

RINGKASAN EKSEKUTIF

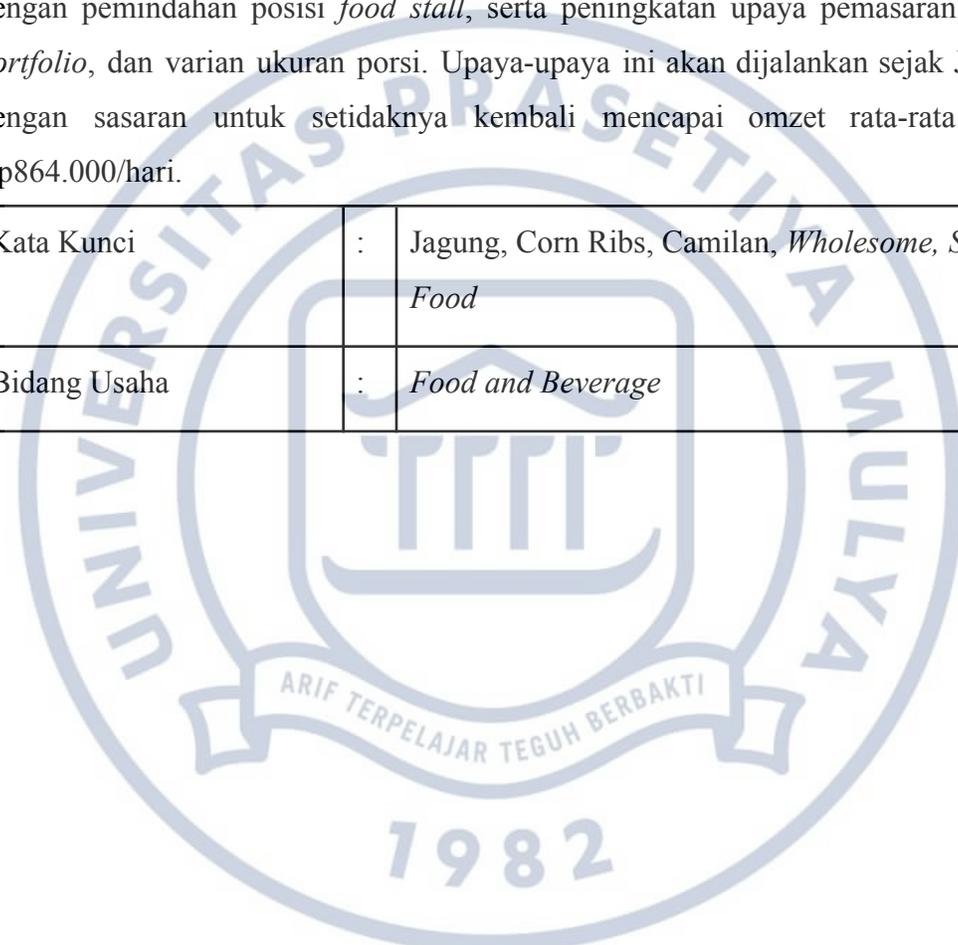
Snack Indonesia yang sering dijual di pinggir jalan (*street food snack*) populer karena harganya terjangkau, praktis, dan mudah ditemukan, meskipun memiliki stigma sebagai makanan yang kurang baik untuk tubuh dan standar kebersihan yang rendah. Selain itu, Indonesia yang sedang mengalami transisi nutrisi tahap empat juga perlu mulai beralih ke tahap lima dengan peningkatan konsumsi *wholesome* dan *minimally processed foods* untuk menghindari resiko pengidapan penyakit kardiovaskular dan obesitas akibat banyak mengonsumsi *ultra-processed foods*. Namun, terdapat kesulitan dalam mengurangi *ultra-processed food* yang lebih *flavorful* disebabkan oleh meningkatnya prioritas terhadap *emotional wellness*.

Dengan adanya kebutuhan untuk meningkatkan konsumsi *wholesome foods* dan populernya tren *street food snack* di Indonesia, CornHUB mengambil *opportunity* atas kekosongan pasar tersebut, dengan menghadirkan *snack* inovatif yang dapat membantu memenuhi kebutuhan transisi nutrisi tahap lima dalam pasar *street food snack* di Indonesia. Dengan visi menjadi pemimpin nasional dalam makanan dan minuman inovatif dengan komitmen terhadap kualitas hidup yang lebih baik, CornHUB menawarkan *wholesome snacks* yang *flavorful*. Setelah melalui rangkaian kegiatan penelitian terhadap calon target *market*-nya, CornHUB berhasil merangkai produk utamanya. Produk utama CornHUB yaitu Honey Garlic Corn Ribs merupakan *snack wholesome* berupa jagung potong *bite-sized* yang dapat dinikmati mirip jagung bakar. CornHUB menargetkan generasi z usia 15-29 tahun di JABODETABEK dengan membuka *booth offline* di Kuliner Pagi Malam Bintaro pada 7 Maret 2024 dengan harga Rp27.000 per porsi.

Pada tahun pertamanya, CornHUB hendak berfokus pada strategi *market penetration* dengan upaya peningkatan *brand awareness* melalui *digital marketing*, diikuti dengan pemenuhan permintaan dan peningkatan kualitas produk, serta peningkatan *product portfolio*. Per 30 Juni 2024, CornHUB menjual menu Honey Garlic Corn Ribs dengan tiga *level* kepedasan yaitu *light*, *medium*, dan *spicy*. Dengan

target *sales* awal rata-rata pada satu *outlet* sebesar 32 porsi/hari, baru tercapai rata-rata sebesar empat porsi/hari. Faktor utama tidak tercapainya sasaran ini diduga dikarenakan menurunnya *traffic* pada *street food area* yang dipilih pada masa mulai berjualan, diikuti dengan hari raya lebaran pada bulan April, menurunnya upaya pemasaran dari manajemen *street food area* pilihan, dan kurangnya *product portfolio*. CornHUB berencana untuk menanggulangi *gap* antara sasaran dengan realisasi ini dengan pemindahan posisi *food stall*, serta peningkatan upaya pemasaran, *product portfolio*, dan varian ukuran porsi. Upaya-upaya ini akan dijalankan sejak Juli 2024 dengan sasaran untuk setidaknya kembali mencapai omzet rata-rata sebesar Rp864.000/hari.

Kata Kunci	:	Jagung, Corn Ribs, Camilan, <i>Wholesome, Street Food</i>
Bidang Usaha	:	<i>Food and Beverage</i>



EXECUTIVE SUMMARY

Snacks from Indonesia commonly sold on the roadside (popular street food snacks) are well-liked for being affordable, convenient, and easily accessible, despite having a stigma as less healthy and low cleanliness standards. Moreover, as Indonesia undergoes a transition in nutrition from stage four to stage five, there is a need to shift towards increased consumption of wholesome and minimally processed foods to avoid risks of cardiovascular diseases and obesity caused by excessive consumption of ultra-processed foods. However, reducing flavorful ultra-processed foods is challenging due to the rising prioritization of emotional wellness.

With the need to enhance the consumption of wholesome foods and the popularity of street food snacks in Indonesia, CornHUB seized the market opportunity by introducing innovative snacks that cater to the transition to stage five nutrition in the Indonesian street food snack market. With a vision to become a national leader in innovative food and beverage products committed to improving quality of life, CornHUB offers flavorful wholesome snacks. After conducting research activities targeting its potential target market, CornHUB successfully developed its flagship product. CornHUB's main product is the Honey Garlic Corn Ribs, a wholesome snack consisting of bite-sized pieces of corn that can be enjoyed similarly to grilled corn. CornHUB targets Generation Z aged 15-29 in the JABODETABEK area, starting with an offline booth at Kuliner Pagi Malam Bintaro on March 7, 2024, priced at Rp27,000 per portion.

In its first year, CornHUB aims to focus on market penetration strategy with efforts to increase brand awareness through digital marketing, followed by demand fulfillment, product quality improvement, and expanding product portfolio. As of June 30, 2024, CornHUB sells the Honey Garlic Corn Ribs menu with three spiciness

levels: light, medium, and spicy. The initial target average sales per outlet of 32 portions per day have only reached an average of four portions per day. The main reason for not achieving this target is suspected to be the decline in traffic at the chosen street food area during the initial selling period, followed by the April holiday season (Lebaran), reduced marketing efforts from the management of the chosen street food area, and a limited product portfolio. CornHUB plans to address this gap between targets and realizations by relocating the food stall, increasing marketing efforts, expanding product portfolio, and varying portion size. These efforts are scheduled to begin in July 2024 with the aim of at least returning to an average daily revenue of Rp864,000.

Keywords	:	<i>Corn, Corn Ribs, Snack, Wholesome, Street Food</i>
Field of Business	:	<i>Food and Beverage</i>

