ESTABLISHING DE DIVES POSTHAC CAFE & RESTAURANT

AN ENTREPRENEURSHIP REPORT

Presented as Partial Fulfillment of the Requirements
to Obtain the Bachelor Degree in Development Economics Study Program

By

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Bismillahirrahmaanirrahim

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1. **Passes** the examination **with revision**
2. ~~**Does not pass** the entrepreneurship examination~~

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Yogyakarta, July 29, 2024

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AN ENTREPRENEURSHIP REPORT

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STATEMENT OF SIMILARITY TEST RESULTS

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The submitted Final Project Report as mentioned above has undergone a similarity test process utilizing **Turnitin** software, yielding a result of **8% (eight percent)** similarity. This result is well below the mandated threshold of 20% (twenty percent) set by Universitas Islam Indonesia for compliance.

May this formal statement serve its intended purpose suitably.

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Yogyakarta, 10 July 2024

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DECLARATION OF AUTHENTICITY

Herein I declare the originality of the thesis; I have not presented anyone else's work to obtain my university degree, nor have I presented anyone else's words, ideas or expression without acknowledgment. All quotations are cited and listed in the bibliography of the thesis.

If in the future this statement is proven to be false, I am willing to accept any sanction complying with the determined regulation or its consequence.

Yogyakarta, 31 Mei 2024

Febrodusty Lavania Rajadishi

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All praises to Allah S.W.T. for the gracious Mercy and Blessing that enables the researcher to complete the project report. Greetings and Blessings not forgotten to be sent to His messenger, Rasulullah, SAW.

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Thankyou.

Yogyakarta, 1 July 2024

Febrodusty Lavania Rajadishi

ABSTRACT

De Dives Posthac business plan was created to find out whether the planned business is feasible or not. In planning, the business used SWOT analysis as a reference, as well as digital platforms as marketing tools. This plan discussed several aspects, namely Business Environment Realization Aspects, Marketing Aspects, Social and Economic Aspects, Sharia Aspects, and Financial Aspects.

De Dives Posthac is a restaurant cafe located in Klaten Regency, precisely on Jl. Mpu Sedah, Sawah Area, Nglinggi, Kebonarum Village, South Klaten District. De Dives Posthac carries the tagline Swafoto Ing Sabin, which means that visitors can take selfies against the backdrop of rice fields and the hills of Gunung Kidul while enjoying dishes served by De Dives Posthac. De Dives Posthac serves various drinks ranging from coffee drinks, milkshakes, milk based, tea, juice, mojito, traditional drinks, and De Dives Posthac style signature drinks. Apart from that, of course De Dives Posthac also serves various food menus, starting from salads, soup, pasta, processed fish, processed chicken, processed beef, pizza and sandwiches, and various Indonesian menus and snacks.

Based on the De Dives Posthac planning project, it can be concluded that through several aspects analyzed, it shows positive results. Thus, it is hoped that in the following months the business can run smoothly and profitably.

ABSTRAK

Perencanaan bisnis De Dives Posthac dibuat untuk mengetahui apakah usaha yang direncanakan layak atau tidak. Dalam perencanaanya menggunakan Analisa SWOT sebagai acuan, serta platform Digital sebagai alat marketing. Pada perencanaan ini akan membahas beberapa aspek, yaitu Aspek Realisasi Lingkungan Bisnis, Aspek Pemasaran, Aspek Sosial dan Ekonomi, Aspek Syariah, dan Aspek Finansial.

De Dives Posthac merupakan kafe restauran yang berada di Kabupaten klaten, tepatnya di Jl. Mpu Sedah, Area Sawah, Nglinggi, Desa Kebonarum, Kecamatan Klaten Selatan. De Dives Posthac mengusung tagline Swafoto Ing Sabin, dengan artian pengunjung dapat berswafoto dengan latar belakang sawah dan perbukitan Gunung Kidul sembari menikmati hidangan yang disajikan oleh De Dives Posthac. De Dives Posthac menyajikan berbagai minuman mulai dari minuman kopi, *milkshake*, *milk based,* the, jus, mojito, minuman tradisional, dan minuman *signature* ala De Dives Posthac, Selain itu, tentu De Dives Posthac juga menyajikan berbagai menu makanan, mulai dari salad, soup, pasta, olahan ikan, olahan ayam, olahan daging sapi, pizza dan *sandwich,* dan berbagai menu Indonesia serta makanan ringan.

Berdasar pada projek perencanaan De dives Posthac, dapat disimpulkan bahwa melalui beberapa aspek yang di analisis, menunjukkan hasil positif, sehingga diharapkan dalam bulan bulan berikutnya bisnis dapat berjalan dengan lancar dan menguntungkan.

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CHAPTER 1
INTRODUCTION

1.1 Background

Indonesia has a wide range of firms, from small startups to establish multinational corporations, making the business environment even more complicated as there is more competition in the market to sell goods and services. Many entrepreneurs offer their goods and services in various ways to attract customers. The competition is getting more challenging as many business owners are selling the same goods next to each other.

As more techniques are available to attract customers to buy the goods and services offered, there are more and more competitors. However, some strategies can reach a goal, causing the business to lose. On the other hand, some of companies still operating often fail or declare bankruptcy after all. Many business people only consider the profit without carefully planning and evaluating the Risk Potential. Creation of a business plan is a prelude that must be completed to limit the risks associated with the business, which is to be developed if unfavorable events are expected to occur after its launch (Chatterjee & Kumar Kar, 2020).

Hisrich in Gabriel (2015) stated that a business plan is a document that is officially approved by the company and details the internal and external information about the company to start a new phase of operation. A business plan is an essential tool for a business person to collect data and decide to reach the goals desired and described in a particular document plan.

In Klaten, a café and a simple snack to accompany a hangout time is a culinary that has recently grown in the area. Food and beverages (F&B) is a business that offers or sells food and beverages as its main product. The F&B business has become a trend growing in many cities in Indonesia. F&B is one of the businesses

in demand by various circles of society, from the lower to the upper classes. This is because food and beverages are the primary needs of human beings.

On the other hand, the F&B business is timeless. F&B business is one of the industries that will expand and grow. Almost every day, a new type of food and beverages is found and spread worldwide, especially by showing the latest types of platforms with delivery services.

By looking at significant potential from commodities of interest to the people of Klaten to come to the café, the idea of establishing De Dives Posthac to utilize it into a business idea that provides foods and beverages as an Instagramable facility with rice fields and Gunung Kidul views. The business concept of De Dives Posthac is to show a unique view in the middle of rice fields with glamping to emphasize the idea of an elegant cafe that blends in with nature because De Dives Posthac is located in the middle rice fields view of Merapi Mountain and also Gunung Kidul. This is influenced by the segmentation factor targeted by young people and older people who have the habit of visiting cafes for a refresh even to work commonly called "work from cafes" using digital marketing to become a promising food-based business innovation.

The fourth industrial revolution changed the patterns of human interaction with systems. The concept of F&B's evolution is changing as it adjusts to the increasingly digitized patterns of the system. De Dives Posthac must enhance its capacity from a conventional-based functional food to a technology base. That improvement can be done by using information systems as a backup and online applications as a support. That underpins De Dives Posthac's development of an online information-based business concept.

1.2 Problem Formulation

Based on the above background, the problem can be formulated as follows **:**

1. How is the feasibility study of De Dives Posthac business planning through SWOT Analysis?
2. How does De Dives Posthac run the marketing using a digital platform?

1.3 Objectives of Business Plan

The purpose of this business plan is as follows:

a. Creating concept and implementation of business plan cafe with SWOT analysis.
b. Creating concept and implementation of marketing De Dives Posthac through a digital marketing platform.

1.4 Expected Results

The expected results from this business are as follows:

1. Business concepts and feasibility studies on business plans of De Dives Posthac through SWOT analysis.
2. Implementation business aspects with business ethics so as not to harm others.
3. Marketing concepts through digital platforms.
4. The implementation of online marketing aspects can be a practical innovation to introduce the details of this business.

1.5 Benefit of Start-Up Business

The benefits of creating this business model are as follows:

a. Implementing the concept of Business to Consumer (B2C) for consumers.
b. Facilitating consumers to find a hidden place, especially those who need an aesthetic place to take a picture.
c. Helping people improve the economy of raw food suppliers, especially suppliers of food materials by cooperating in the process of food stock.
d. Helping people to open job opportunities for the Klaten community

CHAPTER II
LITERATURE REVIEW

2.1 Meaning of Marketing

Marketing is one of the important factors in advancing a company, especially in the field of goods and services. The success of a company is largely determined by its marketing performance. Marketing is the process of learning the needs, the desires of consumers with good products and services. Marketing activity is often understood as the activity of offering products and selling products, but when reviewed further it turns out that marketing is not just the offer or sale of products but also the process of exchange, the exchange process involves work.

Sellers have to find buyers, identify their needs, design the right product, promote it, store and transport it, carry out price negotiations, and so on. Activities such as product development, communication research, distribution, pricing, and service are the core of marketing activities.

According to Kotler and Ketler (2016), marketing is a human activity directed to satisfy needs and desires through the process of exchange. Juanamasta et al., (2019) stated that marketing is the result of the performance of business activities related to the flow of goods and services from the producer to the consumer. Tjiptono (2017)stated that marketing is a total business activity that contains planning, price setting, promoting, and distributing goods and services which able to satisfy the community to achieve organizational goals.

2.2 Meaning of Strategy

Sunardi et al. (2020) classified the evolution of strategy thinking in the following metaphors:

a. Strategy is a war or sport, where the main focus is to win the war by defeating or eliminating competitors.
b. Strategy as a machine, which emphasizes mechanistic in systemic planning

c. Strategy as network, which emphasizes in global planning process, corporate reengineering, organization based on information, and recognition of human resources as key resources
d. Strategy as biology, which focuses on the vital role of the customer and its relationship to the corporate ecology. Customers participate in the process of formulating strategies and affect the company's survival as living organisms interact with their environment.

2.3 Product Attribute

Each company seeks to satisfy the needs and desires of consumers through the product offered, while consumers seek the specific benefits that are present in a product. Therefore, the products produced by the company must have certain characteristics that distinguish it from the other company's products. These characteristics or elements are product attributes. For products in the form of physical or non-material goods, the company has certain attributes or characteristics. In addition to distinguishing a product from another, product attributes must also be able to be an attraction for consumers. Consumer choices on product attributes vary depending on product status and consumer socio-economic status. This is based on the use of maximalization from product attribute subjects for fixed assumptions (Hanim et al., 2022).

This choice theory assumes that the consumer decision-making process depends on certain basic requirements. Kurniawan & Hildayanti (2019) defined product attributes as everything that is attached to the product and is part of the product itself. Tjiptono (2017) stated that product attributes are product elements that consumers consider important and are used as the basis for purchasing decisions.

Meanwhile, Kurniawan, (2022) stated that product of attributes are one of esential elements of purchasing decisions that consumer consider important.

From the various definitions above it can be concluded that a product has an attribute that serves as a differentiator and its characteristics consist of features, qualities, price, packaging, brand, warranty, and service that are considered important to the consumer as well as consumer consideration in decision making in the purchase. Every product has a different product attribute; thus, consumers are exposed to the various attributes offered by the company. The company must pay attention to and evaluate the attributes of the products offered, whether the attribute of the product already meets the needs and wishes of the consumer or not.

Grouped product attributes into three parts as follows:

a. Quality

   Quality is the ability of a product to perform its functions. The capabilities include durability, reliability, accuracy generated, ease of operation and repair, and other valuable attributes to the product as a whole.

b. Feature

   Feature is a tool of competition to differentiate a company's products from its competitors' similar products, to be an early producer who introduces the new features needed and considered valuable to be one of the effective ways to compete.

c. Product style and design

   A style merely describes the appearance of a particular product. A style highlights an external look and does not annoy people. A sensational style may get attention and have artistic value but does not necessarily make a specific product perform well. Unlike the style, the design is not just a thin appearance of the leather, but it is the heart of the product. Good design can contribute in terms of product usefulness and also its appearance. Good style and design can attract attention to improve product

performance, cutting production costs and providing a competitive advantage in the target market.

2.4 Strategy Formulation

Strategy formulation is the process of preparing the steps ahead. Analysis of internal and external environments to measure strengths and weaknesses as well as opportunities and threats that the company will face in running its business.

2.4.1 External Environment

Based on Sudiantini (2022) environment from outside the company that requires analysis to determine the threats and opportunities that the company will face. In the external environments, a company can take an approach to measure the environment objectively, realistically, subjectively, or perceptively. Afterward, the company must make a wise decision so that it will not suffer loss.

2.4.2 Internal environment

This internal environment emerges in an organization starting from the habits and culture of each individual who can influence a company. The internal environment is analyzed to identify the strengths and weaknesses of the company (Sudiantini 2022).

2.5 Business Ethics in Islamic View

Business ethics is a set of values of good, bad, right, and wrong in the world of business based on the principles of morality. In another sense, business ethics means the set of principles and norms in which business people must be committed to transactions, behavior, and relationships so that their business goals are safe. Besides, business ethics can also be understood as thinking about morality in economics and business, that is, about good deeds, bad behavior, dishonesty, right, wrong, reasonable, appropriate, inappropriate, of one's business or work behavior.

Islamic business ethics is a process and an attempt to know the right and the wrong things that will continue to do the right thing about the products, and services of the company with the parties concerned with the company's demands. Study the moral qualities of organizational wisdom, general concepts, and standards for moral behavior in business, behavior responsible and moral. It means that Islamic business ethics is a moral custom or culture that relates to the business activities of a company.

Thus, if the prediction that has encouraged both parties to carry out a buying and selling transaction turns out not to be by reality, it will undoubtedly give rise to disappointment and even very deep regret or even a quarrel between the two parties.

Therefore, in another hadith, the Prophet Muhammad SAW. Stated;

عَنِ ابْنِ عَبَّاسٍ قَالَ :قَدِمَ النَّبِيُّ صَلَّى اللهُ عَلَيْهِ وَسَلَّمَ الْمَدِيْنَةَ وَهُمْ يُسْلِفُوْنَ فِى الثِّمَارِ السَّنَةَ وَالسَّنَتَيْنِ فَقَالَ مَنْ أَسْلَفَ فِى تَمْرٍ فَلْيُسْلِفْ فِى كَيْلٍ مَعْلُوْمٍ وَوَزْنٍ مَعْلُوْمٍ إِلَى أَجَلٍ مَعْلُوْمٍ – رواه مسلم

*"*From Ibn Abbas r.a., He said: The Prophet came to Medina, while they were used to carrying out a contract of greetings on fruits for one year and two years. He said: Whoever performs a greeting contract, should do it with a certain measure, a certain scale within a certain period.*"* (HR. Muslim)

From the above description, it can be concluded that Islamic business ethics is a set of values about good, bad, right, wrong, and halal haram in the world of business based on the principles of morality in accordance with Shariah. The characteristics of the standard of Islamic business ethics is as follow:

1) Must watch the behavior from the serious consequences for human prosperity.
2) Notice the fairly high validity of help or justice. Ethics to do business well and fairly by enforcing law and justice consistently and consequently faithful to the principles of truth, civilization, and dignity.

3) Business is not just about profit, but it is necessary to consider human values, when it will not sacrifice the lives of many people; thus, society is in the interest of business being conducted ethically.
4) Business is carried out between one human and another; thus, it requires ethics as a guideline and orientation for decision-making, activities, and submissive human behavior about one another.
5) Current business is conducted in very tight competition; thus, in such competition business people who compete by keeping in mind the ethical norms in an increasingly professional climate will rather win.

Therefore, it can be said that the concept of Islamic business is created as a practical framework that will functionally form a religious consciousness in carrying out any economic activity (religiousness economy practical guidance).

In this way, a person will be able to avoid any business that is forbidden by religion and make the business worth worshiping in the presence of God. In Islamic business ethics, this includes a variety of prohibitions that must be avoided so as not to harm yourself or others.

2.6 SWOT ANALYSIS

2.6.1 SWOT Analysis Meaning

Based on SWOT is the abbreviation for the Strength and Weakness of an internal company as well as Opportunities and Threats in the environment faced by the company. SWOT analysis is a systematic way to identify the factors and strategies that describe the best match among them. This analysis is based on the assumption that an effective strategy will maximize strengths and opportunities and minimize weaknesses and threats. (Istiqomah & Andriyanto, 2018).

When applied correctly, this simple assumption has an enormous impact on the planning of a successful strategy. This analysis can logically help in the decision-making process. The decision-making process is related to the vision and mission of the company as well as

the objectives of the firm. Thus, SWOT analysis can be used as an effective tool to analyze the factors that influence the company, as a decision-making process to determine the strategy (Kumalasari, 2016). The factors in the SWOT Analysis are as follows:

1. Strengths

   Strength is the resource/capacity controlled by a company or available to a company that makes the company relatively superior to its competitors in meeting its customer's needs.

   Strength emerges from the resources and competencies available to the company. Strengths can be related to financial resources, image, market leadership, buyer-supplier relationships and other factors. This is said because the business unit has a source of skills, reliable products, and so on, making it stronger than its competitors in meeting the market needs planned to be served by the enterprise unit concerned.

2. Weakness

   A weakness is a limitation in one or more resources of a company relative to its competitors, which constitutes an obstacle to effectively meeting customers' needs.

   In practice, such limitations and weaknesses can be seen in means and goods owned or not owned, low managerial skills, marketing skills that do not fit market demands, products that are not or are less in demand by consumers or prospective users, and insufficient rates of gaining profits. Internal strengths and weaknesses are controlled activities of an organization that can run well or poorly. It emerges in management, marketing, finance or accounting, production, research and development, and so on.

3. Opportunities

Opportunity is a prime favorable situation in a company's environment. The primary tendency is one of the sources of opportunity. Identification of previously missed market segments, changes in competitive/regulatory conditions, technological changes, and improving relations with buyers/suppliers can be opportunities for companies.

4. Threats

Threats are a significant unfavorable situation in a company's environment. Threats are companies' main obstacles to reaching their current or desired positions. The entry of new competitors, slow market growth, increased bidding power from major buyers/suppliers, technological changes, and revisions or regulatory revisions can hider a company's success.

The strengths and weaknesses of a company is internal factors, while opportunities and threats are environmental factors the company faces. SWOT analysis is a powerful tool in conducting strategy analysis; its utility lies in the ability of the company's strategists to maximize the role of strengths and exploitation of opportunities to act as a tool to minimize the weaknesses that exist in the corporate body and suppress the impact of threats that arise and must be confronted.

SWOT analysis is systematically identifying various factors to formulate a company's strategy. This analysis is based on logic that can maximize strengths and opportunities while minimizing weaknesses and threats.

2.6.2 SWOT Matrix Analysis

To plan, one must evaluate both external and internal factors. An analysis of the factors must produce the strengths and weaknesses of an

organization. In contrast, a study of external factors must be conducted to determine know the opportunities open to the organization and the threats that the organization is experiencing (Batubara, 2022).

To analyze SWOT more deeply, it is necessary to see external and internal factors as an essential part of SWOT analysis as follows:

a. External factors that influence opportunities and threats (O dan T).

This factor relates to conditions outside the company that influence the company's decision-making. These factors include the industry environment and the macro environment, the economy, politics, law, technology, population, and social culture.

b. Internal factors that influence Strengths and Weaknesses (S dan W).

This factor relates to the conditions within the company, which also influences the formation of corporate decision-making. These internal factors include functional management: marketing, finance, operations, human resources, research and development, management information systems, and corporate culture.

The SWOT matrix can describe how the opportunities and threats of the company's external environment are anticipated with its strengths and weaknesses. Alternative strategies should be directed at using strengths and correcting weaknesses, taking advantage of business opportunities, and overcoming threats. Thus, the SWOT matrix will obtain four groups of alternative strategies: SO strategy, ST strategy, WO strategy, and WT strategy. Each matrix strategy is called as follows:

A. SO Strategy (Strength-Opportunity)

This strategy is based on the corporate mind, which is, using all the power it has to seize and exploit the most excellent opportunity.

B. ST Strategy (Strength- Threat)

This strategy is based on the company's strength in anticipating existing threats.

C. WO Strategy (Weakness- Opportunity)

This strategy is based on exploiting existing opportunities by minimizing existing weaknesses.

D. WT Strategy *(Weakness- Threat*)

This strategy is based on defensive activities, trying to minimize the weaknesses of the company, and at the same time, avoiding threats.

There are types of approach models used to analyze the feasibility, such as:

a) SWOT Matrix

This matrix can clearly illustrate how the external opportunities and threats faced by a company can be adapted to the strengths and weaknesses of the company.

b) Boston Consulting Group Matrix

The BCG matrix was created by the Boston Consulting Group (BCG), which has several purposes, including developing a market share strategy for a product portfolio based on its cash-flow characteristics and deciding whether to pursue an unprofitable product investment. The BGC matrix can also be used to measure management performance based on product performance in the market.

c) Internal and External Matrix (GE-Model)

This matrix can be developed from the Boston Consulting Group model parameters used to cover the internal strength parameters of the company and the external influences faced. The purpose of using this model is to acquire a more detailed strategic business-enhanced corporate.

d) Space Matrix

Space matrix is a matrix used to sharpen the analysis so that the company can see the future position and direction of development. The

space matrix can clearly show the financial strength and industry strength of a company. It shows that the company is financially strong enough to exploit its competitive advantage optimally by aggressively capturing the market.

e) Grand Strategy Matrix

This matrix is commonly used to solve problems frequently encountered in the use of SWOT analysis, namely to determine whether a company wants to take advantage of a strong position or overcome constraints.

2.7 Analysis Stage

After gathering all the information that affects the company's survival, the next step is to use all of that information in quantum models for strategic formulation. It is better to use several models at once to get a more complete and accurate analysis. The models that can be used are as follows:

a. SWOT or TOWS Matrix

The tool used to identify the strategic factors of the company is the SWOT Matrix. This matrix can clearly describe how the external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses inherited (Kumalasari, 2016).

This strategy is based on the corporate mind; using all the power to seize and exploit the most incredible opportunity.

1) ST Strategy is a strategy that uses the company’s internal strength to deal with threats.
2) WO Strategy, the strategy is implemented based on the exploitation of existing opportunities in a way that minimizes existing weaknesses
3) WT Strategy is based on defensive activities that minimize existing vulnerabilities and avoid the threat.

B. BCG Matrix

The most widely used approach to corporate analysis is the BCG Growth/Share Matrix, which was first developed by the Boston Consulting Group (BCG). The following are the ways to use BCG Matrix.

a. Identify the unit of analysis
b. Collect statistical data necessary for analysis
c. Calculate the relative market share
d. Make a market share plot on the BCG matrix diagram
e. Formulation of each quadrant.

C. General Electric Model

This model requires parameters of the industry attractiveness factor and business strength factor.

D. Internal and External Matrix

The General Electric model (GE Model). The parameters used include the internal strength parameters of the company and the external influences faced. The purpose of using this model is to obtain a more detailed corporate-level business strategy.

E. Space Matrix

Next, after using the IE matrix analysis model, the company could use the space matrix to sharpen its analysis. The goal is for the company to see its position and direction. Based on the space matrix, the analysis can clearly show vector lines that are positive for both financial strength and industry strength. It shows that the company is financially relatively strong enough to maximize its competitive advantage through aggressive enough action to capture the market.

F. Grand Strategy Matrix

The model is used to determine whether a company wants to take advantage of a strong position or overcome existing constraints. In this study, the researcher analyzed using the SWOT matrix, to compare internal factors (strengths and weaknesses) with external factors (threats and

opportunities). In addition, using this matrix can clearly describe the threats and opportunities that are adapted to the strengths and weaknesses that it has.

2.8 Business Feasibility Analysis

Business feasibility analysis is a comprehensive assessment conducted to determine the viability and potential success of a business venture. It involves evaluating various aspects such as market demand, financial projections, operational requirements, and potential risks. The analysis aims to provide insights into whether a business idea is feasible and worth pursuing.

Business Feasibility Study Aspects

1. Market and Marketing Aspect

   Marketing management is the art and science of selecting target markets and reaching, and growing customers by creating, delivering, and communicating superior customer values (Kotler dan Ketler, 2016)

   Hayati et al. (2020) said a business idea is declared worthwhile based on market and marketing aspects of the business idea that can produce a market-acceptable product (needed and desired by potential consumers) with a profitable rate of sales. Hayati et al. (2020) stated that specifically the analysis of market and marketing aspects in the eligibility study aims to:

   a. Analyze demand for products to be produced,
   b. Analyze supply for similar products,
   c. Analyze the availability of plans for suppliers of factors of production required Analysis of the accuracy of marketing strategies to be used.

2. Management Aspect

   In running a business, employee abilities are very influential. The management aspect is used to examine the organizational structure and conclude the portion of work that can be carried out by each employee**.**Based on Asman (2020), in the management aspect there is evaluation of work planning, type of work, strategy preparation, etc.

3. Social Aspect

   Social Aspect is an aspect about how the business will affect the social environment in the business area. Asman (2020) stated that social affect can be shown by observing the area near the business.

4. Financial Aspect

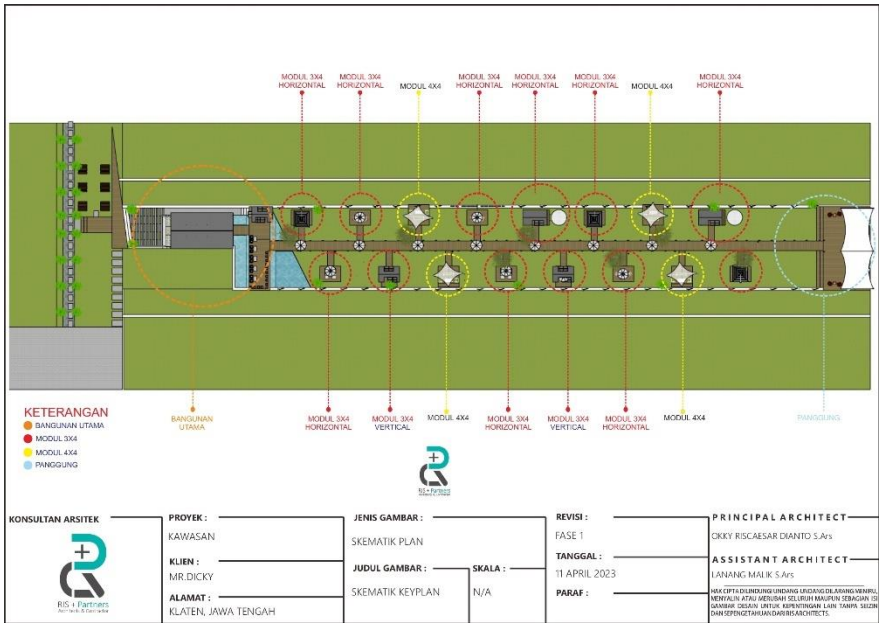
   Financial Aspect is an aspect about how the business will take a control over the financial structure. In planning a company, financial aspects play an important role in preparing initial capital, financing that will be used, even for planning loans and personal funds, so that interested parties can see the state of the financial plan through reviewing financial aspects (Asman, 2020).

CHAPTER III

IMPLEMENTATION METHOD

3.1 Business Plan Implementation Method

3.1.1 Business Plan Overview



Source : De Dives Posthac

Figure 3.1 1 De Dives Posthac Schematic

Business Name : De Dives Posthac

Tagline : *Swafoto Ing Sabin* (Selfies in a Ricefields)

De Dives Posthac is a food and beverage business. De Dives Posthac's business principle is to implement the concept of Business to Consumer (B2C). De Dives Posthac uses the basis of industrial

technology advances by leveraging digital marketing to streamline the human role in carrying out marketing processes.

De Dives Posthac prioritizes consumer comfort by promoting service facilities, buildings, promotions, brand image, prices, and products.

3.2 Business Feasibility Analysis

Value Proposition

a. Performance

These food quality controls and standards require professional management. Professionalism means full mastery of the profession and all its aspects, just as a food handler must be able to master his work. It is not apart from the skills of a cook who must master the existing theory and be able to practice it well. Because of the lack of maximum food yield, this is usually influenced by preparation in producing quality food required standards so that the results are achieved by their purpose.

The standard in this case is in terms of taste and appearance. Both product quality standardization and storage standardization must be paid attention to so that operations do not go bankrupt.

b. **Newness**

A place far enough away from the crowd, giving the impression of being lonely and conducive to work, hanging out or just wanting to see the scenery, where the place gives the impression of Bali.

c. **Accessibility**

It is easily accessed by selling products at dining in or ordering food products with an online information base.

3.3 Customer Segments

1st Priority: Millenial generation

Along with increasing public interest and demand for coffee, there is also an increase in the number of Coffee and coffee shops in Indonesia. The cafe provides a variety of facilities. The provision of wi-fi, air conditioning (AC), board games, sockets at various corners of the coffee shop, and relaxing music are some examples of the cafe facilities held to create an atmosphere that meets the needs of consumers (Rachmatunnissa & Deliana, 2020).

2nd Priority: Z Generation

Generation Z has high expectations of clean and organic food produced ethically and sustainably. For the coffee they drink, Generation Z expects that what they consume comes from quality sources that are not harmful to the environment.

3rd Priority: X Generation

Generation X used to spend the weekend coming to a place that could be refreshing with the family or maybe want to spend the weekend to breathe fresh air.

3.4 Marketing

The marketing method is used by considering the Marketing Mix 4P with the following details;

1. Product

   The products offered by De Dives Posthac are a variety of food menu processing to a place to take photos.

2. Price

   Pricing with profit margin takes into account internal factors such as

accumulation of product material costs, pricing standards, and the operational budget to be issued by each bottle as well as external factors including analysis of competitors and regional economic stability.

3. Place

   The building site of De Dives Posthac is located in Mpu Sedah, Sawah Area, Sumberejo, Klaten Cell District, Kladen District, Central Java.

4. Promotion

   Online-based promotions will be used by De Dives Posthac as a major marketing strategy given the era of technology shifting towards the information base. De Dives Posthac will use several ways as promotional suggestions among others:

   a. Grand Launching

      The Grand Launching was held at the launch of De Dives Posthac. The event aims to introduce a cafe with a concept of luxury that has never been commercialized before and to attract consumer interest by sharing a 30% promotion.

   b. Ride-hailing

      Cooperation between De Dives Posthac with ride-hailing companies like Shopee Food.

   c. Social Media

      Indonesia ranks as the sixth largest internet user in the world. This anime is used by De Dives Posthac in marketing through social media such as Facebook, TikTok, and Instagram. The account is managed directly by the marketing officer by presenting data such as product information, distribution services, cooperative bids, and interesting promotions.

   d. Advertising

      The other promotion is with the installation of product banners around Klaten Road and endorsement.

3.5 Business Startup Implementation Plan and Schedule

Table 3.5 1 Business Start Up Schedule

No	Activity	2023					
		Apr	May	Jun	Jul	Aug	Sept
1	Proposal preparation						
2	Business Feasibility Preparation						
3	Making marketing concept						
4	Business plan implementation						
5	Startup implementation						
6	Preparation of report						
7	Finalization						

3.6 SWOT Analysis

SWOT analysis is a tool used by a company to identify or evaluate internal and external factors of the company. Corporate internal factors consist of corporate strengths and weaknesses. Meanwhile, the company's external factors consist of opportunities and threats.

3.6.1 Internal Environment Analysis

a. Strength

a. The food product processing process is very hygienic; thus, the food and beverage products produced are of higher quality in terms of taste and texture and automatically form human power, one of the assets of Human Resources.

b. Affordable prices for food and beverage products among consumers.

c. The business capital issued is by the profits obtained.
d. Prioritize the quality of materials.
e. Prioritizing product quality to achieve consumer loyalty.
f. Marketing Strategy using social media which young people tend to do nowadays.

d. Weakness

I. A lot of competitors with sales of the same product demand aesthetics to always be able to follow the tastes of the consumer market.

II. The rise in the current price of raw materials is uncertain which influences the rise of the fall in sales.

III. Lack of menu variation of the existing products.

3.6.2 **External Environment Analysis**

a. Opportunity

A. Establish a strategy of cooperation with various parties.
B. Follow every economy and tourism event that exists.
C. Follow the many consumer demands in the market.
D. Follow technological advances to create maximum product marketing.
E. See the level of purchasing power of the society

b. Threat

1. Companies with many competitors create more varied products.
2. Availability of raw materials and prices of raw materials can rise from time to time.
3. Better promotion from other companies.
4. Better quality of service from other firms.
5. Better product quality of competitors.

After carrying out internal and external analysis, the results of the strengths, weaknesses, opportunities, and threats are known. As stated in the table as follows:

Table 3.6 1 SWOT Analysis in De Dives Posthac

Strength	**Weakness**
• The food product processing process is very hygienic; thus, the food and beverage products have the best quality in terms of taste and texture and automatically form human capital as one of the assets of Human Resources. • Affordable prices for food and beverage products among consumers. • Business capital issued by the profits obtained. • Prioritize the quality of materials. • Prioritize product quality to achieve consumer loyalty. • Marketing strategies through social media are popular among young people today.	• Many competitors selling the same products require aesthetics to always be able to follow consumer market tastes. • The current uncertain increase in raw material prices has an impact on the ups and downs of sales. • Lack of menu variations of existing products.
Opportunity	**Threat**

• Arrange cooperation strategies with various parties. • Participate in every existing economy and tourism event. • Follow the large number of consumer demands in the market. • Follow technological advances to create maximum product marketing. • Look at the level of purchasing power of the community.	• Companies with many competitors create more varied products. • Availability of raw materials and prices of raw materials rise from time to time. • Better promotion from other companies. • Quality of service from other firms is better.

3.7 SWOT Matrix

The SWOT matrix is a tool used to measure the factors of a company's strategy. This matrix can clearly describe how external opportunities and threats are present. This matrix can produce four possible alternate strategic cells that can be seen in the table below:

Table 3.7 1 SWOT Matrix

Internal Factors **External factors**	**STRENGTH**	**WEAKNESS**
	• The process of processing food products is very hygienic, thus, the food and beverage products have the best quality in terms of taste and texture and	• A lot of competitors with sales of the same product demand aesthetics to always be able to follow the

	automatically form human capital as one of the assets of Human Resources • The price of food and drink products is affordable among consumers. • Enterprise capital is issued by the profits obtained. • Prioritize the quality of materials. • The priority of product quality is to have consumer loyalty. • Marketing strategy through social media that is seen by young people today.	tastes of the consumer market. • The rising prices of raw materials today are uncertain which influences the rise and the decline of sales. • Lack of menu variation from the existing products
OPPORTUNITY	**SO STRATEGY**	**WO STRATEGY**
• Arrange cooperation strategies with various parties. • Participate in every existing economy and tourism event. • Follow the large number of consumer demands in the market. • Follow technological advances to create	• Improve marketing strategies through social media by following technological progress. • Prioritize product quality by looking at purchasing power and consumer demand	• Always follow the various economics and tourism events that exist so as not to be inferior to the competitors that produce the same product. • Increase the variation of the existing product by looking at the taste

maximum product marketing. • Look at the level of purchasing power of the community.		or demand of consumers in the market.
THREAT	**ST STRATEGY**	**WT STRATEGY**
• Arrange cooperation strategies with various parties. • Participate in every existing economy and tourism event. • Follow the large number of consumer demands in the market. • Follow technological advances to create maximum product marketing. • Look at the level of purchasing power of the community.	• Maintain the price of affordable products so as not to be less competitive with companies that produce the same products. • Prioritize consumer loyalty by creating good service • Experimenting to obtain quality raw material alternatives as the price of raw materials rises.	• Create more varied products by paying attention to the quality of raw materials.

The above analysis shows that the company's performance can is determined by a combination of internal and external factors.

CHAPTER IV

DEVELOPMENT AND REALIZATION OF BUSINESS START-UPS

4.1 Brief Profile of De Dives Posthac

Source: De Dives Posthac, 2023

Figure 4.1 1 De Dives Posthac Front area

Source: De Dives Posthac, 2023

Figure 4.1 2 De Dives Posthac Back Area

De Dives Posthac, one of the industrial cafes in Klaten, is a cafe that provides food and beverages. The building presents an industrial style with a touch of nature as a supporting element for the café. De Dives Posthac was built in September 2023. De Dives Posthac was opened and inaugurated by the deputy regent of Klaten and it has the same place with Raja Bakaran. De Dives Posthac located in Jl. Mpu Sedah, Area Sawah, Nglinggi, South Klaten Subdistrict, Klaten, Central Java. The location can also be found using online Maps to help the customers find the place.

Source: De Dives Posthac, 2023

Figure 4.1 3 De Dives Posthac Maps

Source: De Dives Posthac, 2023

Figure 4.1 4 Klaten Deputy Regent at the opening of De Dives Posthac

De Dives Posthac has 2 areas, indoor and outdoor. The Indoor area can accommodate around 10-15 people while the outdoor area can accommodate more than 50 people. The indoor area is equipped with AC and a soft sofa, while the outdoor area uses glamping, a simple table, and a small bar near the fish pond. The outdoor area has one large glamping that can accommodate up to 20 people. Every weekend the café has live music to entertain customers. Customers can also have karaoke accompanied by acoustic music which is available during live music.

Source: De Dives Posthac, 2023

Figure 4.1 5 Outdoor Area Near Fish Pond

Source: De Dives Posthac, 2023

Figure 4.1 6 Customer Having Karaoke Durimg Live Music

Source: De Dives Posthac, 2023

Figure 4.1 7 Outdoor Area from Above

Source: De Dives Posthac, 2023

Figure 4.1 8 Large Glamping

Source: De Dives Posthac, 2023

Figure 4.1 9 Indoor Area

Source: De Dives Posthac, 2023

Figure 4.1 10 Bar and Cashier

In its early stages, the café was managed in a modern way with the concept of back to nature equipped with views of mountains and rice fields. The researcher was responsible as the operational manager of the enterprise and the fulfilment of the needs of the product while the financial responsibility was administered by the writer's mother. As for the financial management system, it is still very simple with the help of 8 employees and some product needs supplied by food suppliers from Klaten.

De Dives Posthac focused on the tagline "*swafoto ing sabin"*, thus the cafe sells food and beverages to support the location. Therefore, the customers can enjoy their meals and also look at the mountain of Gunung Kidul and rice fields to increase their mood.

Source : De Dives Posthac, 2023

Figure 4.1 11 Customers Taking Selfies while Enojying Their meals

Source : De Dives Posthac, 2023

Figure 4.1 12 Customers Taking Selfies with Gunung Kidul and Rice Fields as a Background

De Dives Posthac also has a new selfie place called "*Gerbang Nirwana*". It is a stair with a corner for taking photos so that visitors can take photos with the sky-like background. This is the second favorite photo spot after taking photos in the middle of the rice fields where visitors can enjoy their food. The customers can also take a look at the upper side of the café and rice fields from this view.

Source : De Dives Posthac, 2023

Figure 4.1 13 Selfies At Gerbang Nirwana

Source : De Dives Posthac, 2023

Figure 4.1 14 Gerbang NIrwana

Source : De Dives Posthac, 2023

Figure 4.1 15 De Dives Posthac from gerbang Nirwana

The menu offered is varied. For beverages, the café does not only offer coffee but also a signature menu that includes mojitos, juice, milkshakes, etc. There are 2 types of menus for food, *Nusantara* and Western food. *Nusantara* food consists

of beef ribs, fish, chicken, and iced fruit cocktail dessert (*es buah)*. Western food consists of pizza, pasta, sandwich, salad, etc.

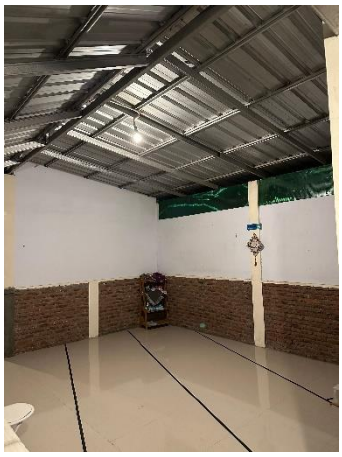
Source: De Dives Posthac, 2023

Figure 4.1 16 De Dives Posthac Book Menu

De Dives Posthac offers more than just an amazing culinary experience. In addition to serving delicious dishes, De Dives Posthac provides facilities that pay attention to the comfort and needs of our customers. With spacious parking, it can be ensured that customers can easily find a parking space for their vehicles without having to worry. In addition, a comfortable bathroom is available for guests who want to pray during their visit. A clean and adequate toilet is also available for the comfort of guests. With these facilities, De Dives Posthac is committed to providing a pleasant and well-served experience for customers.

Source: De Dives Posthac, 2023

Figure 4.1 17 Parking Lot



Source: De Dives Posthac, 2023

Figure 4.1 18 Prayer Room

Source: De Dives Posthac, 2023

Figure 4.1 19 Toilet

4.2 Realization of Business Environmental Aspects

In the realization of the business environment analysis, De Dives Posthac can identify the opportunities and at the same time knows the threats of the business that need to be anticipated. The business environment has an external environment factor and an internal environment factor (Sudiantini, 2022).

The external environment is the environment outside the organization and needs to be analyzed to identify the opportunities and threats that the company will face, whereas the internal environment is an environment within the organization and needs to be analyzed to know the strengths and weaknesses that exist in the company (Sugiarti et al., 2022)

The combination of these two factors is shown in the SWOT analysis diagram as follows:

1. SO Strategy (*Strength-Opportunity*)

   This strategy is a combination of internal Strength and external Opportunity. Its strategy is also based on the way the company thinks, that

is, using all the power to seize and exploit the greatest opportunity. The following are the SO strategy taken by De Dives Posthac:

a. Improve marketing strategies through social media by following technological progress
b. Prioritize product quality by looking at purchasing power and consumer demand

2. ST Strategy (*Strength-Threat*)

This strategy is a combination of internal strengths and external threats, designed to use the power of a company to deal with threats. The ST strategies taken by De Dives Posthac are as follows:

a. Maintain the price of affordable products to compete with other companies with the same products.
b. Prioritize consumer loyalty by creating good service.
c. Try to obtain quality raw material alternatives when raw material prices rise.

3. WO Strategy (*Weakness-Opportunity*)

This strategy is a combination of internal weaknesses and external opportunities, based on the exploitation of existing opportunities in a way that minimizes existing vulnerabilities. The WO Strategies adopted by De Dives Posthac are as follows:

a. Always follow the various economics and tourism events that exist so as not to be inferior to the competitors that produce the same product.
b. Increase the variation of the existing product by looking at the taste or demand of consumers in the market

4. WT Strategy (*Weakness-Threat*)

This strategy is a combination of internal weaknesses and external threats and is based on defensive activities that try to minimize existing

vulnerabilities and avoid threats. The WT strategy taken by De Dives Posthac is as follows:

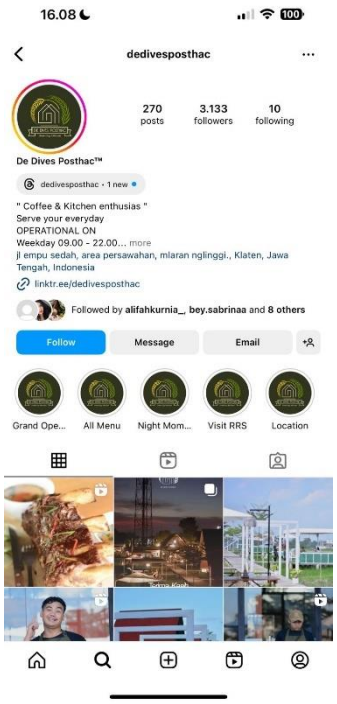
a. Create more varied products by paying attention to the quality of raw materials.

Based on the results of the SWOT analysis above, it is found that De Dives Posthac's enterprise has a strong internal position. Furthermore, the enterprise of De Dive Posthac can respond to the opportunities presented extraordinarily way and avoid the threats that are the market of its industry.

After doubling power with chance or SO strategy, the acquired force factor must be able to take the opportunity. The WO strategy takes advantage of existing opportunities by minimizing the weaknesses of the company as well as the WT strategy which requires the company to be able to minimize the weaker points and avoid threats.

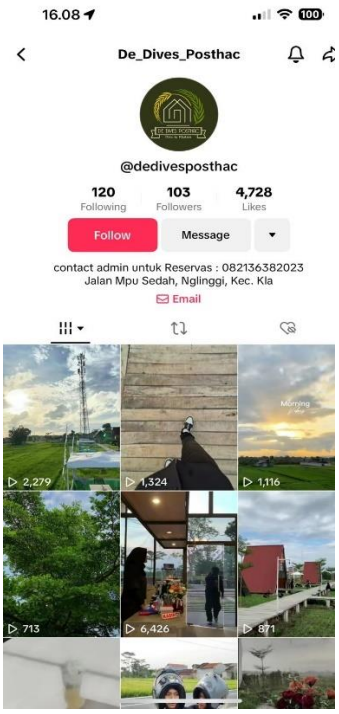
4.3 Realization of business Marketing Aspects

In the realization of marketing aspects, De Dives Posthac uses social media such as Instagram and TikTok by providing attractive promotional design, clear informative, and non-excessive product reviews. The product marketing was also done by inviting many influencers from Klaten even Yogyakarta and Surakarta.



Source: https://www.instagram.com/dedivesposthac?igsh=ZHh0aDZ6bTVmd2pz, 2023

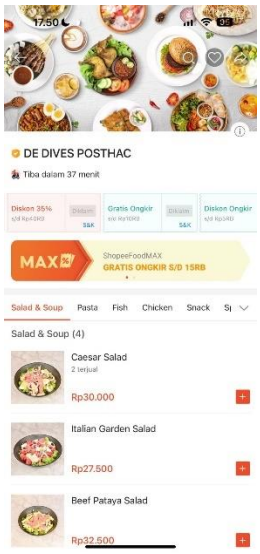
Figure 4.3 1 De Dives Posthac Instagram Account



Source: https://www.tiktok.com/@dedivesposthac?_t=8ns0Dt2z7Lz&_r=1 , 2023

Figure 4.3 2 De Dives Posthac Tiktok Account

De Dives Posthac account has received a positive response from consumers where current consumers come from the Klaten area even as many areas as outside the city. This marketing system is one of the purposes of the De Dives Posthac business which is used to expand the reach of the consumer and to increase revenue towards this business. De Dives Posthac can be delivered using the Shopee application through the Shopee food system. De Dives Posthac chooses to use Shopee because the service cost reduction is not as high as other merchants, and the discount given to customers is quite high, so it can attract customers and not harm the company. Thus, future sales are expected to reach wider consumers and consumer confidence can increase in this product.



Source: Shopee Food, 2023

Figure 4.3 3 De Dives Posthac Shopee Food Account

Source: https://maps.app.goo.gl/14fssTcDFQfiCbpe7?g_st=com.google.maps.preview.copy , 2023

Figure 4.3 4 De Dives Posthac Ratings on Google Maps

4.4 Realization on Sharia Aspect

The implementation of Sharia in De Dives Posthac involves adhering to Islamic dietary laws and principles, like:

a. Halal Food Preparation

In this case, De Dives Posthac ensures that all food served complies with Islamic dietary laws. This includes the use of halal ingredients, ensuring cooking equipment and utensils are free from contamination from non-halal ingredients.

b. No Alcohol

By Islamic principles, De Dives Posthac does not serve alcohol. This does not only apply to alcoholic drinks but also dishes cooked with alcohol.

c. Prayer Facilities

As a restaurant that adheres to the Sharia system and is located in a Muslim-majority area, De Dives Posthac provides prayer facilities and provides prayer time for employees to carry out their religious obligations.

d. Ethical Business Practices

Following Sharia in business is not just about preparing food. In this case, De Dives Posthac also involves ethical considerations in procuring materials, fair treatment of employees, and transparency in business affairs.

e. Accept payments via Sharia banks

De Dives Posthac proudly accepts Sharia payments as part of their commitment to provide services by Islamic principles. Customers can pay using halal payment methods, such as Islamic debit cards or Islamic bank transfers, to ensure compliance with Islamic financial principles. By providing Sharia payment options, De Dives Posthac Restaurant strives to meet the needs of customers who choose to carry out financial activities by the teachings of their religion.

4.5 Realization of Economic and Social Aspect

De Dives Posthac is a dynamic center of economic activity with various strategies implemented to ensure a balance between service quality and profitability. By prioritizing efficient cost management, they ensure every expense is carefully monitored without compromising the quality standards provided to customers. From raw material selection to inventory management, every operational aspect is run with a focus on savings without sacrificing quality.

In addition, De Dives Posthac Restaurant takes proactive steps in adapting its pricing strategy to market dynamics and customer needs by understanding the added value offered, both in the form of the quality of the dishes and the

experience created for guests. As such, De Dives Posthac sets fair and competitive prices that reflect a balance between the value provided to customers and the profits generated.

Not only that, De Dives Posthac also invests in innovation and employee development. Having well-trained employees not only improves the quality of the services we offer but also helps optimize operational efficiency. By paying attention to the economic aspects of human resource development, they create a productive work environment and build the foundation for long-term growth in their business. With these steps, De Dives Posthac continues to be committed to achieving sustainable economic success while still providing customers with an unforgettable culinary experience.

De Dives Posthac is not only a favorite culinary destination, but also an integral part of the surrounding community with significant contributions in social aspects and human resources. One of how this restaurant realizes its commitment to social aspects is through partnership programs with local charity organizations. By providing assistance in the form of food donations or holding charity events at restaurants, De Dives Posthac strives to help local communities in need.

Apart from that, this restaurant also plays an important role in creating job opportunities for local residents. By prioritizing recruiting employees from the surrounding area, De Dives Posthac helps improve local economic livelihoods while providing training and skills development to community members. This not only provides direct benefits in the form of employment but also builds capacity and self-reliance among the local population.

De Dives Posthac is also actively involved in community activities, such as holding tabletop events to introduce local *UMKM*s, participating in community events at the Indonesian Hotel and Restaurant Association, and holding meetings with government members to advance *UMKM*s. Through these initiatives, the

restaurant is not only a place to enjoy delicious food but also a center of activity that enriches the social and economic life of the surrounding area.

Source: De Dives Posthac, 2023

Figure 4.5.1 UMKM Event held by Raja Bakaran and De Dives Posthac

Source: De Dives Posthac, 2023

Figure 4.5.2 Visit of the Chairman of the DPR and the Regent

Source: De Dives Posthac, 2023

Figure 4.5.3 De Dives Posthac Joining Table
Top Event in Yogyakarta

For the government, prospective business De Dives Posthac in the future can be listed on the *UMKM* list that is under the government as well as registered in the BPOM (Food and Drug Supervisory Authority), which will then contribute to increasing revenue for the government through the payment of taxes.

4.6 Realization on Financial Aspect

The financial aspect is a key aspect of a feasibility study because even if other aspects are worthwhile if the study of the financial aspect yields an unfeasible result, the project proposal will be rejected as it will not provide economic benefits(Asman, 2020).

The purpose of analyzing the financial aspects of a business project feasibility study is to determine the investment plan through the calculation of expected costs and benefits by comparing expenditure and revenue, such as fund availability, capital cost, the ability of the project to repay the funds within a specified time frame and assess whether the project will be able to continue developing.

To determine whether the implementation of the project is profitable or not, a project evaluation is carried out by calculating the necessary benefits and costs throughout the project's lifetime. The components required in the financial viability analysis are as follows:

Table 4.6 1 Income Statement

INCOME STATEMENT DE DIVES POSTHAC 26 Juni - 25 Juli 2023		
STATISTIC	**CURRENT MONTH**	
	ACTUAL	**%**
# of Days	**30**	
Sitting Capacity		
Meals Time (Lunch & Dinner)		
Total Sitting Capacity		
Occupancy	**2,317**	
Average Cover/ Pax (ARR)	**45,192**	

DESCRIPTIONS	**CURRENT MONTH**	
	ACTUAL	**%**
RESTO REVENUE		
BEVERAGES	42,292,000	
FOOD	59,866,000	
OTHER	2,551,800	
GROSS REVENUE	**104,709,800**	
Discount		
Tax	**10,470,980**	
TOTAL Revenues nett	**94,238,820**	
LOSS * BREAKAGE		

Service Charge (5%)		
Tax Charge (10%)		
net revenues		

OPERATING COST & Other Expenditures		
BEVERAGE COST	12,682,519	30%
FOOD COST	33,626,525	56%
ADMIN & GENERAL	4,787,810	
ADVERTISING & PROMOTION	750,000	
MECANICAL ELECTRICAL	3,545,000	
PAYROLL	18,098,060	19%
HEAD OFFICE	4,200,000	
INVESTMENT	413,900	
Total Operational Expenses	**78,103,814**	
Gross Operating Profit (GOP)	**16,135,006**	**17%**
Bank Interest	**14,500,000**	
Net Owners Share Profit (NOSP)	**1,635,006**	
other income Tax & service for URBAN		

4.7 Problem Identification and Solution

In running a business, of course, it will not be free from problems and challenges, both in businesses that are just starting out and in large companies. The problems and challenges faced have various levels. Small-scale problems will be easy to solve and will not involve many parties, while large-scale problems will be difficult to solve because they require a long time and will

involve many parties. The problem faced by the De Dives Posthac business is having outdoor seating when the rainy season comes.

One of the advantages of De Dives Posthac is the outdoor seating area. The open outdoor area gives visitors a fresh and natural impression, so it can refresh the mind and improve the quality of experience when doing activities at the cafe. The air outside is fresher and cleaner than the air indoors; thus, visitors feel more comfortable and healthy. However, the disadvantage of outdoors is that if the weather is bad, such as rain, heat, or strong winds, it can make visitors uncomfortable and harm the cafe business. The solution is to use Suntex blinds which help De Dives Posthac in outdoor areas because the fabric is resistant to water, wind, and heat at the same time. When it rains, rainwater will not splash inside. Strong winds that cause rain to come in will be covered with Suntex blinds. Not only in the rainy season, Suntex blinds are also very functional in the dry season.

Source: De Dives Posthac, 2023

Figure 4.7 1 Glamping Covered with Suntex Blind

CHAPTER V

CONCLUSION & RECOMMENDATION

5.1 Conclusion

The presence of De Dives Posthac creates innovations in young people cafe-hopping. Consumers do not have to visit Bali directly to enjoy the atmosphere.

To market De Dives Posthac, the researcher used social media in the form of Instagram and TikTok by providing attractive promotional designs, clear information, and reasonable reviews or testimonials. Marketing used Instagram celebrity endorsers to give reviews of De Dives Posthac, which ultimately increased followers and viewers of the De Dives Posthac account and increased product sales.

It is hoped that De Dives Posthac will continue to run effectively and efficiently even though the final task of starting this business has been completed and it could become a promising business in the future. De Dives Posthac has had more than 2000+ visitors in approximately three months.

5.2 Recommendation

Based on the realization of the De Dives Posthac business which has been running for approximately three months, there are two recommendations from the researcher so that in the future, the De Dives Posthac business can run effectively and efficiently:

a. Adding menu variants such as cake and pastry,
b. Adding play and educational facilities for children

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APPENDICES

Appendix 1 Financial Statement

1. Income statement

INCOME STATEMENT

DE DIVES POSTHAC

26 Juni - 25 Juli 2023

STATISTIC	CURRENT MONTH	
	ACTUAL	%
# of Days	**30**	
Sitting Capacity		
Meals Time (Lunch & Dinner)		
Total Sitting Capacity		
Occupancy	**2,317**	
average Cover/ Pax (ARR)	**45,192**	

DESCRIPTIONS	CURRENT MONTH

	ACTUAL	%
RESTO REVENUE		
BEVERAGES	42,292,000	
FOOD	59,866,000	
OTHER	2,551,800	
GROSS REVENUE	**104,709,800**	
Discount		
Tax	**10,470,980**	
TOTAL Revenues nett	**94,238,820**	
LOSS * BREAKAGE		
Service Charge (5%)		
Tax Charge (10%)		
nett revenues		

nett revenues

OPERATING COST & Other Expenditures		
BEVERAGE COST	12,682,519	30%
FOOD COST	33,626,525	56%
ADMIN & GENERAL	4,787,810	
ADVERTISING & PROMOTION	750,000	
MECANICAL ELECTRICAL	3,545,000	

PAYROLL	18,098,060	19%
HEAD OFFICE	4,200,000	
INVESTASI	413,900	
Total Expenses Operational	**78,103,814**	
Gross Operating Profit (GOP)	**16,135,006**	**17%**
Bank Interest	**14,500,000**	
Net Owners Share Profit (NOSP)	**1,635,006**	
other income Tax & service for URBAN		

KLATENN, 26 NOPEMBER 2022

Di Buat

Accounting

Menyetujui

Manager Resto

Copr GM

INCOME STATEMENT

DE DIVES POSTHAC

26 Juni - 25 Juli 2023

STATISTIC	CURRENT MONTH ACTUAL	%
# of Days	30	
Sitting Capacity		

Meals Time (Lunch & Dinner)	
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DESCRIPTIONS	CURRENT MONTH ACTUAL	%
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other income Tax & service for URBAN		

KLATEN, 26 NOPEMBER 2022

Di Buat	Menyetujui	
Accounting	Manager Resto	Copr GM

6 Daily periode Juni-Juli 2023

Period	26 Juni - 25 Juli	**26**	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
	Pax / Visitor	76	133	83	97	92	121	112	116	74	72	144	78	

REVENUE		**26**	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
BEVERAGE	Coffee	212,000	341,000	217,000	402,000	336,000	407,000	467,000	359,000	392,000	170,000	405,000	181,000	
	Mijito	114,000	264,000	97,000	123,000	118,000	242,000	162,000	145,000		70,000	115,000	191,000	
	Manual Brew		51,000	68,000	119,000	17,000	51,000	17,000	17,000	34,000	34,000	102,000	102,000	
	Milkshakes	92,000	161,000	230,000	161,000	161,000	276,000	299,000	253,000	184,000	299,000			
	Milkbase	125,000	352,000	175,000	200,000	150,000	125,000	125,000	150,000	125,000	250,000	180,000	175,000	
	Tea	392,000	584,000	308,000	208,000	280,000	372,000	376,000	356,000	224,000	220,000	184,000	308,000	
	Juice	236,000	452,000	186,000	350,000	324,000	344,000	314,000	602,000	172,000	158,000	188,000	192,000	
	Signature	104,000	78,000	208,000	208,000	338,000	234,000	260,000	156,000	260,000	78,000	182,000	130,000	
	Mineral Water	48,000	72,000	80,000	64,000	40,000	96,000	96,000	72,000	32,000	48,000	32,000	24,000	
	TOTAL	**1,323,000**	**2,355,000**	**1,569,000**	**1,835,000**	**1,764,000**	**2,147,000**	**2,116,000**	**2,110,000**	**1,423,000**	**1,327,000**	**1,388,000**	**1,303,000**	**1**

FOOD	Salad	72,000	48,000	72,000	94,000	94,000	286,000	174,000	194,000	148,000	22,000	90,000	120,000	
	Soup	44,000	44,000		22,000	44,000	22,000	44,000	44,000				22,000	
	Pasta	384,000	367,000	227,000	243,000	435,000	405,000	365,000	417,000	384,000	242,000	430,000	236,000	
	Fish	114,000	418,000	228,000	114,000	114,000	38,000	152,000	114,000	152,000	152,000	76,000	76,000	
	Chicken	541,000	693,000	471,000	425,000	186,000	646,000	390,000	1,250,000	343,000	465,000	303,000	546,000	
	Snacks	304,000	652,000	282,000	306,000	343,000	228,000	380,000	201,000	468,000	191,000	350,000	412,000	
	Speciality Grilled	306,000	430,000	382,000	324,000	162,000	266,000	286,000	324,000	276,000	726,000	124,000	200,000	
	Pizza & Sandwich	82,000	923,000	205,000	551,000	611,000	598,000	772,000	409,000	133,000	302,000	400,000	361,000	
	Asian Rice	239,000	381,000	202,000	270,000	134,000	206,000	138,000	313,000	35,000	198,000	70,000	35,000	
	TOTAL	**2,086,000**	**3,956,000**	**2,069,000**	**2,349,000**	**2,123,000**	**2,695,000**	**2,701,000**	**3,266,000**	**1,939,000**	**2,298,000**	**1,843,000**	**2,008,000**	**2,**
		3,714,000	**8,534,000**	**4,542,500**	**4,670,000**	**4,195,000**	**5,601,000**	**5,206,800**	**5,859,500**	**3,762,000**	**4,175,500**	**3,456,500**	**3,571,000**	**4,**
OTHER	Raja Bakaran	305,000	2,223,000	904,500	486,000	308,000	759,000	389,800	483,500	400,000	550,500	225,500	260,000	
	Raja Bakaran Payment	229,000	1,889,000	642,000	366000	244,000	571,000	338,000	461,000	366,000	410,000	143,000	100,000	

		76,000	334,000	262,500	120,000	64,000	188,000	51,800	22,500	34,000	140,500	82,500	160,000	
	Diskon													
	TAX	348,500	664,500	390,050	430,400	395,100	503,000	486,880	539,850	339,600	376,550	331,350	347,100	
	TOTAL	3,485,000	6,645,000	3,900,500	4,304,000	3,951,000	5,030,000	4,868,800	5,398,500	3,396,000	3,765,500	3,313,500	3,471,000	4
	REVENUE NETT	**3,136,500**	**5,980,500**	**3,510,450**	**3,873,600**	**3,555,900**	**4,527,000**	**4,381,920**	**4,858,650**	**3,056,400**	**3,388,950**	**2,982,150**	**3,123,900**	**3,**
EXPENDITURE		**26**	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Baverage / BAR COST														
	Powder, Sugar Etc			70,000		98,000	68,000			140,000				
	Sirup & Flavour	396,000									594,000			
	Fruit & Vagetable		206,500	221,755	238,000	93,500	46,000		86000	103,500	155,000		13,000	
	Coffee Bean & Tea	400,000				28,500	28,500	28,500		620,000				
	Snacks & Cookies			55,200	9,200		37,200	9,200				9,300		
	Milk & Cream		570,000	29,700					190000	950,000				
	Aqua, ice tube ETC		27,000	109,000	5,000	5,000	5,000	28,000	50,000	5,000	27,000	5,000		
	Can & Bottle			73,200	66,004	114,000		36,600	70,000					

	Ice Cream			449,700								330,000		
	Other			67,600										
	TOTAL	796,000	803,500	1,076,155	318,204	339,000	184,700	102,300	396,000	1,818,500	776,000	344,300	13,000	

		026	**027**	**028**	**029**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
FOOD KITCHEN COST	Vagetable	120,250	140,000	138,000	55,000		196,300	163,000	127,000	157,000	47,000	141,000	90,000	
	Beef								823,200	102,000	733,300	47,000	310,000	
	Chicken	204,000	74,000	187,000			212,000	212,000		416,000		184,000	47,000	
	Fish	102,000					170,000			170,000			102,000	
	Seafood						130,000							
	Can & Bottle						205,000							
	Powder, Sugar, Flour, Etc	116,000		71,000		115,200	79,300	58,000		148,800	141,600			
	Milk & Cream						870,000				210,000		870,000	
	Oil (Cooking, Sald & Etc)	76,000		114,000	54,000		76,000	76,000	54000	114,000	76,000		76,000	
	Dry Herb													

	Bread	397,500			397,500					432,000				
	Egg	116,000		89,000				90,000		62,000		59,000	60,000	
	Frozen Food						605,000	195,000	577500	497,750			150,000	
	Cheese	340,350					651,750		240450	238,350			245,700	
	Pasta	200,000												
	TOTAL	**1,672,100**	**214,000**	**599,000**	**506,500**	**115,200**	**3,195,350**	**794,000**	**1,822,150**	**2,337,900**	**1,207,900**	**431,000**	**1,950,700**	**5**
		2,468,100												
		26	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Admin & General	ATK/Form, Kartu nama		70,000	70,400		6,900								
	Telephone													
	Speddy	10,384	10,384	10,384	10,384	10,384	10,384	10,384	10,384	10,384	10,384	10,384	10,384	
	Meals													
	Others Expenses			100,000	19,000	30,000	12,000			309,000	42,600	22,000	92,800	
	BBM KENDARAAN BELANJA		10,000	22,000	24,000			10,000	14,000	29,000	16,000			
	POS Rental													

	Medical			9,200									
	chemical			20,000	10,000		10,000			30,000			
	packaging			495,000			96,000	12,000			165,700	160,500	
	Rental Lahan	27,778	27,778	27,778	27,778	27,778	27,778	27,778	27,778	27,778	27,778	27,778	27,778
	TOTAL	**38,162**	**118,162**	**754,762**	**91,162**	**75,062**	**156,162**	**60,162**	**52,162**	**406,162**	**262,462**	**220,662**	**130,962**

		26	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**
Advertising & promotion sales call	Sponsorship												
	Transportasion/BBM SALES												
	Transportasion												
	Commission expenses												
	ATK/Form												
	Parking												
	Digital Marketing (food blogger etc)	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000	25,000

	TOTAL	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	**25,000**	

		26	**27**	**28**	**29**	**30**	**1**	**2**	**3**	**4**	**5**	**6**	**7**	
Property Mechanical Electrical /POMEC	BBM/ TRANSPORT MAINTENACE													
	Listrik	75,000	75,000	75,000	75,000	75,000	75,000	75,000	75000	75,000	75,000	75,000	75,000	
	Others Expenses													
	Fish Feeding													
	Maintenance													
	Gas LPG							217,000			22,000		22,000	
	Arang													
	PDAM													
	Perawatan Mobil													

	Solar Genset													
	APAR													
	Others Expenses													
	TOTAL	75,000	75,000	75,000	75,000	75,000	75,000	292,000	75,000	75,000	97,000	75,000	97,000	

Payroll	Gaji Back Office													
	Gaji Bar	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	100,000	
	Gaji Kitchen	186,667	186,667	186,667	186,667	186,667	186,667	186,667	186,667	186,667	186,667	186,667	186,667	
	Gaji FB Service	233,334	233,334	233,334	233,334	233,334	233,334	233,334	233,334	233,334	233,334	233,334	233,334	
	General /Security/ PA	33,334	33,334	33,334	33,334	33,334	33,334	33,334	33,334	33,334	33,334	33,334	33,334	
	Pencadangan THR	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	50,000	
	Uang makan													
	Bpjs Kesehatan													
	Bpjs Ketenagakerjaan													

	TOTAL	603,335	603,335	603,335	603,335	603,335	603,335	603,335	603,335	603,335	603,335	603,335	603,335	

HEAD OFFICE EXPENSES														
	Social Responsibility													
	Traveling													
	Daily (Meals.Laundry,Etc)													
	Entertaint					200,000	150,000	200,000	150,000	150,000	150,000	150,000	200,000	
	Business Assignment/ on duty													
	PBB/IMB													
	TOTAL	0	0	0	0	200,000	150,000	200,000	150,000	150,000	150,000	150,000	200,000	2

Investasi	BEVERAGE													

	FOOD													
	Kitchen													
	BUILDING													
	Sales Marketing & Front Office													
	Mechanical electrical													
	General													
	TOTAL	0	0	0	0	0	0	0	0	0	0	-	-	

TOTAL		3,209,597	1,838,997	3,133,252	1,619,201	1,432,597	4,389,547	2,076,797	3,123,647	5,415,897	3,121,697	1,849,297	3,019,997	2

Appendix 2 Entrepreneurship Documentation

Morning Situation

Sunset situation

sunbed

Extra Large Glamping

De Dives Posthac from Above

Tea Series

Mojito

Traditional Drink

Salad

Margheritta Pizza

Prawn Aglio

Appendix 3 Link of Entrepreneurship Video

https://drive.google.com/drive/folders/13Ne7UohmK9ThmqBDE3s8VknFWgx7LU_