MODEL USAHA KIOS SOTO BENING BANDUNG DAN MINUMAN YOGHURT DI BUKIT SENTUL, BOGOR

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Abstract

The menus of "soto bening bandung" dish (clear soup dish of Bandung) and yogurt drink are the main products offered by Farra's kiosk. The selection of the menu was based on the market observation in Bogor, which offers a lot of "soto" dish and yogurt drink. The distinction offered by this kiosk is that the menu provides health benefit and is packaged in a communication program. Clean, hygienic, and simple presentations are the strengths of the menus compared to those offered by other existing food kiosks. Centralized production process can monitor the product quality and enable such a small-scaled business to reach the economic scale.

This observation aims at obtaining reliable data and factual information regarding the establishment of a small-scaled business of food kiosk by implementing directly into the community. The results of the observation are used as the basis for designing an ideal model of a small-scaled business of food and beverage kiosks. The data are collected by using questionnaires, direct notes of processes, obstacles, and solutions in the field.

The results of the observation reveal a number of findings including easy and cheap brand registration procedures, a necessity to have a permit for a business site, varied menus proposed by consumers, positive feedback from consumers, precise distribution, effective marketing strategies, positive financial analysis, and prospective risk analysis that provides an opportunity to expand the business further. In this case, low production costs, site selection, and market are the focus of the activities to develop the business further. Variations in the menus are designed to be not too many and the focus is on light dishes such as "siomay", cakes and cookies, "martabak" and yogurt drink with several alternatives of fruit sauce as the main choice. Other factors include the amount of capital invested for one kiosk as much as IDR 30 million with positive cash flow and for the five months observed this has generated a net profit of 15% and the ROI of 5%. This kiosk can further be developed by franchising or using personal capital.

PENDAHULUAN

1. Latar Belakang

Membangun usaha kecil dan menengah (UKM) bidang pangan di Indonesia banyak tantangan dan kendalanya. Kendala dari akses pasar sampai permodalan sering menjadi tantangan untuk berkembangnya industri tersebut. Dalam hal ini, kepemilikan pengetahuan, keberanian dan kesungguhan untuk menghadapi pilihan dan tantangan yang ada di depan merupakan kunci keberhasilan pengembangan UKM (BBC World Service Booklet, 2000)

Ilustrasi, model usaha kios makanan dibuat dalam bentuk perusahaan perorangan, dalam rangka menjawab hambatan dan tantangan yang dihadapi oleh pengusaha kecil berbasis rumah tangga agar dapat berlangsung dengan pembiayaan sendiri atau *self sustainable* (BBC world service booklet, 2000). Sebagai realisasi dari model usaha tersebut, dikenalkan Soto Bening Bandung dan minuman Yoghurt dalam penyajian yang berbeda pada sebuah kios yang dibuat dalam keadaan segar dan dengan harga terjangkau. Disamping itu, dilakukan penelitian pasar untuk mengetahui apakah diterimanya menu makanan dan minunan tersebut sebagian acuan untuk differensiasi menu jajanan soto dan minuman Yoghurt di pasar dan pengembangan *functional foods* lebih lanjut.

Kegunaan model usaha ini dapat dijadikan referensi bagi pemula dalam usaha kios makanan dan minuman dengan basis rumah tangga. Disamping itu, model usaha dapat dijadikan landasan lebih lanjut untuk pengembangan industri makanan dan minuman dalam skala yang lebih besar. Dapur terpusat ini menjadikan proses produksi dikendalikan di rumah, ongkos produksi menjadi murah dan mutu produk menjadi standar, bersih dan aman (Birn, 2000).

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