

RINGKASAN EKSEKUTIF

Industri *Food & Beverage* memainkan peran penting dalam pertumbuhan ekonomi Indonesia yang membuatnya senantiasa berkembang mengikuti permintaan pasar. Tim peneliti menemukan adanya minat tinggi terhadap makanan Meksiko di Indonesia terutama birria yang mengalami lonjakan sejak tahun 2021. Birria merupakan makanan khas Meksiko berbahan dasar daging sapi yang menjadi tren di Amerika Serikat dan mulai populer di Indonesia melalui media sosial TikTok. Namun, terdapat kesenjangan antara preferensi rasa masyarakat Indonesia dengan rasa autentik birria. Tim peneliti menemukan peluang bisnis untuk menghadirkan birria di Jakarta yang merangkul kesamaan kekayaan rempah dan cabai Indonesia dengan Meksiko menyesuaikan preferensi rasa masyarakat Indonesia.

Analisis pasar menunjukkan adanya permintaan signifikan terhadap birria terutama dari kelompok usia 15-35 tahun di DKI Jakarta yang berada pada kelas ekonomi menengah hingga atas. Berdasarkan analisis PEST, peluang bisnis ini didukung oleh kebijakan pemerintah yang mendukung UMKM, pertumbuhan ekonomi yang stabil, dan minat tinggi terhadap makanan Meksiko. Analisis permintaan dan penawaran menunjukkan *gap* yang signifikan di pasar *Mexican food* Jakarta dengan peluang penawaran birria sebesar 10.800 porsi per tahun. Dengan adanya data dari analisis yang telah dilakukan, tim peneliti menemukan potensi yang besar dalam mengembangkan makanan Meksiko yaitu birria di Jakarta.

BirriaLoca menghadirkan “*All Things Birria*” yaitu mengkreasikan birria pada semua hidangan dengan birria yang lebih kaya akan rasa dibandingkan *direct competitor*-nya. BirriaLoca menjadi restoran Meksiko pertama di Jakarta yang menghadirkan saus spesial bernama Signature Green Sauce di dalam hidangannya yang menjadi *competitive advantage*. Berlokasi di Lucy Curated Compound Kemang, Jakarta Selatan, BirriaLoca didukung dengan *cross-selling* dan lokasi strategis, membantu BirriaLoca mendapatkan *awareness* dan penjualan yang tinggi.

Kata Kunci	:	Birria, Makanan Meksiko, kekayaan rempah dan cabai, Jakarta, Signature Green Sauce
Bidang Usaha	:	<i>Food and Beverage</i>

EXECUTIVE SUMMARY

The Food & Beverage industry plays an important role in Indonesia's economic growth, which makes it constantly develop according to market demand. The research team found a high interest in Mexican food in Indonesia, especially birria, which has spiked since 2021. Birria is a typical Mexican food made from beef that is trending in the United States and is starting to become popular in Indonesia through the social media TikTok. However, there is a gap between the taste preferences of the Indonesian people and the authentic taste of birria. The research team found a business opportunity to present birria in Jakarta that embraces the similarity of the richness of Indonesian spices and chilies with Mexico to suit the taste preferences of the Indonesian people.

Market analysis shows significant demand for birria, especially from the 15-35 year old age group in DKI Jakarta who are in the middle to upper economic class. Based on the PEST analysis, this business opportunity is supported by government policies that support MSMEs, stable economic growth, and high interest in Mexican food. The demand and supply analysis shows a significant gap in Jakarta's Mexican food market with an opportunity to offer birria of 10,800 servings per year. With the data from the analysis that has been carried out, the research team found great potential in developing Mexican food, namely birria in Jakarta.

BirriaLoca presents “All Things Birria” which incorporates birria in all the dishes. BirriaLoca offers birria that is richer in flavor compared to its direct competitors. BirriaLoca is also the only Mexican restaurant in Jakarta that presents a special sauce called Signature Green Sauce in its dishes which is a competitive advantage. Located in Lucy Curated Compound Kemang, South Jakarta, BirriaLoca is supported by cross-selling and a strategic location, helping BirriaLoca gain high awareness and sales.

Keywords	:	Birria, Mexican food, Richness of spices and chilies, Jakarta, Signature Green Sauce
Field of Business	:	<i>Food and Beverage</i>