

Studi Aplikasi Manajemen Pada Capela Cafe Malang

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ABSTRACT

Capella Café is a café or coffee shop located in the Tidar area, Malang, which was only established in March 2022, this company is an individual company founded with the premise of business development. This company runs with simplicity and kinship, even though at first it was based on trust and relationships, but over time, its business has become known to the public.

Keywords: management, capela café.



INTRODUCTION

Capella Café is a café or coffee shop located in the tidar area, Malang was only established in March 2022, this company is an individual company that was founded on the premise of business development. Considering the existence of excess vacant land in the Villa Bukit Tidar residential area, the owner intends to open and run a coffee shop business. The capital used came from personal capital, from parents, and from the owner of Villa Bukit Tidar housing who is a family friend of the owner of Capella Café. This business was started, and is managed by Mrs Brilliant herself. The workforce absorbed into this company is generally a workforce that comes from among students, so this company has a contribution in providing work experience for students. This company runs with simplicity and kinship, although at first it capitalised on trust and relationships, but over time the business was recognised by the community.

The continuity of the café business is influenced by consumer references. Consumer satisfaction with service, comfort of place and atmosphere will facilitate café marketing. Therefore, before establishing a café business, it is necessary to think carefully about the location that can provide benefits or added value to the café. Capella café has advantages in terms of scenery and atmosphere because it is located above so that the view offered looks beautiful. The location of Capella Café is on Jl. Bukit Tidar Villa Housing No. Blok 721, Merjosari, Kec. Lowokwaru, Malang 65144.

Café business with the name Capella Café is a business in the culinary field, owned by individuals. A café business licence is in the form of a Tourism Business Registration Certificate (TDUP) and a Health Certificate (SLS). For each establishment of a business entity, there are requirements that must be met according to the needs and abilities of the founder. If a restaurant or café business, the requirements for obtaining a Business Identification Number (NIB) have been fulfilled.

The problem that can be seen from Capella Café is the lack of marketing strategies carried out to market Capella Café products and places. Promotional media has been focused on advertising on social media. The number of cafes in Malang City, especially cafes similar to Capella, is also widely spread in the Tidar area. In addition, the management of the café is also handled by the owner himself, so that the responsibilities and work carried out by the owner are too much. Due to the lack of promotion, the number of visitors who come is still inferior compared to competing cafes which are also located in the Tidar area even though Capella café is not less competitive in terms of product quality, price, and place.

In recruiting employees, Capella Cafe takes into account the productive age of employees, where this age greatly affects employee productivity.

Table 1. Number and Age of Employees

No	Tingkat Usia	Karyawan Tetap		Karyawan Tidak Tetap	
		Laki-laki	Perempuan	Laki-laki	Perempuan
1.	≤ 18 Th	-	-	-	-
2.	19 – 25 Th	5	1	1	0
3.	26 – 30 Th	-	-	-	-
4.	31 – 45 Th	-	-	-	-
5.	≥ 45 Th	-	-	-	-

Table 2. Fixed Expenses

No.	Deskripsi	Jumlah
1.	Biaya Listrik	Rp. 500.000-800.000
2.	Gaji karyawan:	
	Manajer	Rp 2.500.000
	Head Bar	Rp 1.600.000
	Head Kitchen	Rp 1.300.000
	Bar Part time	Rp 700.000
	Bar Full time	Rp 1.400.000
	Kitchen Part time	Rp 650.000
	Kitchen Full time	Rp 1.300.000
3.	Wifi	Rp. 1.500.000
	Jumlah	Rp. 4.200.000

Source: Manajemen Capella Café Kota Malang, 2022

Tabel 3. Harga Bahan Baku

No.	Jenis	Harga
1.	Buah Kaleng	Rp. 26.500.00
2.	Gula	Rp. 13.000.00
3.	Susu	Rp. 21.500.00
4.	Kopi	Rp. 75.000.00
5.	Sirup	Rp. 20.000.00

Source: Manajemen Capella Café Kota Malang, 2022

Table 4. Menu

No	Makanan	Minuman
1.	Ayam Katsu	Espresso
2.	Hot Chicken Karage	Americano
3.	Pasta Bolognese	Caffe Latte
4.	Pasta Carbonara	Capucinno
5.	Sandwich n' Chips	Salted Caramel Latte
6.	Ayam Rempah	Cremme Brulle Coffe Latte
7.	Nasi Goreng Matah	Kopi Filter
8.	Nasi Goreng Oriental	Black Licorice
9.	Mie Goreng Jawa	Tiramisu
10.	Mie Soto Special	Red Velvet
11.	Pancake	Taro
12.	Sweet Tooth	Chocolate
13.	Sweet French Toast	Matcha
14.	Shoestring Potato	Carribbean Coco
15.	Tahu Cabe Garam	Choco Banana
16.	Party Platter	Assam Black Tea
17.	Wonton	Jamine Tea
18.	Pangsit Lada	Rosella Tea
19.	Chicken Wings	Banca Green Tea
20.	Garlic Bread	Peach Tea
21.		Lemon Tea
22.		Pemon Tea
23.		Pixie Dust
24.		Supernova
25.		Sugar Rush

Source: Manajemen Capella Café Kota Malang, 2022

Sales volume is the company's real sales unit in a certain period, then sales volume can be said to be the result of sales activities that can be measured in units. Indicators of the achievement of a company's success in achieving sales can be seen from the size or size of the sales volume achieved by the company concerned in the specified period. As an example, if the sales volume increases and the distribution costs decrease, the company's profit achievement level increases, but on the other hand, if the sales volume decreases, the company's profit achievement also decreases.

The sales volume in the Café Capella business is as follows:

Tabel 5. Volume Sell

Produk	Per hari	Per bulan	Per tahun
Minuman	30	900	10.800
Makanan	18	540	6.480

Source: Manajemen Capella Café Kota Malang, 2022

From the above calculations, it can be concluded that the estimated percentage of the market that can be achieved by Capela Café is still quite low. This means that the market share of Capela Café is still quite low.

In running a business, of course, business owners will have various obstacles that arise in running their business. Some entrepreneurs have a very diverse probability of problems arising in business because it also depends on how they prepare their business before the business itself runs. Café Capella itself has problems, namely:

1. Promotion Intensity

Promotions carried out are still constrained by several factors which then information about the existence of the café is less conveyed to consumers so that market growth is slow..

2. A place away from the crowd

The beauty of the place owned by Café Capella is certainly an added value that is owned by Café Capella, but affordability and remote location are one of the obstacle points for visitors because there will be many considerations to come to the café.

The problems that arise in the explanation above cause many factors that arise in the future smooth transactions and fluctuations in income achieved by Café Capella. The lack of a form of promotion through social media such as through Instagram or Tiktok.

IMPLEMENTATION METHOD

Of all the existing business aspects, Capela Café does not implement each aspect optimally and this causes a gap that needs to be considered again to assess the business feasibility of Capela Cafe itself.

In the aspect of human resources, Capela Cafe has a problem related to the management of human resources in the production section. Human resource management in the production section itself currently still does not have a standard employee ability. In the absence of standard employee abilities, it is feared that employees at Capella Cafe do not have the ability to match existing standards and in the end production activities at Capella Cafe will be constrained.

In the financial aspect, Capela Cafe This financial management is carried out by the business owner himself using the application. The use of this application is considered quite effective, but if financial management and management of other management functions are also carried out by the owner, it is feared that there will be errors in data input or it is feared that management cannot run smoothly because of the many other jobs that must be completed by the café owner.

In the operational aspect, Capela Cafe does not have a maximum marketing strategy. The marketing carried out is still less intensive and only relies on social media. Business owners do not encourage marketing outside of social media so that marketing becomes less optimal and less known by the wider community. Marketing through social media is only done to the extent of advertising and posting on Instagram and TikTok so that it is not optimal.

For the marketing aspect, the promotion carried out by Capela Cafe is still constrained by several factors which then information about the existence of the café is less conveyed to consumers so that market growth is slow.

The strategy that has been implemented by Capela Cafe so far only uses social media such as Facebook and Instagram as promotional media. As well as the lack of offers or discounts that can attract customer loyalty.

RESULTS AND DISCUSSION

From the problems described in the previous chapter, the problem solving recommended by the research team for Partner Coffee is to provide attractive offers for consumers such as presenting live music, maximising promotion through social media by using talent (endorsement) to introduce Capella café, providing attractive discounts for new customers and regular customers to maintain customer loyalty to Capella café, and participating in events held outside the café such as bazaars to introduce Capella café and the products sold.

The company must be innovative again by utilising attractive promos to attract potential customers to come to Capella Café. The company must be more understanding of its promotional problems and increase marketing personnel so that the company can further increase product sales to the company. The company should utilise talent services (endorsement) as an alternative marketing. The company can also add entertainment facilities such as live music to make it more attractive.

Implementation of strategies from every aspect of the business at Capel Café must be carried out better to get maximum results. The existence of limitations in the marketing management aspect is possible because Capela Café's business is still on a micro scale and managerial personnel can still be handled by one person. From this

possibility, the researcher concluded that despite the minimal human resources and a very simple organisational structure - in fact it can be implemented well without any disruptions that have too negative an impact on the business.

CONCLUSIONS

1. Operational management in Capella Café acts as a manager of its resources. For a production process to be able to have maximum results. Resources that are managed include: raw materials, machinery, equipment and equipment, labour and money.
2. This café business carries out a marketing strategy with a marketing mix, which combines product, price, distribution and promotion variables.
3. Financial aspects are aspects used to assess the company's overall finances. This aspect provides an overview related to company profits, so it is one of the important aspects to examine its feasibility.
4. Human resources are resources owned by a company to help the company efficiently and effectively achieve company goals. Human Resource Management has the functions of Planning, Organising, Actuating, and Controlling.

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