

## Management Application Analysis at Cafe Partner Coffee, Lawang

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### ABSTRACT

Partner Coffee was established in 2017 and still exists today, there are management problems that occur at Partner Coffee in the form of matters related to human resources, finance, operations, and marketing. Some of these things result in overload, stress, and possible burnout for business owners. Therefore, the research team conducted an analysis to find out the problem solving of the existing problems at Partner Coffee so that each business function can be managed optimally.

**Keyword:** management, finance, human resource, marketing, partner coffee

## 1. INTRODUCTION

Partner Coffee is a business that is processed by individuals and is engaged in trade. Partner Coffee is still a micro-scale business, currently there are 5 employees at Partner Coffee including the business owner himself. In its development, the existence of partner coffee deserves to be thumbs up considering that cafes in the current era are part of the red wave which if business owners do not innovate continuously, customers or consumers will not be interested in conducting buying and selling transaction activities.

Ngafe or which other terms can be said to be Nongkrong at the Café which at this time has become a lifestyle is certainly one of the things that can be said to be potential. If asked why, of course this is because Generation Z will say "Ngopi Yuk?", even though what actually happens is nothing but for the purpose of showing off photos on social media. Looked at from any perspective - setting up a café is currently one of the profitable options. It's beneficial for the owner because they will get additional income, and it's also beneficial for the consumers because they can eventually fill their Instagram feeds to be aesthetic.

However, every action will always come with risks behind it. There are so many coffee places nowadays. Even within a very short distance ratio, there will always be a café everywhere. This means that the competitors of this café business are actually very close to our reach. So the research team found that careful planning is needed for the operationalisation of this business so that its existence is maintained until now.

On the other hand, it was found that currently Partner Coffee has 5 employees including the business owner himself whose distribution of authority and responsibility is outlined in the following table:

**Table 1. Distribution of Authority and Responsibility**

No	Nama	Umur	Penempatan
1	Pison	27	Pemilik Usaha / Manajer
2	Ezra	19	Content Creator
3	Ayip	27	Kitchen
4	Bintang	19	Barista
5	Siska	20	Barista

From the results of interviews conducted with business owners, the utilisation of resources or technical personnel who work at Partner Coffee can all be said to be maximised. This is because each technical personnel has received training and can be categorised as 'experts' in their respective fields. But this is what is seen as a problem. This minimal staff has not been able to back up the work activities of any personnel who are absent or absent from work. So the research team suggested recruitment to overcome this problem.

On the other hand, it was also found that when Partner Coffee conducted partnership activities as part of their marketing strategy, this affected the increase in

sales and profits. But unfortunately, this activity is not continuous. So the research team suggested that partner coffee can carry out these activities periodically so that it can implicitly increase business profits.

In terms of legal aspects, Partner Coffee has fulfilled the prerequisites and can be said to be feasible to build a business. This is indicated by the registration for licensing in the form of a SIUP. From the technology level, Partner Coffee has also made the most of the technology. This is evident from the use of media platforms such as Instagram for promotion, as well as the use of Tablets as menu books, and other machines which certainly have an impact on work efficiency and production effectiveness in this business. To increase sales, Partner Coffee has a view of the 'psychology of marketing' where marketing must be done at the right time. This is evidenced by the business owner's understanding of consumer behaviour so that Partner Coffee always innovates to understand what consumers want. This in turn increases sales at Partner Coffee periodically.

Partner Coffee has secured partners to supply all existing supplies through local farmers. Some of the things obtained from the interviews that the research team conducted were supplies such as robusta coffee beans obtained from the Dampit area, and Arabica coffee beans obtained from the Arjuna area. The price of these raw materials is 160,000 / kg. Partner Coffee still has a small amount of machinery and equipment because it adjusts its employees to only 5 people.

**Table 2. Machinery and Equipment**

No	Uraian	Tipe	Kuantitas	Fungsi Penggunaan
1	Kompas Gas	-	2	Alat Penggorengan
2	Coffee Grinder	Latina N500	1	Alat Penggiling Kopi
3	Coffee Grinder	Latina N600	1	Alat Penggiling Kopi
4	Coffee Dripper	Hario V60	2	Alat Seduh Kopi
5	Coffee Roaster	NOR N500I	1	Mesin Roasting Kopi
6	Flair Espresso	-	2	Alat Pembuat Espresso

Partner Coffee offers many variants of food and drinks at relatively low prices, ranging from Rp 10,000 to Rp 25,000, the price is set considering that the target consumers of Partner Coffee are young people from the age of 15 years to adults up to the age of 75 years.

**Table 2. Price of Products Offered**

No	Produk	Harga
1	Ice Coffee Kanewa V2	Rp 15.000
2	Strawberry Sweet Cream	Rp 16.000
3	Ice Chuby Eskop	Rp 15.000
4	Rice Egg	Rp 12.000
5	Nasi Goreng	Rp 12.000
6	Chicken Curry	Rp 20.000
7	Chicken Steak	Rp 25.000
8	French Fries	Rp 10.000
9	Blueberry Spirit	Rp 15.000

Estimated market share

$$\text{Estimated Market Share} = \frac{\text{Total Revenue of the Target Company}}{\text{Industry's Total Market Sales}} \times 100\%$$

Nominal Estimation of:

Total Revenue of the Target Company	Rp 73.000.000,00
Industry's Total Market Sales	Rp210.000.000,00

$$\text{Estimated Market Share} = \frac{73.000.000}{120.000.000} \times 100\% = 61\%$$

From the above calculations, it can be concluded that the estimated percentage of the market that Partner Coffee can reach is around 61%. This nominal means that the market share of Partner Coffee is quite high.

The financial aspect of the business is a very necessary factor to be considered before making a decision. The following are the types of operational costs used for business activities at Partner Coffee:

**Table 4. Cafe Operating Costs**

Uraian	Nominal pada Pembukuan Periode 2021 (Rp)
Biaya Pegawai	58.865.000
Biaya Sewa	9.600.000
Biaya Listrik, Air, Telepon	8.159.152
Biaya internet	2.780.000
Biaya Bar	35.271.215
Biaya Sewa Kantor	-
Biaya Dapur	35.160.861
Biaya Lain-Lain	19.596.893

Partner Coffee as a partner of the research team in an interview conducted stated that the initial source of capital for this business was divided into two capitals with a percentage distribution of 60% coming from their own capital and the rest coming from investors..

## 2. IMPLEMENTATION METHOD

Of all the existing business aspects, Partner Coffee has implemented each aspect to the fullest and this does not cause any gaps that need to be considered again to assess the business feasibility of Partner Coffee itself.

In the technical and production aspects - Partner Coffee considers how to place the business location so that it can still be reached by customers. The building and layout of the room are also considered so that customers can be comfortable when visiting the Coffee Shop. The raw materials obtained are also taken from local farmers so that this reduces the cost efficiency of the products they offer.

In the marketing aspect - Partner Coffee also takes advantage of how the potential that exists around the environment also considers how social conditions and lifestyles are currently trending. With this decision, the existence of Partner Coffee and its popularity in all circles also increased and had an impact on increasing business profits.

In the legal aspect, Partner Coffee has also fulfilled the necessary provisions for business establishment. Meanwhile, in the socio-economic and environmental aspects, the Partner Coffee business has considered the majority of religions and customs in the surrounding environment so that the business offers halal products so that they can be consumed by the majority of the surrounding population..

For the Management aspect, Partner Coffee has also tried to manage existing business functions optimally. The organisational structure in it is also simple according to the scale of the business being managed. As for the financial aspect, Partner Coffee has also been orderly in bookkeeping and tax compliance so that there is no doubt in it.

The strategy that Partner Coffee has implemented regarding all aspects of the business and its relationship to Business Feasibility will certainly have a huge impact on how Partner Coffee's business will develop. The utilization of all aspects of the business can also be said to be optimal so that from this, the Partner Coffee business can develop the business being run so that the scale of the business, which was originally only carried out by two people, has now expanded and has an organisational structure that has several individuals to realise authority and responsibility.

### 3. RESULTS AND DISCUSSION

From all aspects of the business, there are no problems that have such a big impact that they hinder or make the business unviable. However, when viewed from the management aspect, especially in managerial personnel, Partner Coffee only has one resource - the business owner himself to be the manager of all aspects of management. Both in the form of matters relating to HRM, Finance, Operations, and Marketing.

The possible result of the above problems is a state of overload, stress, and possibly burnout for the business owner. This emotional state will certainly hinder how business owners will run their business. The many challenges faced by business owners - including the current pandemic conditions - will certainly result in a state of emotional exhaustion. This also has an impact when business owners are faced with decisions that must be made quickly - but ultimately slow down. A high level of indecision during burnout can certainly have adverse implications for the decisions made and the loss of opportunities that might have good potential for business continuity.

From the problems described in the previous chapter, the problem solving recommended by the research team for Partner Coffee is the recruitment activity for managerial staff so that each business function can be managed by a different person besides the business owner. Implementation of strategies from every aspect of the business at Partner Coffee has been carried out well. The limitations in the

management aspect are possible because the Partner Coffee business is still on a micro scale and managerial personnel can still be handled by one person. From this possibility, the researcher concluded that even though human resources are minimal and the organisational structure is very simple - in fact it can be implemented well without any disruptions that have too negative an impact on the business.

#### 4. CONCLUSIONS

Partner Coffee as a business entity has implemented how to optimally utilise all aspects of the business which has implications for business viability. This will also have a further impact on business activities and its development which is getting better every day.

The continuous improvement in all aspects of the business from the business owner and the workforce is certainly a good synergy so that Partner Coffee is worth establishing and deserves the attention and popularity of the surrounding community.

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