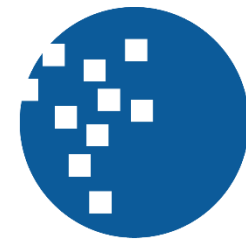


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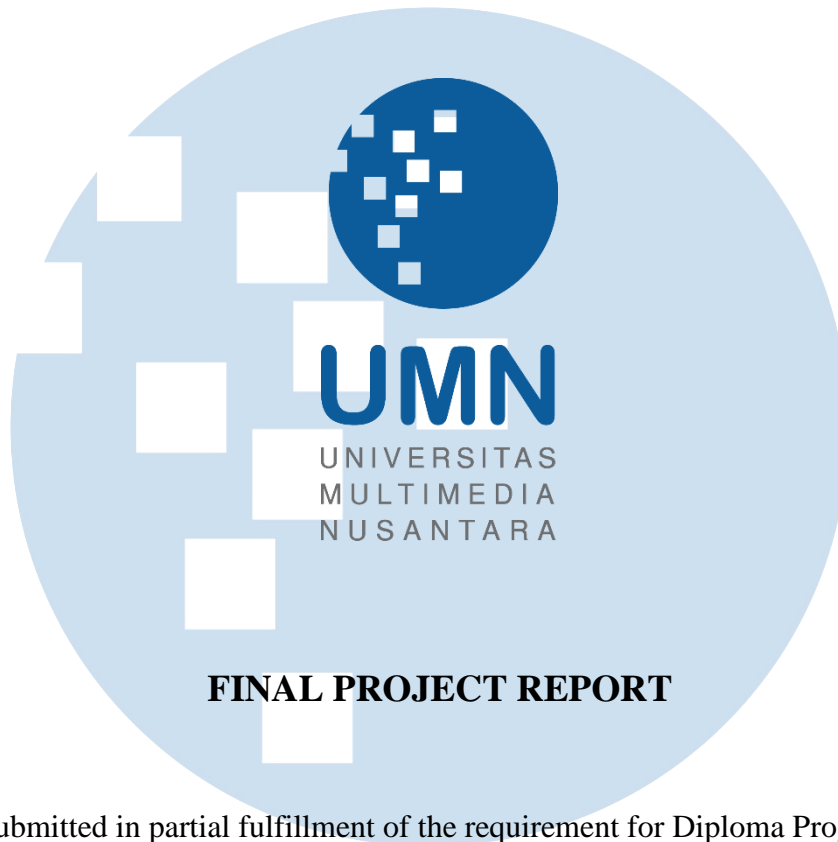
FINAL PROJECT REPORT

Dyana Ameilia

00000041425

**HOTEL OPERATIONS PROGRAM
FACULTY OF BUSINESS
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2022**

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Submitted in partial fulfillment of the requirement for Diploma Program

Dyana Ameilia

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HOTEL OPERATIONS PROGRAM

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TANGERANG

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(Dyana Ameilia)

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VALIDATION FORM

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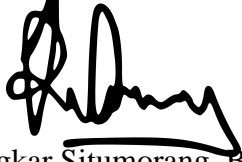
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at 09.30 to 10.30 and was announced
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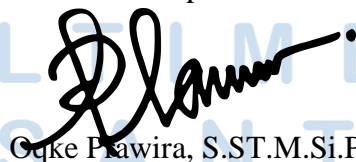
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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: Nagihkeun. This report is submitted to partially fulfill the curriculum requirement to complete the program in Hotel Operations, Faculty of Business, Universitas Multimedia Nusantara. I realize that without assistance and support from various parties, it would be very difficult for me to complete this final project. Therefore, I would like to thank:

1. Dr. Ninok Leksono, M.A., as the Chancellor of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as the Dean of the Faculty of Universitas Multimedia Nusantara.
3. Oqke Prawira, S.ST.M.Si. Par, as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
4. Septi Fahmi Choirisa, S.Kom.I.M.Par, as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
5. All lecturers of the Hotel Operations Program who have provided knowledge and experience. And also, my family and friends who have helped and motivated, so I can finish this report.

Hopefully this report will be useful, both as the source of information and a source of inspiration, for the readers.

Tangerang, 27, December 2021



Dyana Ameilia

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NAGIHKEUN

DYANA AMELIA

ABSTRAK

Nagihkeun merupakan salah satu rancangan bisnis umkm yang menggabungkan makanan khas daerah dan salah satu trend yang sedang terjadi saat ini. Makanan daerah tersebut adalah Tekwan yang berasal dari Palembang, Sumatera Selatan. Tekwan merupakan salah satu makanan yang tinggi akan gizi, karena Tekwan sendiri menggunakan ikan sebagai bahan dasar utama. Maka dari itu dengan terciptanya hidangan ini menjadi salah satu solusi yang akan membuat masyarakat lebih sering mengkonsumsi ikan. Pada produk Tekwan yang tersedia pada Nagihkeun akan berbeda dari produk Tekwan lainnya, karena dapat dipastikan ini merupakan sebuah inovasi pertama yang sebelumnya belum pernah terjadi. Nagihkeun membuat Tekwan dengan mencampurkan Tulang Rangu dan tidak hanya itu, Nagihkeun juga membuat varian sambal yang belum pernah ada produk lain memadukan sambal ini dengan Tekwan. Nagihkeun membuat Sambal Mercon dengan resep khas dari Nagihkeun. Jadi produk ini sangat cocok dikonsumsi sebagai camilan ataupun sebagai makan utama, dengan adanya perpaduan gurihnya kuah, pedasnya sambal serta adanya sensasi crunchy dari Tulang Rangu dan lembutnya Tekwan maka akan terciptanya perpaduan yang lezat. Produk ini akan dibuat menjadi frozen food dan Produk Nagihkeun akan didistribusikan pada online market place seperti Shopee dan social media Instagram, hal ini akan memudahkan jangkauan seluruh Indonesia. Dengan keuntungan bersihnya mulai dari Rp.20.000.000 pada setiap bulannya.

Kata Kunci: *Nagihkeun, Ikan, Tulang Rangu, Sambal, Frozen Food Bisnis*

NAGIHKEUN

DYANA AMELIA

ABSTRACT

Nagihkeun is one of the MSME business plans that combines regional specialties and one of the current trends. The regional food is Tekwan which comes from Palembang, South Sumatra. Tekwan is a food that is high in nutrition, because Tekwan itself uses fish as the main raw material. Therefore, the creation of this dish is one solution that will make people consume fish more often. The Tekwan products available at Nagihkeun will be different from other Tekwan products, because this is certainly the first innovation that has never happened before. Nagihkeun makes Tekwan by mixing Tulang Rangu and not only that, Nagihkeun also makes a variant of chili sauce that no other product has ever combined with Tekwan. Nagihkeun makes Sambal Mercon with a special recipe from Nagihkeun. So, this product is very suitable to be consumed as a snack or as a main meal, with the combination of the savory gravy, spicy chili sauce and the crunchy sensation of the Tulang Rangu and the softness of Tekwan, it will create a delicious combination. This product will be made into frozen food and the Nagihkeun product will be distributed to online market places such as Shopee and Instagram social media, this will facilitate reach throughout Indonesia. With a net profit starting from Rp.20.000.000 per month.

Keyword: *Nagihkeun, Ikan, Tulang Rangu, Sambal, Frozen Food Bisni*

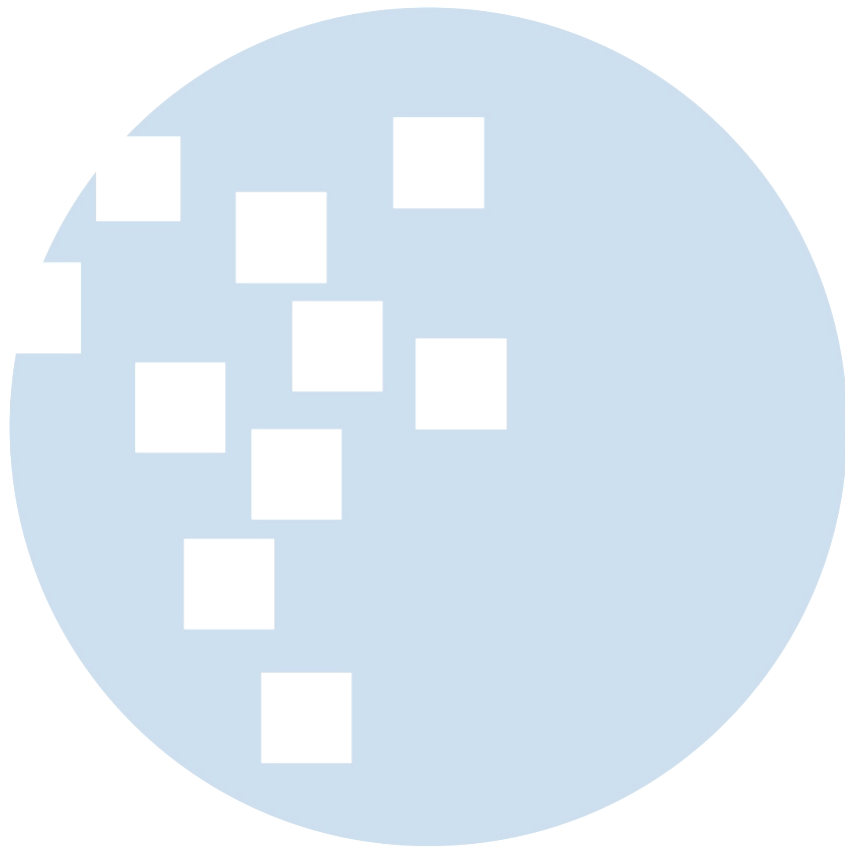
EXECUTIVE SUMMARY

Tekwan is one of the typical foods of the Palembang region, South Sumatra, which is made from fish. One of these areas in Indonesia does have abundant fish yields, it can be seen that there are many rivers in the area. Therefore, the community uses it into several types of fish-based food and one of them is the creation of Tekwan. Tekwan has a savory, fresh and spicy taste, this is very suitable for the taste that is liked by Indonesian people. That way, as a company, Nagihkeun sees that there is an opportunity for this Palembang specialty food. The company will start to promote this product to all Indonesian people. And Nagihkeun will also add a new innovation that never existed before.

At Nagihkeun, several variations of Tekwan will be produced, such as Original Tekwan with Sambal Hijau, Original Tekwan with Mercon Sambal, Tekwan Tulang Rangu with Sambal Hijau and Tekwan tulang Rangu with Sambal Mercon . And the price of the product is very affordable because in one package it can be enjoyed by 2 people in one portion. Therefore, all types of customers who come from any circles can buy it. Nagihkeun will also process this product into frozen food products. Nagihkeun will use various kinds of E-commerce such as Shopee at the beginning of its appearance, in the future it will definitely collaborate with several other online market places and also use social media such as Instagram as a media for promotion and buying and selling. Nagihkeun will also cooperate with Gojek and Gofood.

Nagihkeun will also guarantee that the ingredients used to make the product are of very high quality and fresh. And the most important thing is the cleanliness of the kitchen, Nagihkeun will really maintain cleanliness both in terms of tools, materials and employees. Customers also don't need to worry about packing, Bill will use very safe packaging if the product is in the shipping process later. Nagihkeun has a strategic location in its area. Surrounded by supermarkets, malls and other clusters. The projected monthly profit is estimated at Rp.20.000.000 and will be maximized by the company in which the monthly profit will increase. If

accumulated, Nagihkan will get an annual profit starting from Rp. 240.000.000 per years.



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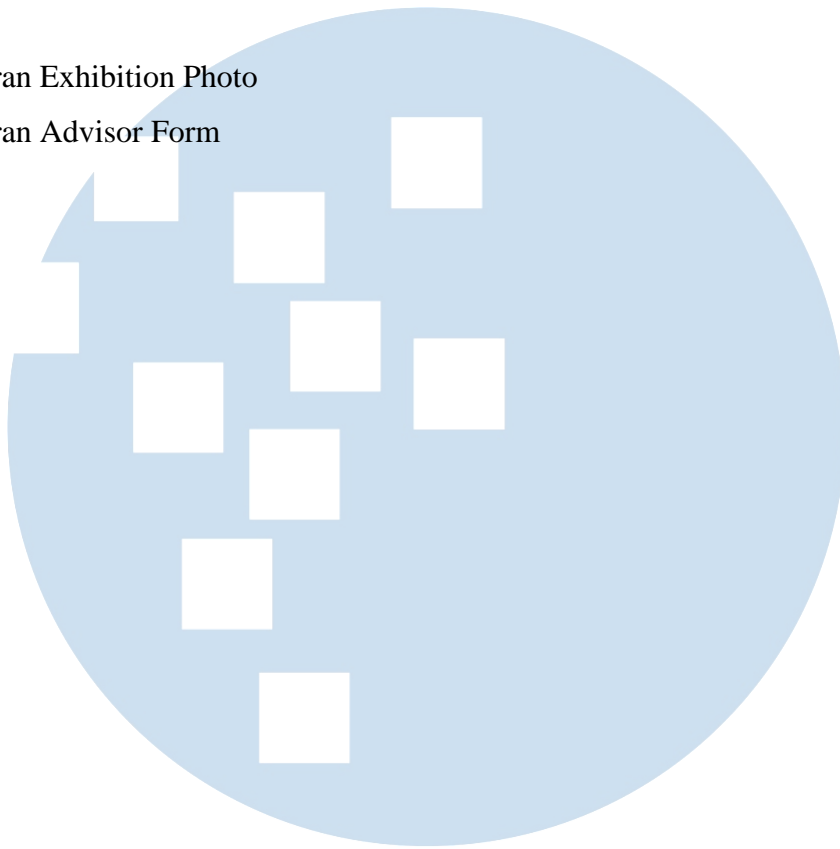
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