

RINGKASAN EKSEKUTIF

Chum Bap merupakan sebuah usaha makanan Korea dengan spesialisasi pada bibimbap berkonsep *grab and go*, yang secara harfiah berarti “nasi campur”. Bibimbap adalah sajian khas negeri ginseng berupa nasi dengan sayuran beraneka warna dan protein. Data BEKRAF (2017) menunjukkan kontribusi sektor kuliner terhadap total pendapatan ekonomi kreatif adalah sebesar 41.40% pada tahun 2017. Selain itu, berdasarkan survei oleh Korea Creative Content Agency (2019) terhadap 39,000 responden menyebutkan bahwa 71.8% dari masyarakat Indonesia memiliki persepsi positif terhadap budaya Korea dan sebesar 48.4% mengasosiasikan budaya Korea dengan makanan Korea. Hal tersebut menunjukkan adanya peluang mengembangkan bisnis dalam industri makanan Korea.

Melalui rangkaian penelitian ditemukan beberapa kendala yang konsumen rasakan dalam mengonsumsi bibimbap konvensional, seperti *dolsot* atau *hot stone pot* yang terlalu panas, kesulitan dalam mencampurkan bibimbap, serta komponen *topping* yang tidak dapat diubah. Maka dari itu, Chum Bap menerapkan konsep kustomisasi yang memungkinkan kebebasan dalam memilih *topping* sayuran dan protein sesuai preferensi serta memberikan pengalaman pelanggan untuk mencampur bibimbap tanpa diaduk, melainkan dengan mengocok kemasan *pint*. Harga satu porsi bibimbap dijual pada kisaran Rp 40,000 hingga Rp 50,000.

Target pasar dari Chum Bap adalah mahasiswa dan pekerja usia 19-30 tahun yang berdomisili Tangerang dan Tangerang Selatan, memiliki rata-rata pengeluaran bulanan sebesar Rp1,500,000-Rp3,000,000 dan Rp3,000,000-Rp5,000,000 dengan tingkat mobilitas tinggi, mengikuti perkembangan tren, serta menyukai kuliner Korea. Selain secara *offline*, Chum Bap juga menasar konsumen dengan distribusi melalui Go-Send dan GrabExpress. Kanal distribusi lainnya adalah dengan menasar melalui komunitas K-Pop dan melalui kemitraan pada *event* K-Pop yang rutin dilaksanakan di Jakarta.

Chum Bap mulai beroperasi sejak Februari 2020 di *food court* Futopia, Mall @ Alam Sutera lantai 2. Dalam perjalanan implementasi proyek bisnis, Indonesia dihadapkan dengan pandemi COVID-19 sehingga dilakukan adaptasi strategi dengan mengubah sistem penjualan selama periode pembatasan sosial berskala besar menjadi *pre-order*.

Berdasarkan perhitungan dengan penyesuaian terhadap situasi setelah pandemi COVID-19, Chum Bap diproyeksikan dapat mencapai *payback period* dalam jangka waktu 14 bulan 12 hari dengan tingkat *return on investment* sebesar 50.47%.

Kata Kunci	: Makanan Korea, bibimbap, kustomisasi, <i>grab and go</i> , kemasan <i>pint</i> , pengalaman pelanggan
Bidang Usaha	: Makanan



EXECUTIVE SUMMARY

Chum Bap is a Korean food business specializing in grab and go bibimbap, which has a literal meaning of “mixed rice”. Bibimbap is one of the typical dishes in Korea, rice with a colorful range of vegetables and protein. The data from BEKRAF (2017) shows that the contribution of culinary industry to the creative economy sector’s income is 41.40% in 2017. Furthermore, a survey conducted by Korea Creative Content Agency (2019) reveals that 71.8% of Indonesians have positive perception towards Korean culture, in which 48.4% of the respondents associate Korean culture with Korean cuisine. This shows an opportunity to develop business in the Korean culinary sector.

Through a series of studies, the authors found several obstacles encountered by consumers when consuming conventional bibimbap, such as *dolsot* or hot stone pot that was too hot, difficulty in mixing bibimbap, and toppings that could not be changed. Thus, Chum Bap applies the customization concept which allows customers the option of choosing vegetables and protein toppings to their preferences, creating new customer experiences in mixing bibimbap without stirring, but rather by shaking the pint packaging. The price of one portion of bibimbap is sold within the range of Rp40,000 to Rp50,000.

Chum Bap targets students and workers aged 19-30 years living in Tangerang and South Tangerang, with an average monthly expenditure range of Rp1,500,000 to Rp3,000,000 and Rp3,000,000 to Rp5,000,000 with high level of mobility, keeping abreast with trends, and favor Korean cuisine. Aside from an offline food outlet, Chum Bap also distributes through Go-Send and GrabExpress. Other distribution channels are the K-Pop communities and through partnerships at regular K-Pop events held by concert promoters in Jakarta.

Chum Bap first launched its business in February 2020 at Futopia food court, Mall @ Alam Sutera, 2nd floor. In the journey of implementing this business project, Indonesia was faced with COVID-19 pandemic so that strategies were

adapted by changing the sales system to pre-order due to obeying large-scale social limitation rules by the government.

Based on calculations with adjustments to the company's performance during the pandemic, Chum Bap is projected to achieve a payback period of 14 months and 12 days with a return on investment rate of 50.47%.

Keywords	:	Korean food, bibimbap, grab and go, customization, pint packaging, customer experience
Industry	:	Food and Beverage

