrapper or under the brand name Dapur Kota.

The statutory provisions that support the type of Dapur Kota business are the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 11 of 2014 concerning Restaurant Business Standards and there are no statutory provisions that prohibit this type of business as long as the business registers its business legally. Business documents owned by the Dapur Kota business include the ownership of SIUP (Trade Business License), NPWP owned by the owner and Deed of Establishment. Based on the presentation of the data above, it can be concluded that the Dapur Kota business in the legal aspect can be said to be feasible to run, because the legality requirements for opening a food business have been implemented properly by the Dapur Kota (Bakmi Ria).

C. Marketing Aspects

According to Sunyoto, (2014:32), marketing is a system of business activities designed to plan, determine prices, promote and distribute goods that can satisfy consumer desires and achieve the company's target market and goals.

The marketing aspect in the business feasibility study is an important thing that needs to be considered because this aspect can later help a business to determine the direction, goals, and objectives of marketing the products to be offered.

The analysis of the business feasibility study in the marketing aspect discusses the following:

- a. STP (Segmentation, Target, Positioning)

In geographical segmentation, Dapur Kota (Bakmi Ria) targets the market to local residents, office workers, families (in family gatherings), high school students, to students who are not far

from around Malang City, which until now is indeed most of the enthusiasts based on the average geography of the Malang City area.

The target market in the demographic segmentation of Dapur Kota (Bakmi Ria) is quite wide, ranging from high school teenagers to students in the age range of 18-25 years, both men and women, residents around businesses, office workers, and families.

Market segmentation according to psychographics is carried out by targeting people who like to relax or working while enjoying not too heavy food that is easy to get and this is also in accordance with the personality and lifestyle conditions if the people around the Dapur Kota.

The target clients of Dapur Kota (Bakmi Ria) are currently being intensified, namely school students or young people without eliminating the old targets, namely office workers and families, which for this new target focuses more on young people aged 18-25 years (College Student - Uni Student).

The image that Dapur Kota (Bakmi Ria) wants to instill in customers is stated in the new concept, where Dapur Kota wants to completely overhaul the old concept because the products sold are noodles which in fact are *comfort food*, and Dapur Kota (Bakmi Ria) does not want to be seen as a restaurant that is too semi-formal as before. The hope is that customers will come not only to get brunch and dinner but to be able to hang out, have coffee, meetings, gatherings and just snacking. Dapur Kota

(Bakmi Ria) also provides these facilities.

b. *Marketing Mix*

According to Kotler & Armstrong, (2016:51), *Marketing Mix* is a set of tactical marketing tools that a company combines to produce the response it wants in the target market.

a) Product Cycle

The product cycle of the Dapur Kota can be said to be in the mature stage. Noodle products in Dapur Kota began to be introduced in mid-2021. This product is now available in several variants or noodle menus. So that currently bakmi products are still in the mature stage.

b) Competitor Analysis

The most prominent competitors for Dapur Kota (Bakmi Ria) are Bakmi Chao Guo and Bakmi Sapi Naga Terbang which in terms of products offered are almost all the same, especially the main menu is Bakmi. The difference is in terms of price and taste quality because Dapur Kota (Bakmi Ria) dares to serve food even at a fairly high price but still affordable and taste quality that matches the price.

c) Product Differentiation

The value of the food by the Dapur Kota is certainly different, also the price offered by the Dapur Kota is in accordance with the food that should be obtained at the price. So the products obtained by customers are in accordance with what is paid. Not only in terms of price, but Dapur Kota really pays attention to the quality of the food and always optimizes the service in a friendly manner. The basic ingredients of noodles are made by themselves with

organic ingredients (without preservatives) and the ingredients used are also always *fresh*, which every day the ingredients used are just bought instead of the rest of yesterday's ingredients.

d) Product Price Range

The price range pegged at Dapur Kota (Bakmi Ria)'s foods start from IDR 20,000 to IDR 40,000 (Middle Class), drinks start from IDR 5,000 to IDR 20,000,-, and snacks start from IDR 12,000, - up to IDR 22,000,-. Based on this data, it can be said that the price level in Dapur Kota (Bakmi Ria) can be reached by Dapur Kota (Bakmi Ria) consumers who are mostly students because they range start from IDR 15,000 to IDR 30,000,-. Meanwhile, based on our observations, the average price level determined by competitors is IDR 20,000 and above.

e) Distribution Channels

Dapur Kota (Bakmi Ria) until now still does not use courier services or marketplaces to send products either from suppliers to Dapur Kota (Bakmi Ria) or from Dapur Kota (Bakmi Ria) to consumers. The distribution channels used introduce the product by word of mouth.

With the lack of distribution channels from Dapur Kota (Bakmi Ria), the target is more focused around the Malang City area but not a few come from outside the city such as Surabaya and Kediri.

f) Promotional Media

The media used by Dapur Kota (Bakmi Ria) to

promote its products is through social media such as Instagram and Whatsapp. Besides, Dapur Kota (Bakmi Ria) also promotes by inviting influencers to review their products, where the content uploaded by the influencer has a very good impact, there is a considerable surge in customers who come curious to try food from Dapur Kota (Bakmi Ria).

According to Husein Umar (2007) the business feasibility study contains several aspects contained in it, one of which is the Marketing Aspect. The Marketing aspect is the most important aspect and the first to be carried out in the process of establishing a business. This is because a business is impossible to build and operate if there is no market that is the target of product sales.

In the Marketing Aspect, Dapur Kota can be categorized as feasible, but it still has shortcomings that must be corrected. One of them is that Dapur Kota refers too much and relies on social media alone as a medium for promoting its products. Using social media as a promotional medium is not wrong, but please note that the continuous use of this method makes workers tend to be lazy to innovate.

Besides that, not everyone owns or can operate or use social media. So the reach of consumers is less evenly distributed. The advice we want to give to Bakmi Ria business actors to do direct marketing by coming to events, such as Food Expo and Culinary Center. With Bakmi Ria participating in the event, Bakmi Ria is better known for its form directly by its visitors and can indirectly level the distribution of consumers.

D. HRM Aspects

A. Analysis of Business

Organization Dapur Kota

In order for the Dapur Kota business to run smoothly and can achieve the targets that have been set in accordance with the vision and mission of this business, it is necessary to form an organization where in this organization there are 3 divisions of employees, such as financial employees (cashiers), chef, and barista. From the division of employees, it can be determined the division of labor, where employees in the finance department (cashier) serve in the front section who make all the records of all cash flow activities and inventory flow of production materials.

Meanwhile, employees in the production department divided into two jobs, there are chefs who is in the charge of processing food in the kitchen while the baristas is in charge of processing drinks. The total number of employees in the Dapur Kota is 14 persons, 4 persons as cashiers, 2 persons as baristas and 11 persons as chefs.

In order for the division of labor activity, the functions of relationship, as well as the specialization of activity between employees to be clearly visible, it is necessary to compile or create an organizational structure, which is as follows:



Picture D; Organization Structure

B. Human Resource Planning

The employees in Dapur Kota are selected by the employee recruitment process through the inclusion of flyers on social media containing the requirements that have been implemented by the Dapur Kota. The requirements include age, track record of level education and experience, however, it is very common for Dapur Kota to recruit employees who do not have experience in that kind of field. Then this was initiated by the Dapur Kota to provide training the new employees who did not have the experience.

The new employees were trained and conducted by the chefs of the Dapur Kota. The employment contract applied by the Dapur Kota with a minimum of 3 months of work. If the employees want to resign, they inform the manager for at least 1 month, hence the Dapur Kota always open to matters related to the resign.

Dapur Kota has 2 working hours system that is applied to employees:

- Full-time (8 hours)
07.00 A.M - 03.00 P.M

02.00 P.M - 10.00 P.M

- Part-time (6 hours)
10.00 A.M - 04.00 P.M
04.00 P.M - 10.00 P.M

For salary, Dapur Kota pays a salary of Rp. 1,300,000 for full-timer employees and Rp. 900,000 for part-timer employees. The Dapur Kota implements a *no work, no pay* system which means that employees who are not working will not get wages. The nominal salary above is ideally the salary of employees who work full 26 days without permission, if not then the employee's salary will be reduced.

The Dapur Kota itself also provides benefits and bonuses given to employees if they meet the sales target per day. If the sales target is met, employees will get a bonus of 1% of turnover. The target set by the Dapur Kota is the sale of 150 servings or more.

The team-bonding activities is also provided by the Dapur Kota for its employees. They did this every time the Dapur Kota penetrates the turnover target. Last July, Dapur Kota held a joint holiday to celebrate every achievement achieved by their respective employees.

E. Technical and Technological Aspects

A. Technical and Technological Analysis

1. The Raw Materials

The bakmi production process in Dapur Kota (Bakmi Ria), raw materials are needed to make one serving of the menu. The raw materials needed to produce one serving of the menu such as chicken, ribs, noodles, and vegetables.

2. Quality of Raw Materials and Production Process

The quality of raw materials for selling products in the Dapur Kota (Bakmi Ria) is very good because every day the used raw materials are always fresh so that the food served is have a good quality. The process of bakmi was made is half-cooked first, then if there is a customer who orders a new one the staff will cook the half- cooked of bakmi.

3. Amount of Cost for Transporting Raw Materials

The average cost of transporting raw materials to the production site is only IDR1,000,-. That amount is only for between gallons of water, for other things, most of them are free of charge or can be said to get free shipping it has to be in the purchase limit. Because the Dapur Kota always orders a large amount of raw materials.

4. Business Location

The place or location of production and selling is in the same location. This is done with consideration so that it is easy in production and sales, fast in presenting products to consumers, flexible, and efficient or can save production and selling time.

5. Distribution

The transportation used in distributing goods to business locations is provided from the supplier of materials for production, so the Dapur Kota only needs to order ingredients, which later the ingredients will be delivered directly by the supplier using the supplier's transportation. Besides the transportation, in terms of the quality of the materials sent, there have also been complaints several times related to damage to materials that have been delivered, such as meats that are not fresh.

6. Technological Analysis Around the Business Environment

From the analysis of environmental aspects that our group did, our opinion regarding the business location chosen by the owner is that it can be said that the City Kitchen is right to choose a location for its business, even though the location is not in the middle of a busy city but is still within the Malang City area. But actually it cannot be said to be strategic because the location is not right in the middle of the city tends to have entered residential areas. Because it all depends on the efforts and efforts of the City Kitchen to make this less strategic place at least comfortable. Even so, the selection of a business location can be considered appropriate when viewed in terms of the availability of water, electricity, human resources, climate, customs, and so on. The availability of water and electricity in the region is very adequate, human resources are also adequate, and customs are sufficient to support the establishment of this business.

B. Calculation of Alternative Selection of Business Location

Based on the calculation of the selection of alternative business locations for the Dapur Kota (Bakmi Ria) business that the researchers analyzed, researchers tried to find alternative business locations other than the current location of the Dapur Kota (Bakmi Ria) business. Researchers chose a location near the front gate of UIN Malang on Jl. Gajayana, Dinoyo, Lowokwaru District, Malang City, East Java and near the Chatime next to Griyashanta near Brawijaya Hospital on Jl. Soekarno - Hatta, Mojolangu, Lowokwaru District, Malang City, East Java because each of these places is very strategic and reliable for this business and in accordance with the segmenting and target of this business, one of which is students. But that doesn't mean the current business location is not strategic, it's just that researchers are trying to find alternative location options that can be said to be more strategic. Strategic in this case is seen from the environmental conditions of the surrounding community, the availability of materials, transportation/transport conditions, security, power/electric power generator, the availability of clean water and environment, the location of the target market, and development plans.

Weights for community environmental factors (0.15), material availability (0.2), transportation/transport conditions (0.05), safety (0.1), power/electric power generator (0.05), availability of water and a clean environment (0.3), target market location (0.05), and development plan (0.1). The rating of strategic factors for the current location of the Dapur Kota (Bakmi Ria) business is the community environment (4), availability of materials (3),

transportation/transport conditions (2), security (2), power/electric power generator (2), availability of water and a clean environment (4), target market location (1), and development plan (2). So, the total weight score for the current business location has a total of 2.15 obtained from the calculation of the weight \times rating with a description of the weight of the score of each strategy factor for the current business, namely community environmental factors (0.6), availability of materials (0.6), transportation/transport conditions (0.1), security (0.2), power/electric power generator (0.1), availability of water and a clean environment (1.2), target market location (0.05), and development plan (0.2).

Strategy factor rating for alternative location 1 located near the front gate of UIN Malang on Jl. Gajayana, Dinoyo, Lowokwaru District, Malang City, East Java is the community environment (3), availability of materials (3), transportation/transport conditions (3), security (2.5), power/electric power generator (3), availability of water and clean environment (3), target market location (3), and development plan (3.5). So, the total weight score for this alternative location 2 has a total of 3.00 obtained from the calculation of the weight \times rating with a description of the weight of the score of each strategy factor for the current business, namely community environmental factors (0.45), availability of materials (0.6), transportation/transportation conditions (0.15), security (0.25), power generation (0.15), availability of water and a clean environment (0.9), target market location (0.15), and development plan (0.35).

Strategy factor rating for alternative location 2 located near the Chatime next to Griyashanta near

Brawijaya Hospital on Jl. Soekarno - Hatta, Mojolangu, Lowokwaru District, Malang City, East Java, namely the community environment (3), availability of materials (4), transportation/transport conditions (4), security (3), power/electric power generator (3), availability of water and clean environment (3), target market location (4), and development plans (4). Thus, the total weight score for this alternative location 2 has a total of 3.40 obtained from the calculation of the weight \times rating with a description of the weight of the score of each strategy factor for the current business, namely community environmental factors (0.45), material availability (0.8), transportation/transport conditions (0.2), security (0.3), power/electric power generator (0.15), availability of water and a clean environment (0.9), target market location (0.2), and development plan (0.4).

So, based on the calculation data for the selection of alternative business locations, it illustrates that the two alternative locations have a rating and score weight superior to the current location if assessed from several strategic factors above, then this may be a consideration for Dapur Kota (Bakmi Ria) to build a branch or new business location in the future.

C. Selection of Machine Tools and Technology

1. Latest Technology Used

The technology used by this business is related to cooking utensils and other supporting equipment such as the Dapur Kota (Bakmi Ria) has just bought a cooler or freezer so that it can store food so that before it is processed and given to customers the food is still fresh.

2. Machinery, Equipment, Technology and Brand Used

The machines, equipment, and technology used are stoves, boilers, and freezers, press machines with brands with stoves (Rinnai), boilers (Getra), freezers (RSA), and press machines (Getra). Because Dapur Kota (Bakmi Ria) is not and has not been counted as a large company so this business does not need the use of machines.

3. Advantages of Machinery/Equipment/Technology Used

Tools used in the Dapur Kota (Bakmi Ria) include a stove (Rinnai) which is useful for cooking all food / products sold, then there is a boiler (Getra) which is used to boil water and cook raw materials before being processed as finished goods, such as potatoes, noodles, and much more, there is a freezer (RSA) which is used to keep foodstuffs fresh, And the latter, the press machine (Getra) used to seal the drink glass so that it does not spill and can be enjoyed comfortably. The advantages of the tools used include being easy to install, easily transferable, and more economical, besides that sophisticated machines are also durable because they have a brand that is guaranteed quality. The products produced from such tools are also of good quality.

4. Disadvantages of Machinery/Equipment/Technology Used

Tools used in the Dapur Kota (Bakmi Ria) include a stove (Rinnai) which is useful for cooking all food / products sold, then there is a boiler (Getra) which is used to boil water and cook raw materials before being processed as finished goods, such as potatoes, noodles, and much

more, there is a freezer (RSA) which is used to keep foodstuffs fresh, And the latter, the press machine (Getra) used to seal the drink glass so that it does not spill and can be enjoyed comfortably. The shortcomings of the tools used include such as a fairly low level of safety, its old-fashioned appearance. The flame is sometimes small, the stove interference does not turn on, although it is sophisticated but the tools used are still likely to experience interference.

5. Availability of Machine/Equipment Parts Used

The machines / equipment used in the Dapur Kota (Bakmie Ria) business do not have spare parts because here only use ready- made equipment from the factory.

6. Economy Lifespan of the Machine/Equipment Used

Dapur Kota (Bakmi Ria) is still not very long established so the machines / equipment used are still relatively new. And it is estimated that the machinery/equipment used by Dapur Kota (Bakmi Ria) can be used as long as the machinery/equipment is still functioning properly.

7. Trends/Pace of Technological Development

The pace of technological development related to the Dapur Kota business in the future will be very rapidly developing and there are many variations and fierce competition between technology in one business and other businesses of the same or non-similar. Therefore, the Dapur Kota is trying to keep up with the current / pace of technological development in the future so that it remains standing

and can compete with other businesses by utilizing social media for promotion by using existing social media and upgrading its production equipment.

D. Layout of Dapur Kota



Picture D.1; Layout of Dapur Kota

1. Types and Volumes of Products Produced

The stove used by Dapur Kota (Bakmi Ria) can produce approximately 150 servings of bakmi in a day, boilers can produce approximately 100-150 servings of warm drinks, noodles, potatoes, and so on, the freezer can hold foodstuffs that will be served in a day, and the beverage press can be filled with cup lids containing as much as approximately 2,000 × glasses, and in a day can produce about 100-200 to seal the drink glass so that it does not spill and can be enjoyed with comfortable.

2. Machines/Equipment that Must be Available

- a. Stove (Rinnai)
- b. Boiler (Getra)
- c. Freezer (RSA)
- d. Beverage Press (Getra)

3. Daily Production Capacity/Service Capacity Is Adjusted to The Average Number of Daily Visits

The daily production capacity of Dapur Kota (Bakmi Ria) reaches 150 servings. It is also adjusted to the average visitor per day in the Dapur Kota (Bakmi Ria) also reaching 100 more visitors.

4. Production Workflow/Customer Workflow/Service Flow **Process Purchase**



Picture D.4; Layout of Kitchen and Dining Room Section

The workflow of the production process of Dapur Kota (Bakmi Ria) products starts from the preparation of raw materials and then the employees in charge of the kitchen will process raw materials and make products starting according to customer orders. The workflow of purchasing customers and services can be done online or directly on the spot, online customers can order through the Dapur Kota (Bakmi Ria) social media and offline directly on the spot, customers to the cashier counter then will be given a menu, write the menu on the paper provided then waiters will take the order paper then the food is served to the customer and the customer pays at the end before the customer leaves the place.

5. Types of Items That are Easily Damaged/Flammed/Poisoned

Types of flammable items such as beverage lid cups, food packaging, and other materials made of plastic.

6. Number of Employees and Their Respective Duties

In order to run smoothly to achieve the targets that have been set in accordance with the vision and mission of the Dapur Kota (Bakmi Ria) business, it is necessary to form an organization where in this organization there are 3 divisions of employees, namely financial employees (cashiers), chef employees, and barista

employees. From the division of employees, it can be determined the division of labor where employees in the finance department serve as cashiers in front who make all records of all cash flow activities and inventory flows of production materials.

Meanwhile, employees in the production department are further divided into two, namely the chef who is in charge of processing food in the kitchen while the barista is in charge of processing drinks. The total number of employees in the City Kitchen business is 14 people, 4 people as cashiers, 2 people as baristas and 11 people as cooks. Dapur Kota has 2 working hours systems applied to employees, namely, full-time (8 hours) starting from 07.00-15.00 to 14.00-22.00 and part-time (6 hours) from 10.00-16.00 to 16.00-22.00.

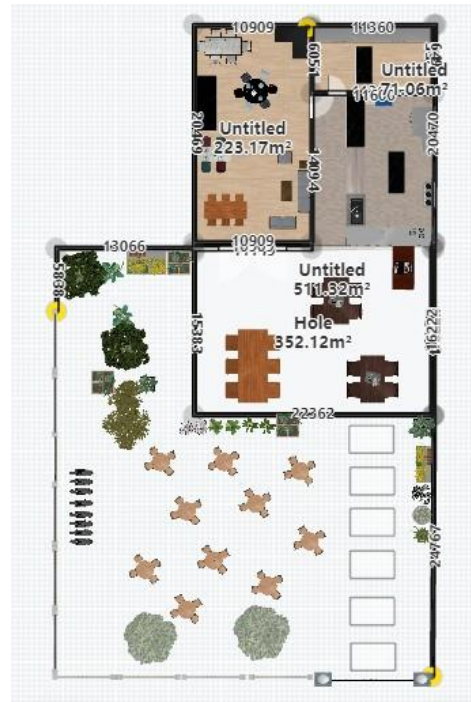
7. Technical and Technological Aspects of Feasibility Evaluation Analysis

Researchers have conducted an analysis of the feasibility evaluation of technical and technological aspects in the Dapur Kota (Bakmi Ria) business using assessment aspects which include the condition of the business location plan, the availability of appropriate machines/equipment to support the business, the use of the latest technology to support the business, the ability to produce products on an optimal production scale, and finally the ability to arrange business layouts effectively and efficiently.

The results of the analysis carried out, namely, *first*, aspects of the condition of the business location plan have a value of 4 (four) from the results of the evaluation that has been carried out showing that the location of Dapur Kota (Bakmi Ria) according to researchers is in residential areas so that there are not many people passing by, but this business applies quite good technology. *Second*, the aspect of the availability of appropriate machines/equipment to support the

business has an evaluation value of 4 (four) of the evaluation results that have been carried out showing that the tools available at the Dapur Kota (Bakmi Ria) itself are relatively new, of course the quality is still good, this can support this effort to provide the best quality noodles. *Third*, the aspect of using the latest technology to support business has a value of 5 (five) from the results of the evaluation that has been carried out showing that the use of social media from the Dapur Kota (Bakmi Ria) can be said to be active and also researchers see a lot of TikTok content that displays reviews of dishes and in business locations directly, this certainly attracts audiences to visit Dapur Kota (Bakmi Ria).

Fourth, the aspect of the ability to produce products on an optimal production scale has a value of 5 (five) from the results of the evaluation that has been carried out shows that there is an even distribution of jobdesks in the Dapur Kota (Bakmi Ria) which makes teamwork very effective and shortens the processing time of a product. Besides that, training can also train waiters in serving food or drinks to customers in accordance with applicable SOP provisions, which can be more value than the Dapur Kota (Bakmi Ria). *Fifth*, the aspect of the ability to arrange business layouts effectively and efficiently has a value of 5 (five) of the results of the evaluation that has been carried out showing that the layout in the Dapur Kota (Bakmi Ria) is quite strategic, with the existence of an open kitchen or open kitchen customers can enjoy the process of making ordered products so as to reduce boredom while waiting for food. Outdoor placement also provides comfort for customers, in addition to being able to enjoy fresh air, for customers who smoke can smoke and not disturb other customers.



Picture D.7; Layout from above

F. Financial Aspects

The source of capital owned by Dapur Kota (Bakmi Ria) to run a business comes purely from the turnover of money owned by the owner (savings). On the other hand, the owner of Dapur Kota (Bakmi Ria) itself also has several businesses in the property (housing) sector. Dapur Kota does not have loans from banks or other parties, this business was built purely using the owner's own money or savings. The capital issued by the owner is around IDR500,000,000 – IDR800,000,000.

For licensing fees & owned by Dapur Kota (Bakmi Ria) in the form of SIUP (a license used to recognize or legalize the establishment of a business) with a tax fee charged to the Dapur Kota (Bakmi Ria) which is 10% of turnover per month with the following calculation.

$$\begin{aligned} & \text{IDR } 30,000,000 - \text{IDR } 40,000,000 / \\ & \text{month} = \\ & \text{IDR } 3,000,000 - \text{IDR } 4,000,000 / \text{month.} \end{aligned}$$

For costs incurred in technology, namely R&D costs of IDR 200,000 – IDR 500,000 / menu. Dapur Kota does not have

IT maintenance costs because the technology used is not much so the costs charged are almost non-existent. Dapur Kota conducts marketing through social media in the form of advertising/promotion costs using social media in the form of Instagram, Facebook and TikTok so that the costs incurred by Dapur Kota for advertising/promotion do not exist.

Dapur Kota stands on a building that has been purchased by the owner, so the Dapur Kota (Bakmi Ria) does not have a building rental fee. The cost of purchasing inventories is around IDR 50,000,000. For recruitment itself, Dapur Kota (Bakmi Ria) does not have a special fee because what has been done so far is to use social media in employee recruitment. The costs incurred by Dapur Kota (Bakmi Ria) in salaries and benefits given to employees are 15% of turnover. The bonus given is in the form of a monthly bonus because Dapur Kota (Bakmi Ria) itself is not yet in the form of a CV or PT. The bonus given is 1% of turnover if it breaks the target. The ability of Dapur Kota to meet capital needs is very good, where the owner does not have a loan with a bank or any party so that the owner certainly does not have a debt burden.

The feasibility of the calculation itself is good, after the researcher made a calculation on the capital money from the Dapur Kota (Bakmi Ria), the researcher considered this to be good. The calculation of how quickly the investment can return is as follows.

Dapur Kota Company issued an investment of IDR 700,000,000 and its annual net cash inflow was IDR 27,000,000, then the PP is

$\text{Payback Period} = \frac{\text{IDR } 700.000.000}{\text{IDR } 27.000.000} = 2,592 \text{ years}$
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(So, the investment spent as much as 700,000,000 will return to the owner within 2,592 years. You can calculate 0.592 in the

form of months and days in the following way):

$0,592 \times 365 \text{ days} = 216,08 \text{ days (already 1 month more)}$
$216,08 : 30 \text{ days} = 7,202 \text{ months}$
$0,202 \times 30 \text{ days} = 60,6 \text{ days} = 61 \text{ days.}$

(From this calculation, the company will get back the invested funds within a period of 2 years 7 month 61 days.

SUMMARY

Based on the results of the research conducted, the review that the author conducted included environmental aspects, legal aspects, marketing aspects, HRM aspects, technical and technological aspects, and financial aspects. Bakmi Ria has two business competitors who have differences in terms of price, portion, taste, variants and available places. Consumers or buyers are more inclined to young people to office people and can provide facilities to conduct meetings, eat together, open together, engagement and others. For the obstacles that occur in Dapur Kota (Bakmi Ria) is relatively small because of the large number of similar MSME businesses, namely noodles with various kinds of toppings characteristic of each. The technology used is social media in the form of social media and e-commerce. Bakmi Ria also has several technologies needed, in the form of stoves, boilers, freezers, press machines. In the ecology in Bakmi Ria, the use of reusable cutlery to distinguish recycled waste and not. For the air and water around Bakmi Ria, it is very good. In the legal aspects in Bakmi Ria in Dapur Kota, it already has legal legality in the form of a SIUP (Trade Business License). Permits that are not yet owned by Bakmi Ria are in the form of NPWP and MUI. The statutory provisions that support the type of Bakmi Ria business in Dapur Kota are the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 11 of 2014 concerning Restaurant Business Standards and there

are no statutory provisions that prohibit this type of business. *The image* that Bakmi Ria wants to display to customers is in the form of a new concept by completely overhauling the old concept because what is sold is noodles which are *comfort food* and do not want to be seen as a restaurant with a semi-formal concept. Dapur Kota business is very supportive of treating its employees. Employees get the proper salary, provide bonuses according to the turnover generated, hold outbound to celebrate the achievements achieved by their employees. Meanwhile, in the

technical and technological aspects, Dapur Kota (Bakmi Ria) has well applied technical and technological to its business. Availability of raw materials with good quality raw materials and using new stock every day. The location of the business is considered quite strategic, the use of technology to produce quality products, and the selection of machine tools used starting from the type, brand, and advantages of the product. The ability of Dapur Kota (Bakmi

Ria) to meet capital needs is very good, where the owner does not have a loan with a bank or any party so that the owner certainly does not have a debt burden. The costs incurred by Dapur Kota ranging from capital, licensing, R&D costs, marketing, buildings to recruitment of Dapur Kota (Bakmi Ria) are purely from the results of the turnover of money from the owner and sales results.

SUGGESTION

The advice for noodle business actors, especially Bakmi Ria, is that it is

necessary to implement and carry out control on quality with clear procedures to achieve quality input and output results and can meet consumer eligibility standards so that they can surpass their competitors. First, these MSMEs must be able to develop

the technological side by adding, improving or changing the use of technology. Second, there is a need for management in terms of managerial management, quality control and performance improvement. Last but not

least, there is a need to increase innovation and creation in order to maximize the image of the good name of the business and product quality assurance.

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