

FEASIBILITY STUDY ANALYSIS OF "TRILY" JELLY VIEWED BASED ON 6 ASPECTS OF BUSINESS FEASIBILITY STUDY.

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Abstract

Trily has been an individual company that has been selling tea Tarik products since 2018. The method we use for data analysis in this study is a qualitative research method. Qualitative method is a research method that is descriptive in nature and tends to use analysis. We made observations using the concept of a business feasibility study on the trilly pull tea business. Observations were made in person in September 2022. A business feasibility study can be analyzed based on three aspects, namely environmental, legal and marketing aspects. Through an analysis based on these three aspects, in the end it will be found whether the business is feasible or not. In terms of the environmental aspect, trily tea can be said to be feasible because it is in an environment that is in accordance with the product, namely a drink that can be consumed daily by various groups. The production of trily tea also runs every day so there are lots of stocks at affordable prices. In the marketing aspect, trily tea uses a very appropriate marketing strategy by opening branches in various regions in Indonesia and providing lower prices to agents who are willing to market trily tea products. Likewise with the legal aspect, tea trily has no legal problems because they have registered their brand at the MUI and NPWP on behalf of the company at the right time.

Keywords: *Business Feasibility Study. Environmental Aspect; Marketing Aspect; Legal Aspect; HR Aspect; Engineering and Technology Aspects; Financial aspect.*

INTRODUCTION

Teh Tarik Jelly is a special drink that is suitable for all seasons and is popular with all ages. Even though the times have demanded the emergence of various types of new drinks with various tastes, the charm of tea is still a prima

donna among the general public. This is what causes many industries to produce tea drinks and have been around for a long time. But along with the times, the development of innovation is needed to continue to attract consumer interest.

Today, the development of the era demands that all things be packaged in a more practical form, including tea drinks

which are packaged in glass bottles, tetras, pouchs and the most popular is cup packaging. Cup packaging is considered the most practical because it is easy to carry, its economical shape, size and volume are the main reasons consumers are attracted to cup packaging. Tea packaged in cup form is a promising business opportunity. Even though tea in cup form has been widely circulated and varied in the market, new innovations can support the opening of new business opportunities in the production of tea in cup packaging (Rahastine, 2018)

(Putra, 2019) The results of the study stated, since 1999 until now the level of market penetration for tea reached more than 95 percent. This is intended that every Indonesian people have consumed the tea drink. With the development of education and the flow of information that is getting better, it causes people to really understand that tea beverage products are an important ingredient for our bodies. On the other hand, tea also has the benefit of absorbing harmful substances in the body and preventing disease.

Economic developments and changes in people's lifestyles today have changed people's consumer patterns. Including consumers who consume bottled tea drinks. This change in consumption patterns is more towards products that are cheaper and more practical, which results in the industry having to make practical drinks to increase people's satisfaction.

Trily is an individual company that has been selling a product, namely jelly pulling tea since 2018. At first the owner worked for a company in the city of

Karawang, then in the end the business owner was determined to start a business located in the city of Malang. The owner was inspired by friends who are in Karawang City. He undertook various businesses, but Trilly's business, which has grown rapidly, currently has 18 branches throughout Indonesia, namely Malang, Trenggalek, Tulungagung, Blitar, Kediri, Pare, Madiun, Sidoarjo, Gresik, Sumenep, Nganjuk, Magetan, Yogyakarta, Sumberpucung, Ponorogo, Pamekasan, Jombang, Purworejo and will open more branches in 3 areas of Papua and Kalimantan and have 2 variants of beverage-flavored products, namely jelly jelly tea and jelly lychee tea.

The business entity itself is the status of an officially registered company. The type of business entity Trily chooses is a Sole Proprietorship. Sole Proprietorship is a company managed and supervised by one person. The company manager gets all the company's profits, but also bears all the risks that arise in the company's activities. Individuals can create individual business entities without certain permits and procedures. Everyone is free to develop to create a personal business without any restrictions to establish it. In general, individual companies with small capital. where the business is managed and supervised by one person. The business manager gets all the profits from his business, but also bears all the risks that arise in business activities.

Around the village requires more effort, especially in terms of marketing strategy by implementing a word of mouth

process. In this case, so that there are more Trily an effective promotion and competitive prices are held compared to the prices offered by other competitors. Interestingly the promotions offered will affect consumer interest in trying to consume these beverage products. After seeing an attractive promotion, consumers will naturally try to compare the prices offered with other beverage products.

The reason the author chose Trily's business to be observed was because Trily is a type of individual business entity and sees a fairly low level of risk and business capital that is not too large so the writer is not too worried about personal assets when mixed with company assets. The author wants to make this business structure simple so that decisions can be taken by the author himself and for the sake of maintaining confidentiality in terms of financial reports and company information because they are easily imitated by competitors.

RESEARCH METHOD

The research we use is a type of field research. This research was conducted at one of the UMKM in Malang City, namely the Teh Tarik Jelly Trilly UMKM. The data analysis technique used in this study uses qualitative methods. The qualitative method itself is a descriptive research method and tends to use analysis. Process and meaning are highlighted in qualitative research. The theoretical basis is used as a guide so that the research focus is in accordance with the facts in the field. This research method was used to obtain

data about the feasibility of Trilly Tea Tarik Jelly UMKM.

Trilly Jelly Pull Tea is located on Jl. Sumbersari Gg 2/47 B. Lowokwaru District, Malang City, East Java. This study spent two weeks for the observation process. This observation process researchers began to observe from the production process then the packaging process to the shipping process. As well as we also observe employee operational processes related to business feasibility.

The researcher also conducted interviews with business owners regarding the history of the establishment of the business until the process of running the business, this interview was conducted directly, in this interview, the researcher had prepared questions aimed directly at the business owner during the interview.

RESULTS AND DISCUSSION

Based on the research methodology, the data collection used in this study was from interviews, observation and analysis related to the research on the jelly pull tea business (Trily) located on Jl. Sumbersari Alley 2 No. 47 B, Malang. Trily is an individual company that has been selling a product, namely tea Tarik jelly since 2018. At first the owner worked for a company in the city of Karawang then in the end the business owner was determined to start a business because he was inspired by friends who are in the city of Karawang. He undertook various businesses, but Trilly's business, which has grown rapidly, currently has 18 branches

throughout Indonesia, namely Malang, Trenggalek, Tulungagung, Blitar, Kediri, Pare, Madiun, Sidoarjo, Gresik, Sumenep, Nganjuk, Magetan, Yogyakarta, Sumberpucung, Ponorogo, Pamekasan, Jombang, Purworejo and will open more branches in 3 areas of Papua and Kalimantan and have 2 variants of beverage-flavored products, namely jelly jelly tea and jelly lychee tea. Following are the results of observations regarding Environmental Aspects, Legal Aspects, and Marketing Aspects:

2.1 Environmental Aspect

The environment is a very important aspect to be studied before an investment or business is carried out to determine the impact that will result from a business venture, both positive and negative impacts (Gunawati and Sudarwati, 2017). Therefore, before a business or project is carried out, it is better to do a study of the environmental impacts that will arise, both present and future impacts. We know this study as an environmental impact analysis (AMDAL).

2.1.2 Industrial Competition Studies

a. Business

Competitors Trily's company competitors Most of them are franchisees who have worked with Trilly. There are people who imitate Trilly products. The owners know that there are 9 beverage brands that take business ideas or make drinks and packaging similar to Trilly's products. Competitors have

advantages and disadvantages, namely:

- Pros: Almost none because in terms of concepts and ideas they are made exactly the same.
- Disadvantages: The price is more expensive because competitors cannot find cheaper raw materials (the same supplier) and in terms of taste are different.

b. Business Suppliers

At first, owner bought his own raw materials at the shop or supermarket, but because of the large number of requests and the owner business had experience, he was unable to produce because he The bargaining power of suppliers is that if they buy raw materials in large quantities, the price given will be cheap, disadvantages of suppliers:

Strengths:

- Items are always there
- Get cheaper prices than buying raw materials in stalls or shops.
- Goods delivered due to ordering in large quantities.

Disadvantages: Cannot order goods suddenly because the factory is outside the city so it takes a long time to send

c. Estimation of Buyer's Needs

Estimation of buyer's needs because the products sold are drinks that can be consumed every day, many people buy every day because these drinks are light and consumers usually buy to be served when there

are guests, the bargaining power possessed by the buyer to hit the price of the buyer is not I never bargained because the price given was already affordable, however, many buyers asked the owner to issue the newest flavor and in the end the business owner issued a new variant, namely the lychee jelly tea flavour.

d. Substitute Goods

Substitute Goods There are substitutes or substitutes for Trily's products, namely coffee because Trily's products are drinks made from milk tea. The following are the advantages and disadvantages of substitutes for Trily's products, namely coffee

Strengths:

- Coffee is usually sold in cafes where usually young prospective customers prefer to drink coffee because there is a place to sit while drinking and chatting together.
- More variants of coffee flavors that are made innovatively according to today's tastes.

Disadvantages :

- The selling price is expensive compared to Trily products.
- Not suitable for young children due to high caffeine content.

e. Barriers to Entry from Business

Of course there are barriers to entry from the drag jelly business (Trily). According to the owner, the

visible obstacle was that there were people who imitated Trilly's products. The owner knew that there were 9 beverage brands that took business ideas or made drinks and packaging similar to Trilly's products and before taking raw materials from suppliers, production was hampered due to limited raw materials to make product.

2.1.2 Studies Environmental Corporate External

a. Politics

A political figure who is very influential in this business is a bottled beverage businessman from the Trilly owner's hometown, namely the City of Karawang, he made this inspirational figure because that prompted him to open the Trilly business itself.

b. Economy

According to BPS in August 2022 there was inflation of - 0.03 percent with a Consumer Price Index (CPI) of 110.84. in Malang City and the Open Unemployment Rate (TPT) is 9.65 percent. For workers who are absorbed and related to business, it is not certain that the average Sumpersari community opens businesses such as student boarding houses and rented houses.

c. Social and Culture

From a social perspective, the existence of this business opens up new job vacancies, both from internal employees of UKM Teh Tarik Trily and also externally, such as small shops where these UKMK distribute their products and provide economic and social benefits, social benefits in building relationships with the community around the Tarik Trilly tea factory and also relations with other regions because the Tarik Trilly tea opens opportunities for agents who wish to participate in their business.

In addition, this business also carries out social actions by sharing their products with the congregation after Friday prayers and sharing with those in need.

From a cultural point of view, the existence of this MSME business has changed the mindset of the community. At first, they only thought that tea was just a drink that was consumed with a mixture of warm water and sugar and was only consumed by adults. Now it can be innovated into a drink that has a high selling value, and can be consumed by all types of people regardless of age and gender. In addition, the innovations carried out by MSMEs also improve people's lifestyles to consume tea as a drink that is healthy and safe for consumption.

d. Technology

The use of technology can be seen in the use of machines for packaging or the use of containers for these drinks, which use cups and how to seal the drinks. The use of social media platforms as a marketing medium for this business makes it easier to introduce the wider community and open up new market shares.

This business uses standardized storage areas to maintain the temperature and quality of their products. In addition, they also distribute their own products using motorized vehicles.

e. Ecology

Based on our observations via internet data, one effort that can minimize the impact of Trily's business on the ecological environment is to process organic waste into compost. organic waste that has undergone a weathering process due to interactions between bacteria decaying Composting is basically an effort aimed at activating microbial activity in order to accelerate the decomposition process of organic matter. What is meant by microbes here are fungus, bacteria, and other micro-organisms. Compost is a better soil amendment and of course natural when compared to artificial/synthetic amendments. In general, compost contains low macro-nutrients N,P,K, but

contains sufficient amounts of micro-nutrients which are essential for plant growth.

Based on the above data presentation, it can be concluded that Trily's business in environmental aspects can be said to be feasible because it is able to compete with many similar beverage businesses around its environment. In addition, this business is very well received by the local community because it does not harm the local community. In fact, this business greatly benefits the surrounding community in terms of fulfilling the economy, such as creating jobs.

2.2 Legal Aspect

Based on the opinion of Husnan and Suwarsono (2007) the legal aspects in the feasibility study analyze: (1) The form of business entity to be used. (2) Guarantees that can be provided when using a source of funds in the form of a loan. Various deeds, certificates, necessary permits and so on.

The business idea based on the sale of the Tarik Jelly drink, which is run by Trily, is not at all against the law because this business already has various kinds of permits such as legality. Legality is manifested from the accuracy of the legal entity according to the business idea. From the production aspect to product distribution, it complies with applicable law. Trily's business already has legal legality, this is evidenced by the ownership

of IPR (Intellectual Property Rights), Halal Certificates and has passed the testing of production sites and BPOM products. With the existence of Tily located in the middle of a residential area, this business is very well received by the community because this business does not disturb the local community, in fact this business is very helpful by being able to open jobs. The local community can become Trily resellers. Apart from that, local people who own shops are also helped because the materials for making Trily are purchased from nearby shops.

Currently Trily is an individual business entity because the owner manages his own business and the initial business capital is purely from personal money and then the profits are turned back to grow the business. In addition, the types of products and the amount of production are limited, the workforce is small, and the means of production and technology are quite simple. And the Trily business already has complete licensing for the beverage business category with individual business entities. The statutory provisions that support Trily's business are contained in Law no. 7 of 1996 concerning Food. There are no provisions that violate Trily's business, this is because the business being run has clear legal legality.

Based on the above data, it can be concluded that Trily's business from a legal perspective can be said to be feasible to run because the legal requirements for Trily's business are complete and already have a business entity.

2.3 Marketing Aspect

In a business feasibility study, the market and marketing aspects are one of the most important aspects, because the market and marketing aspects determine the survival or failure of a company in the industry. According to Thamrin and Tantri (2012) marketing is a total system of business activities designed to plan, determine prices, promote and distribute goods that satisfy wants and services to both current and potential consumers.

a. STP Analysis (Segmentation, Targeting, Positioning)

In terms of geographical segmentation, Trilly's business is located in the Sumber Sari sub-district, Malang City, as it is close to the campus area and is densely populated and strategically located in the city center. So it is very suitable to open a beverages business like Trilly, because it is very easy to get a good customer market. From the demographic segmentation, the jelly drink from Trilly is suitable for all ages, but it is more recommended for young children, teenagers, and adults only, because the current taste is very easy to attract attention from various groups. Then seen from the psychographic segmentation, as there are many students from nearby campuses who want to try the latest drinks, it is suitable for opening this Trilly business, now that there are many young people who want to try new things and promote via social media, Trilly is

becoming more and more known. Trilly's target is quite good, this business has reached various groups and is good in terms of promotion from social media, open booths at Car Free Day, has resellers and consignments to campus canteens, so targets from various groups are easy to reach. Trilly positions their product with the same price and quality at an affordable price but with quality that is not inferior to other products, and it also has contemporary variants suitable for enjoyment by various groups.

b. Marketing Mix Analysis

One of the integrated marketing strategies is the *marketing mix*. The *marketing mix* is a set of tools that marketers can use to shape the characteristics of the services offered to customers (Sulistiadi, 2018).

1. Product Cycle

Judging from the previous there were 18 partners throughout Indonesia and will open 2 more partners an number of reseller business is at growth stage. The strategy used by this business is to see the reaction to the Trilly product and then launch a new product. So Trilly still has two kinds of product flavor

Owner Trily doesn't want to be grandiose many launches of various flavors, he wants to focus on several flavors but can be accepted by people throughout Indonesia.

2. Competitor Analysis

Trily's biggest competitor is Cincau Story because in terms of the products issued they are almost the same. The difference is Trily uses jelly while grass jelly uses grass jelly. Apart from that, the price is trily cheaper than the grass jelly story. The trily price on the market is IDR 5,000 while the love story is around IDR 8,000 to IDR 14,000.

3. Product differentiation

Trily has a very good value, besides that the price offered is very suitable for the drinks you get. With a fairly affordable price of IDR 5,000 Trily, it still maintains the taste. Even though it already has many flavors offered by Trily are the same and will not change because Trily

uses a sweetness measuring tool when making this drink. That way the quality of taste in all branches is the same. With affordable prices, this business also has Packaging. So Trily's business, apart from prioritizing balanced prices and flavors, also has good packaging.

4. Product Price Range

The product price range set by Trily is Rp. 5,000, but there are also resellers who set a selling price of Rp. 7,000. That way, the price set by Trily is very affordable for all consumers.

5. Distribution

Channels The distribution channels used by Trily are partners, resellers, and Word of Mouth (word of mouth). In addition, Trily's business is also active on social media such as Instagram, TikTok, etc. Meanwhile, the distribution channel areas targeted by Trily are throughout

Indonesia. Even now, Trily already has 18 partners, namely Malang, Trenggalek, Tulungagung, Blitar, Kediri, Pare, Madiun, Sidoarjo, Gresik, Sumenep, Nganjuk, Magetan, Yogyakarta, Sumberpucung, Ponorogo, Pamekasan, Jombang and Purworejo.

6. Media Promotion

The media used by Trily for promotion are Instagram, Tiktok, Facebook and WhatsApp. By utilizing social media, especially Instagram began to throughout, partners Indonesia emerge.

Apart from taking advantage of Trily's social media, they also carry out promotions on the Ijen care free day every Sunday and consignment to the campus canteen. So, in this way Trily increasingly known to the wider community.

Based on the above data, it can be concluded that Trily's business in

the marketing aspect is not feasible because it does not expand market reach. Because within the scope of the Trily area there are many campuses, Trily has not yet introduced its products to the campus environment.

Meanwhile, in terms of promotion through social media, Trily should be more active in utilizing social media and creating content that attracts viewers' attention and rearranging feeds to make them more attractive to look at.

2.4 Aspects of HRM

The initial recruitment of Trily employees was by recruiting employees through the business owner's own relations, such as friends or closest people. In addition, recruitment is also done through social media, namely Facebook. In recruiting employees, business owners look at the attitude, enthusiasm, willingness and performance of applicants. The number of employees working at Trily is 9 employees which includes 5 production employees, 2 supervisors, 1 manager and 1 office boy. The work system at Trily is a

shift system, 06:00 - 13:00 in the morning shift and 13:00 - 19:00 in the afternoon shift. Employees have 6 working days a week and 1 day off with an alternate system with permanent employee status. Employee salaries at Trily are around IDR 1,700,000 per month.

The owner of Trilly also gives bonuses in the form of money to employees at the end of the year and certain days. The effort to develop the skills of employees is by training them before being hired, because Trilly's employees come from their own neighbors. This company does not specify job design and enrichment because the use of simple machines means that all work can be done by ordinary people without certain skills. Even though they haven't implemented team bonding, the employees at this company already understand and have the same goals. Employee turnover at this company is uncertain every year. The type of organizational structure used by Trilly's company is a functional structure where employees with the same task department are grouped into one work unit.

2.5 Technical and Technological Aspects

There are no technology updates from Trily. The technology used by Trily is still very limited. The equipment and technology are purely

from Trily's own owners. The advantages of the machine Trily uses are very easy and fast production such as hand sealers and showcases as temporary storage before being sent to distributors. While the disadvantages of the machine used by Trily are very minimal because it is still manual, therefore there are no official spare parts for the equipment itself. The machine that Trily has been using since the founding of Trily. The tools used by Trily are sufficient for today and in the future because they are affordable and have minimal damage, saving on repair costs.

2.6 Financial Aspects The

source of capital owned by Trily to run the business is purely from the owner's money and business profits are made to develop Trily's business. The Trily business does not have loans from banks or other parties, this business was built purely using the owner's own money circulation and savings. The capital issued by the owner is around IDR 15,000,000 – IDR 20,000,000.

Trily owns licensing fees, namely BPOM at a cost of IDR 1,000,000, HAKI fees of IDR 1,800,000, and Halal Licensing fees of IDR 300,000. Meanwhile, the costs incurred in technology are R&D costs of IDR 200,000 per month. Trily does not have IT maintenance costs because the technology used is

very simple and not much, so the costs are almost non-existent. Trily does marketing through social media in the form of Instagram, Facebook and Tiktok and does not do paid advertisements on these social media so that no costs are incurred for advertising.

Trily's production site is in the business owner's yard, so the business does not have to rent a building. The cost of purchasing inventories is around IDR 5,000,000. whereas for Trily's recruitment, there is no special fee because the recruitment uses social media and business owner relations. The costs incurred by Trily in salaries and benefits given to employees are 10% of turnover.

CLOSING

Conclusion

The Trily Business Feasibility Study is analyzed from several aspects, namely Environmental Aspect, Legal Aspect, and Marketing Aspect. In analyzing each of these aspects, there are several indicators that make Trily's business feasible or not. Trily is a business that produces tea-based fresh drinks in the city of Malang. The owner provides innovation in terms of beverage products with two flavors and has services that make potential customers addicted to buying products from this company. In addition to creating and increasing consumer loyalty, Trily chooses raw

materials whose quality is guaranteed to create quality products at affordable prices. On the legal aspect, Trily has no obstacles and problems because Trily has registered their brand with the MUI and NPWP on behalf of the company so of course this product is very safe for consumption. In the financial aspect, Trily's source of funds is obtained from the owner's personal wealth and the profits are played back for further production. In the environmental aspect, Trily's tea company also has a special way of dealing with plastic waste from remaining raw material containers, namely by recycling them as compost.

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