

RINGKASAN EKSEKUTIF

Industri *food and beverage* merupakan salah satu bisnis yang berkembang di Indonesia akibat gaya hidup masyarakat yang bekerja sampai larut sehingga mereka lebih sering memesan makanan di luar dibandingkan dengan makan di rumah (Parama Indonesia, 2017). Salah satu *street snacks* yang digemari oleh masyarakat adalah *chicken cutlet* (Travel Taipei, 2017). Menurut penelitian, masyarakat Indonesia juga setidaknya memakan camilan sebanyak 3 kali sehari diluar menu makan besarnya (Mondelez, 2017). Tipe camilan yang dikonsumsi yakni tipe camilan "*heavy snacks*" memiliki arti camilan yang mengenyangkan. Dilatarbelakangi beberapa faktor tersebut, Chick' n Chop hadir menyediakan konsep makanan camilan berupa *chicken cutlet*, yang disediakan dengan saus khas Indonesia sebagai *value* produk, dan kentang goreng *wedges*. Penyediaan kentang goreng *wedges* bertujuan untuk memenuhi rasa kenyang dari konsumen dan membantu mengurangi konsumsi nasi.

Target konsumen Chick' n Chop merupakan laki-laki dan wanita berumur 15 sampai dengan 34 tahun. Strategi pemasaran Chick' n Chop berfokus kepada promosi, secara *online* maupun *offline*. Chick' n Chop telah membuka gerai perdana di kawasan Ruko Granada Square, BSD, Tangerang Selatan. Berdasarkan pelaksanaan bisnis selama tiga bulan yang berawal pada bulan Mei 2019, Chick' n Chop berhasil mencatat penjualan sebanyak 902 porsi dengan revenue sebesar Rp 22.550.000. Penelitian kelompok menyebutkan bahwa *market penetration* dibutuhkan untuk mengembangkan bisnis kami, sehingga kedepan Chick' n Chop akan berusaha untuk mengikuti bazaar dan kegiatan pemasaran lainnya. Dari segi operasi, harus dilakukan riset vendor karena minimnya *vendor* tepung, serta memperbaiki *operation flow* kentang yang mudah busuk, dengan melakukan pemotongan saat konsumen memesan order. Apabila penemuan kelompok diimplementasikan di waktu yang akan datang, kelompok berharap dapat mencapai hasil yang lebih memuaskan.

Kata Kunci	:	Ayam potong, camilan berat, bumbu khas Indonesia dan kentang goreng <i>wedges</i>
Bidang Usaha	:	Makanan dan minuman (<i>chicken cutlet</i>)

EXECUTIVE SUMMARY

The food and beverage industry is one of the businesses sector that has positive trend in Indonesia due to the lifestyles of people who work late at night, and tendency to order food more often than eating at home (Parama Indonesia, 2017). One of the street snacks that are popular with the public is chicken cutlets (Travel Taipei, 2017). According to research, the Indonesian people also eat at least 3 snacks a day outside their large meals (Mondelez, 2017). The type of snack that is consumed is the type of "heavy snacks" which means snacks that would make consumer feel full. But it is unfortunate, Indonesia has become the 7th highest country in the world with the most population that suffered diabetes (International Diabetes Federation, 2017). Based on those factors, Chick' n Chop provides a snack food concept in the form of fried chicken cutlet, which is provided with Indonesian special sauce as a product value, and wedges fries. Additional Wedges fries aims to meet the demand of costumer that want the feeling of fullness from snacking.

The target consumers of Chick' n Chop are men and women aged 15 to 34 years. Chick' n Chop's marketing strategy focuses on promotion, online and offline. Chick' n Chop has opened it's first outlet in Ruko Granada Square area, BSD, South Tangerang. Based on a three-month business operation that began in May 2019, Chick' n Chop managed to record sales of 902 portions with revenue of Rp. 22,550,000. Our research shows that market penetration strategy is needed to develop our business. On that very reason, Chick' n Chop will try to participate in bazaars and other marketing activities in the future. In terms of operations, vendor research must be done because the minimum quantity of flour vendor, as well as improving the operation flow of potatoes that rot easily, by cutting them when consumers order arrived. If our findings are implemented in the future, the group hopes to achieve more satisfying results from it.

Keywords	:	<i>Chicken cutlet, heavy snacks, Indonesian sauces and potato wedges</i>
Field of Business	:	<i>Food and beverages (chicken cutlet)</i>