

Pencegahan Risiko Fraud dan Penentuan Harga Jual Guna Peningkatan Profitabilitas UKM Donat Miul = Fraud Risk Prevention and Determination of Selling Prices Increased Profitability of SMEs Doughnut Miul

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Abstrak

Penelitian ini merupakan business coaching yang dilaksanakan pada UKM Donat Miul yang bergerak dalam industri kuliner dan berlokasi di Kecamatan Mampang Prapatan dan Kecamatan Pancoran, Jakarta Selatan. Tujuan dari pelaksanaan business coaching ini adalah untuk membantu UKM dalam memperbaiki proses bisnis terhadap risiko fraud dan menentukan harga jual di Grab-Food dan juga memberikan peningkatan profitabilitas UKM Donat Miul. Penelitian ini menggunakan pendekatan kualitatif. Data yang didapatkan adalah dengan melalui wawancara, observasi, dan dokumentasi. Beberapa analisis yang digunakan dalam menganalisa data adalah Analisis Bisnis Proses, Business Model Canvas, Analisis Market Opportunity (STP), Marketing Mix, Porter Five Forces, Analisis SWOT/TOWS, Analisis Gap dan Analisa Pareto. Dari analisis tersebut didapatkan bahwa masalah utama yang dihadapi oleh UKM Donat Miul adalah pada bidang Proses Bisnis, yakni tidak adanya Pencatatan Stock Opname donat, sehingga menimbulkan risiko fraud, dan juga UKM donat miul tidak melakukan strategi penentuan dan pengecekan terhadap Harga Jual di Grab Food, dan juga perlu adanya evaluasi kinerja pada outlet Alfamidi Bangka dikarenakan profit yang kecil. Sehingga, pemilik mengalami kesulitan untuk dapat mengukur kinerja proses bisnis, dan menentukan keputusan bisnis. Solusi yang diberikan untuk UKM Donat Miul adalah, untuk pencegahan risiko fraud dengan cara membantu membuat laporan stock donat harian, mystery shopper dan membuat banner layanan pengaduan konsumen, kemudian juga ada strategi penentuan harga di Grab Food dan SOP. Proses business coaching ini diharapkan dapat membantu UKM Donat Miul dalam meningkatkan kinerjanya.

.....This research is a business coaching conducted at Doughnut Miul SMEs engaged in the culinary industry and located in Mampang Prapatan District and Pancoran District, South Jakarta. The purpose of this business coaching implementation is to assist SMEs in improving business processes against fraud risks and determining selling prices at online Grab Food and also providing increased profitability of DoughnutMiul SMEs. This research uses a qualitative approach. The data obtained is through interviews, observations, and documentation. Some of the analyses used in analyzing data are Business Process Analysis, Business Model Canvas, Market Opportunity Analysis (STP), Marketing Mix, Porter Five Forces, SWOT/TOWS Analysis, Gap Analysis and Pareto Analysis. From this analysis, it was found that the main problem faced by Doughnut Miul SMEs is in the field of Business Processes, namely the absence of Donut Stock Opname Recording, thus causing fraud risks, and also Doughnut Miul SMEs do not make improvements and check the Selling Price at Grab Food, and also need an evaluation at the Alfamidi Bangka outlet due to small profits. Thus, owners have difficulty being able to measure the performance of business processes, and determine business decisions. The solution provided for Doughnut Miul SMEs is, to mitigate fraud risk by helping to make daily Doughnut stock reports, mystery shoppers and making consumer complaint service banners, then there is also pricing at Grab Food and SOPs. This business coaching process is expected to help Doughnut Miul SMEs in improving their performance.