

RINGKASAN EKSEKUTIF

Data menyebutkan adanya penurunan konsumsi minuman berkarbonasi di Indonesia selama beberapa tahun terakhir. Ditemukan bahwa adanya peningkatan kesadaran masyarakat terhadap kesehatan, membuat masyarakat mengurangi konsumsi makanan yang tidak sehat, termasuk di dalamnya minuman berkarbonasi dalam kemasan. Minuman berkarbonasi dalam kemasan secara keseluruhan dianggap tidak sehat, namun klaim tersebut tidak akurat. Kenyataannya, kadar gula yang tinggi menjadi penyebab minuman berkarbonasi tidak sehat. Dibalik penurunan konsumsi pada minuman berkarbonasi, terdapat peningkatan konsumsi produk minuman *Better For You* (BFY) yang dianggap lebih sehat karena kandungan gula di dalamnya lebih rendah. Hal ini dapat dicapai melalui produk-produk turunan dari minuman berkarbonasi, seperti *mocktail*. Di sisi lain, minuman berkarbonasi hanya terbatas pada minuman berkarbonasi kemasan, atau yang biasa tersedia di resto dan kafe dengan harga yang cukup mahal. Berdasarkan pada temuan diatas, penulis menciptakan **Glegger!**, sebuah minuman *mocktail* segar dengan buah asli, soda, aneka *topping* buah serta *fizzy ball* dan dijual di sebuah gerai minuman.

Glegger! direncanakan untuk mulai beroperasi pada April 2020 di Flavor Bliss, Alam Sutera. Penyebaran virus COVID-19 di Indonesia memaksa **Glegger!** melakukan adaptasi dengan mengubah konsep produk menjadi sebuah *experience package*. Penjualan dilakukan secara daring selama 3 bulan dari 1 April 2020 hingga 30 Juni 2020. Selama periode tersebut, **Glegger!** telah menjual sebanyak 583 gelas. **Glegger!** pertama kali mengeluarkan 3 varian rasa yaitu “Irish Mojito”, “Princess Lychee”, dan “Truly Madly Strawberry”; lalu pada 1 Juni mengeluarkan varian baru yaitu “Yaka Hula Pineapple”. Dari berjalannya bisnis ini, penulis mendapatkan berbagai pembelajaran serta kunci kesuksesan dalam bisnis minuman.

Kata kunci	:	Mocktail, soda, adaptasi, minuman segar, gula
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Bidang usaha	:	Makanan dan minuman
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EXECUTIVE SUMMARY

Data states that the consumption of carbonated beverages in Indonesia is declining over the past few years. It was later discovered that the increase of health awareness among consumers is causing people to limit the consumption of unhealthy foods, including ready-to-drink carbonated beverages. In general, ready-to-drink carbonated beverages are deemed unhealthy however this claim is not as accurate. It is the high sugar levels that causes carbonated beverages to be unhealthy. Behind the decrease in carbonated beverages consumption, there is an increase in Better For You (BFY) beverages which are considered healthier because of their lower sugar content. This can be achieved through products derived from carbonated beverages, such as mocktails. On the other hand, carbonated beverages are limited to ready-to-drink carbonated beverages, or commonly found in restaurants and cafes with a higher price. Based on the findings above, the authors created **Glegger!**, a freshly-made mocktail with real fruit juice, soda, and various fruit toppings with a fizzy ball, and sold in a beverage stall.

Glegger! is planned to start operating in April 2020 at Flavor Bliss, Alam Sutera. The spread of COVID-19 virus in Indonesia is forcing **Glegger!** to adapt thus changing the product concept into an experience package. All sales activities are conducted online for 3 months from 1 April 2020 to 30 June 2020. During that period, **Glegger!** sold 583 cups. **Glegger!** at first launch 3 variants which is “Irish Mojito”, “Princess Lychee” and “Truly Madly Strawberry”; then launching a new variant called “Yaka Hula Pineapple” on 1 June 2020. From running this business, the authors gained a lot of lessons and key success factors in beverage business.

Keyword	:	Mocktail, soda, adaptation, fresh drinks, sugar
Industry	:	Food and Beverage