

BUSINESS PROPOSAL FOR ANGGIRUM PROJECT



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MULTIMEDIA
NUSANTARA

FINAL PROJECT REPORT

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HOTEL OPERATIONS PROGRAM

FACULTY OF BUSINESS

UNIVERSITAS MULTIMEDIA NUSANTARA

TANGERANG

2023

BUSINESS PROPOSAL FOR ANGGIRUM PROJECT



FINAL PROJECT REPORT

Submitted in partial fulfillment of the requirement for Diploma Program

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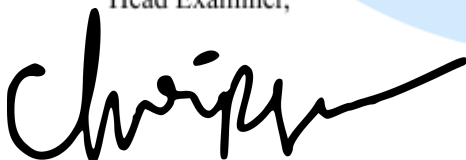
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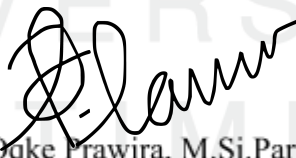
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PREFACE

Praise and gratitude for the completion of this Final Project Report with title: **“Business Proposal For Anggirum Project”**. 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. Ph.D. Dr. Ninok Leksono, M.Sc, as the Chancellor of Universitas Multimedia Nusantara.
2. Mr. Oqke Prawira M.Si.Par, as the Head of Hotel Operations Program, Universitas Multimedia Nusantara.
3. Mr. Ringkar Situmorang Ph.D, as my advisor who has spent a lot of time to provide guidance, direction, and motivation to complete this report.
4. My parents and my family who have provided the material and moral support so that I can complete this report

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

Tangerang, 21 December 2022

Beata Nouhan

BUSINESS PROPOSAL FOR ANGGIRUM PROJECT

Beata Nouhan

ABSTRAK

Tugas akhir ini merupakan sebuah kewajiban bagi mahasiswa Hotel Operation sebagai suatu syarat kelulusan. Proposal ini dibuat dengan tujuan untuk merencanakan suatu bisnis yang berhubungan dengan dunia perhotelan secara mendetail. Dengan itu, penulis memilih untuk merencanakan bisnis minuman tradisional dengan nama “Anggirum”. Anggirum merupakan usaha minuman tradisional yang dimodifikasi agar dapat dinikmati oleh kalangan anak muda pada generasi ini. Alasan penulis memilih produk tersebut adalah untuk membuka pasar baru untuk anak muda dan juga turut ikut serta dalam melestarikan budaya Indonesia. Banyaknya pengetahuan dan pengalaman yang dialami oleh penulis selama penulisan proposal ini diharapkan dapat menjadi acuan untuk mengembangkan bisnis di ranah yang sama untuk kedepannya.

Kata kunci: minuman tradisional, jamu, bisnis minuman

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ABSTRACT (English)

This final assignment is an obligation for Hotel Operation students as a graduation requirement. This proposal was made with the aim of planning a business related to the world of hospitality in detail. With that, the writer chose to plan a traditional beverage business with the name "Anggirum". Anggirum is a traditional beverage business that has been modified so that it can be enjoyed by young people in this generation. The writer's reason for choosing this product is to open up new markets for young people and also participate in preserving Indonesian culture. The amount of knowledge and experience experienced by the writer during the writing of this proposal is expected to be a reference for developing a business in the same field in the future.

Keywords: traditional beverage, jamu, beverage business

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EXECUTIVE SUMMARY

The culture of drinking jamu in Indonesia goes along history. Starting from the old Indonesian kingdom era until now, in the pandemic era that is currently going on. Jamu is known for its nutrients as different types of jamu have their own efficacy. Since then, people has been drinking jamu to stay healthy and well. But has stopped due to the taste that is not suitable for the young people in the generation. Knowing the information, the owner is eager to make a traditional drink business that is suitable to the taste of the young people in the generation called Anggirum. Anggirum will be a home industry business which centralizes the production in West Jakarta area and distributes it in a booth in Pasar Puri and will also be entrusting sellers in Gading Serpong area to sell Anggirum's product. Anggirum will be selling three different products called Suwa Gurnita, Suwa Artati and Arum Kamalagi. Anggirum will be targeting teenagers and young people as the market.

In selling the products, Anggirum will also be faced by other competitors like Warung Jamu Bang Adut in Pasar Lama area or even bigger brands like Simply. Even so, Anggirum believes to be able to survive due to unique recipes that Anggirum have. To set branding to the public, Anggirum will also be using social media and ecommerce to sell and promote the products. By doing this, hopefully Anggirum will be able to engage with the customer easily and will be able to make maximum profits.

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