

## BAB II PERENCANAAN PRODUK

### 2.1 Konsep Produk dan Spesifikasi Bisnis

Produk Bucket Up didasari oleh ide yang cukup simpel, Bucket Up menawarkan produk minuman di *food street area* dengan menyediakan jenis minuman mocktail bertemakan festival. Bucket Up memberikan opsi lebih bagi para pengunjung minuman di *food street area* untuk memilih jenis minuman yang mereka sukai yang dikemas dalam kemasan produk yang unik, kekinian, dan inovatif juga memiliki unsur kebaruan sehingga dapat memberikan values lebih bagi konsumen baik untuk personal branding, konten media sosial, maupun sebagai upaya untuk terlibat lebih lanjut dalam brand.

Ide dibalik pengembangan produk ini:

1. Memberikan pilihan produk minuman yang unik, kekinian, dan baru ketika festival atau konser musik dilaksanakan
2. Memberikan lebih banyak pilihan bagi target pasar dalam mengakses minuman mocktail ketika konser mengingat minuman ini masih belum ditemui atau tidak terlalu terjangkau di festival musik atau konser

Bucket Up juga memiliki keunggulan untuk meningkatkan pengalaman festival serta konser mereka dengan minuman yang berkemasan menarik, sejalan dengan *personal branding* mereka, dan minuman yang berpotensi untuk dijadikan konten, hal ini penting mengingat berdasarkan temuan dari penelitian Hwang dan kawan-kawan bahwa proses pemilihan restoran konsumen dilakukan dengan pertimbangan pemanfaatan media sosial pada smartphone. Temuan penelitian ini menunjukkan bahwa adopsi media sosial dalam konsumsi berhubungan positif dengan kepuasan konsumen (Hwang et al, 2021). Lebih khusus lagi, ketika konsumen menganggap bahwa proses, konten, dan kepuasan sosial terpenuhi dari sebuah produk, niat mereka untuk mengadopsi media sosial terpenuhi dan hal ini bisa menjadi tambahan jangkauan bagi promosi produk Bucket Up.

Berdasarkan kanvas model bisnis Bucket Up, berikut merupakan spesifikasi model bisnis dari Bucket Up:

Tabel 2.0.1. Business Model Canvas

| Business Model Canvas   |  |   |   |   |
|---|--|---|---|---|
| <b>Key Partners</b> <ul style="list-style-type: none"> <li>• Supplier Bucket Up</li> <li>• Petani sebagai pemasok bahan baku buah.</li> <li>• Supplier packaging</li> <li>• BPOM untuk izin resmi</li> <li>• Influencer untuk mempromosikan produk</li> </ul> | <b>Key Resources</b> <ul style="list-style-type: none"> <li>• Tenaga kerja</li> <li>• Tenant di <i>food street area.</i></li> </ul>                      | <b>Value Proposition</b> <ul style="list-style-type: none"> <li>• Memiliki 15 varian rasa yang unik</li> <li>• Memiliki <i>packaging bucket</i> yang dapat menarik perhatian para konsumen</li> </ul> | <b>Customer Relationship</b> <ul style="list-style-type: none"> <li>• media sosial</li> <li>• tus web</li> <li>• <i>Customer service</i></li> </ul> | <b>Customers Segment</b> <ul style="list-style-type: none"> <li>• Semua kalangan dari usia 21-45 tahun</li> <li>• Orang yang suka mencoba sesuatu yang baru</li> <li>• Orang yang <i>easy going</i></li> <li>• <i>Influencer</i></li> </ul> |
|   | <b>Key Activities</b> <ul style="list-style-type: none"> <li>• Produksi</li> <li>• Pemasaran</li> <li>• Kemitraan Bisnis</li> <li>• Penjualan</li> </ul> |   | <b>Channels</b> <ul style="list-style-type: none"> <li>• Penjualan langsung sebagai tenant di food street area.</li> <li>• Media sosial</li> </ul>  |   |
| <b>Cost Structures</b> <ul style="list-style-type: none"> <li>• Biaya operasional</li> <li>• Biaya pemasaran</li> <li>• Biaya izin resmi</li> </ul>   |  |   | <b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Penjualan minuman</li> </ul>  |   |

Berikut merupakan penjelasan dari setiap elemen di atas:

### 2.1.1. Key Partners

Terdapat beberapa mitra yang terlibat dalam menjalankan bisnis Bucket Up, termasuk diantaranya:

1. Petani daerah pemasok bahan baku buah.
2. Pemasok bahan-bahan untuk produk Bucket Up.
3. BPOM untuk izin legal
4. *Influencer* sebagai channel promosi produk

### 2.1.2. Key Resources

Dalam menjalankan bisnis Bucket Up diperlukan beberapa sumber daya yang perlu disiapkan yaitu: (1) tenaga kerja yang berpengalaman dalam menjalankan tugasnya dan (2) *tenant* di *food street area* yang memiliki banyak sekali potensial konsumen. Untuk menjalankan Bucket Up dibutuhkan pengeluaran untuk investasi pada sumber daya yaitu:

1. Sales and Business Development
2. Finance and Accounting
3. Digital Marketing and PR Team
4. Graphic Designer
5. Operation teams

### 2.1.3. Key Activities

Aktivitas utama dari Bucket Up mencakup proses produksi, pemasaran, kerja sama, dan penjualan. Bucket Up perlu menyiapkan kemasan produk dan segala alat-alat yang diperlukan untuk menjual produk di festival atau konser. Bucket Up memerlukan strategi pemasaran yang tepat untuk memastikan jika audiens target yang menjadi fokus penjualan mengetahui Bucket Up dan dapat mengkonversikan mereka sebagai pembeli. Proses kerja sama penting untuk menjalin hubungan baik dengan penyelenggara festival dan konser musik juga sebagai sarana untuk memastikan jika kita senantiasa mendapatkan akses ke pasar.

### 2.1.4. Value Propositions

Bucket Up adalah minuman yang memberikan nuansa serta pengalaman baru bagi penikmat minuman ringan. Dengan kemasan yang unik, berupa ember mini, juga rasa minuman yang beragam, Bucket Up menyediakan pilihan dan ruang bagi konsumen untuk mengeksplorasi apa yang mereka suka. Bucket Up memberikan 15 varian rasa *mocktail* yang unik dan sangat bervariasi, bukan hanya memiliki banyak varian rasa Bucket Up juga memiliki bentuk *packaging bucket* yang dapat menjadi nilai tambah bagi konsumen yang membeli.

Bucket Up dibuat untuk mereka yang berjiwa muda, haus akan pengalaman baru, suka bersenang-senang, ekspresif dan unik, serta suka mengabadikan momen

berharga di sosial media. Bucket Up dapat menjadi ruang bagi mereka untuk mengekspresikan dirinya dalam sebuah minuman.

Kampanye pemasaran Bucket Up akan mencoba yang terbaik untuk membantu semua orang mendapatkan pengalaman minum unik mereka sambil memfasilitasi ekspresi diri mereka. Bucket Up mendukung pelanggannya dengan memiliki perencanaan hubungan pelanggan yang hebat melalui situs web dan media sosial.

#### **2.1.5. Customer Relationship**

Bucket Up secara berkelanjutan mengengage konsumen melalui berbagai saluran mulai dari media sosial, website, maupun promosi pemasaran khusus. Relasi dibangun dengan konten yang dikurasi khusus untuk konsumen. Tidak hanya itu, akan disediakan pula ruang untuk menghubungi pihak Bucket Up melalui media sosial juga Whatsapp untuk komunikasi yang lebih mudah.

Bucket Up mengembangkan pasar kita dengan cara yang sama seperti mempertahankannya, Bucket Up akan membuat lebih banyak pasar.

#### **2.1.6. Channels**

Bucket Up akan melakukan penjualan di *food street area* dengan ini maka, akan ada interaksi langsung dengan para konsumen. Tidak hanya itu Bucket UP akan tetap melakukan interaksi secara *online* dengan berinteraksi melalui media sosial yang disediakan.

#### **2.1.7. Segmen Pelanggan**

Segmen pelanggan kami sama dengan profil pasar kami, mereka adalah kelompok individu yang mengakses dan datang ke *food street area*. Segmen pelanggan Bucket Up adalah:

1. Semua kalangan dari usia 21-45 tahun.
2. Orang yang suka mencoba sesuatu yang baru.
3. Orang yang *easy going* dan dapat bersosialisasi dengan sekitar.
4. *Influencer* yang dapat menjadi sarana promosi dan juga pengembangan produk.

### 2.1.8. Aliran Pendapatan

Bucket Up mampu memperoleh pendapatan hasil penjual di *food street area* dari berbagai segmen pelanggan untuk meningkatkan pendapatan. Hal ini dilakukan dengan memanfaatkan strategi pemasaran yang tepat dan sehingga dapat menghasilkan ROI yang tinggi.

## 2.2. Spesifikasi Produk

Terdapat empat jenis minuman yang penulis akan pasarkan yaitu Sunburst, Purple Garden, Peach party, Kiwi delight, Perfect sunset, Berry refreshing, Confection crush, Tropical refresher, Cranberry twist, Bubbly and bright, Red lady, celeberry, Sunshine state, Strawberry breeze, dan Pineapple dream. Pilihan produk minuman yang beragam sejalan dengan misi bisnis untuk menjadikan minuman Bucket Up sebagai sarana ekspresi diri.

*Tabel 2.2.1. Bucket Up Product Content - Sunburst Bucket*

| Bucket Up Product Content |     |      |
|---------------------------|-----|------|
| <i>Sunburst (bucket)</i>  |     | Unit |
| Orange juice              | 220 | ml   |
| Cranberry juice           | 160 | ml   |
| Grenadine syrup           | 30  | ml   |
| Packaging                 | 1   | pcs  |
| Stiker packaging          | 1   | pcs  |

*Tabel 2.2.2. Bucket Up Product Content - Purple Garden Bucket*

| <i>Purple Garden (bucket)</i> |     | Unit |
|-------------------------------|-----|------|
| Lavender syrup                | 50  | ml   |
| Blueberry juice               | 70  | ml   |
| Soda water                    | 330 | ml   |
| Packaging                     | 1   | pcs  |
| Stiker                        | 1   | pcs  |

*Tabel 2.2.3. Bucket Up Product Content - Peach Party Bucket*

| <i>Peach Party (bucket)</i> |     | Unit |
|-----------------------------|-----|------|
| Soda water                  | 330 | ml   |
| Peach juice                 | 70  | ml   |
| Lemon juice                 | 30  | ml   |
| Peach                       | 1   | pcs  |
| Peach syrup                 | 30  | ml   |
| Packaging                   | 1   | pcs  |
| Stiker                      | 1   | pcs  |

*Tabel 2.2.4. Bucket Up Product Content - Kiwi Delight Bucket*

| <i>Kiwi Deligth (bucket)</i> |     | Unit  |
|------------------------------|-----|-------|
| Soda water                   | 330 | ml    |
| Kiwi syrup                   | 50  | ml    |
| Lemon juice                  | 30  | ml    |
| Kiwi                         | 2   | slice |
| Packaging                    | 1   | pcs   |
| Stiker                       | 1   | pcs   |

*Tabel 2.2.5. Bucket Up Product Content - Perfect Sunset Bucket*

| <i>Perfect Sunset (bucket)</i> |     | Unit |
|--------------------------------|-----|------|
| Lemon Juice                    | 20  | ml   |
| Sprite                         | 200 | ml   |
| Mango                          | 60  | gr   |
| Grenadine                      | 50  | ml   |
| Packaging                      | 1   | pcs  |
| Stiker                         | 1   | pcs  |

*Tabel 2.2.6. Bucket Up Product Content - Berry Refresher Bucket*

| <i>Berry Refreshing (bucket)</i> |     | Unit |
|----------------------------------|-----|------|
| Lemon Juice                      | 35  | ml   |
| Sprite                           | 250 | ml   |
| Strawberry                       | 60  | gr   |
| Packaging                        | 1   | pcs  |
| Stiker                           | 1   | pcs  |

*Tabel 2.2.7. Bucket Up Product Content - Confection Crush Bucket*

| <i>Confection Crush (bucket)</i> |     | Unit |
|----------------------------------|-----|------|
| Lemon Juice                      | 20  | ml   |
| Sprite                           | 200 | ml   |
| Lime                             | 20  | gr   |
| Grenadine                        | 50  | ml   |
| Packaging                        | 1   | pcs  |
| Stiker                           | 1   | pcs  |

*Tabel 2.2.8. Bucket Up Product Content - Tropical Refresher Bucket*

| <i>Tropical Refresher (bucket)</i> |     | Unit |
|------------------------------------|-----|------|
| Guava Juice                        | 100 | ml   |
| Sprite                             | 200 | ml   |
| Lime                               | 15  | gr   |
| Passion Fruit Syrup                | 50  | ml   |
| Packaging                          | 1   | pcs  |
| Stiker                             | 1   | pcs  |

*Tabel 2.2.9. Bucket Up Product Content - Cranberry Twist Bucket*

| <i>Cranberry Twist (bucket)</i> |     | Unit |
|---------------------------------|-----|------|
| Cranberry Juice                 | 100 | ml   |
| Sprite                          | 200 | ml   |
| Lime                            | 20  | gr   |
| Grenadine                       | 50  | ml   |
| Packaging                       | 1   | pcs  |
| Stiker                          | 1   | pcs  |

*Tabel 2.2.10. Bucket Up Product Content - Bubbly and Bright Bucket*

| <i>Bubbly and Bright (bucket)</i> |     | Unit |
|-----------------------------------|-----|------|
| Pomegranate Juice                 | 100 | ml   |
| Sprite                            | 250 | ml   |
| Lime                              | 30  | gr   |
| Pomegranate                       | 5   | gr   |
| Packaging                         | 1   | pcs  |
| Stiker                            | 1   | pcs  |

*Tabel 2.2.11. Bucket Up Product Content - Red Lady Bucket*

| <i>Red Lady (bucket)</i> |     | Unit |
|--------------------------|-----|------|
| Lemon Juice              | 20  | ml   |
| Sprite                   | 200 | ml   |
| Raspberry                | 35  | gr   |
| Packaging                | 1   | pcs  |
| Stiker                   | 1   | pcs  |



*Tabel 2.2.12. Bucket Up Product Content - Celeberry Bucket*

| <i>Celeberry (bucket)</i> |     | Unit |
|---------------------------|-----|------|
| Lemon Juice               | 20  | ml   |
| Sprite                    | 200 | ml   |
| Strawberry                | 40  | gr   |
| Packaging                 | 1   | pcs  |
| Stiker                    | 1   | pcs  |

*Tabel 2.2.13. Bucket Up Product Content - Sunshine State Bucket*

| <i>Sunshine State (bucket)</i> |     | Unit |
|--------------------------------|-----|------|
| Lemon Juice                    | 20  | ml   |
| Sprite                         | 250 | ml   |
| Lime                           | 30  | gr   |
| Raspberry                      | 5   | gr   |
| Packaging                      | 1   | pcs  |
| Stiker                         | 1   | pcs  |

*Tabel 2.2.14. Bucket Up Product Content - Strawberry Breeze Bucket*

| <i>Strawberry Breeze (bucket)</i> |     | Unit |
|-----------------------------------|-----|------|
| Lemon Juice                       | 20  | ml   |
| Sprite                            | 250 | ml   |
| Lime                              | 10  | gr   |
| Strawberry                        | 20  | gr   |
| Packaging                         | 1   | pcs  |
| Stiker                            | 1   | pcs  |

*Tabel 2.2.15. Bucket Up Product Content - Pineapple Dream Bucket*

| <i>Pineapple Dream (bucket)</i> |     | Unit |
|---------------------------------|-----|------|
| Lemon Juice                     | 10  | ml   |
| Sprite                          | 250 | ml   |
| Pineapple                       | 30  | gr   |
| Packaging                       | 1   | pcs  |
| Stiker                          | 1   | pcs  |

*Tabel 2.2.16. Bucket Up Product Content - Sunburst Bottle*

| <i>Sunburst (bottle)</i> |     | Unit |
|--------------------------|-----|------|
| Orange juice             | 110 | ml   |
| Cranberry juice          | 80  | ml   |
| Grenadine syrup          | 15  | ml   |
| Packaging                | 1   | pcs  |
| Stiker packaging         | 1   | pcs  |

*Tabel 2.2.17. Bucket Up Product Content - Purple Garden Bottle*

| <i>Purple Garden (bottle)</i> |     | Unit |
|-------------------------------|-----|------|
| Lavender syrup                | 25  | ml   |
| Blueberry juice               | 35  | ml   |
| Soda water                    | 160 | ml   |
| Packaging                     | 1   | pcs  |
| Stiker                        | 1   | pcs  |

*Tabel 2.2.18. Bucket Up Product Content - Peach Party Bottle*

| <i>Peach Party (bottle)</i> |     | Unit |
|-----------------------------|-----|------|
| Soda water                  | 160 | ml   |
| Peach juice                 | 35  | ml   |
| Lemon juice                 | 15  | ml   |
| Peach                       | 0,5 | pcs  |
| Peach syrup                 | 15  | ml   |
| Packaging                   | 1   | pcs  |
| Stiker                      | 1   | pcs  |

*Tabel 2.2.19. Bucket Up Product Content - Kiwi Delight Bottle*

| <i>Kiwi Delight (bottle)</i> |     | Unit |
|------------------------------|-----|------|
| Soda water                   | 160 | ml   |
| Kiwi syrup                   | 25  | ml   |
| Lemon juice                  | 15  | ml   |
| Kiwi                         | 15  | gr   |
| Packaging                    | 1   | pcs  |
| Stiker                       | 1   | pcs  |

*Tabel 2.2.20. Bucket Up Product Content - Berry Refreshing Bottle*

| <i>Berry Refreshing (bottle)</i> |     | Unit |
|----------------------------------|-----|------|
| Lemon Juice                      | 18  | ml   |
| Sprite                           | 125 | ml   |
| Strawberry                       | 30  | gr   |
| Packaging                        | 1   | pcs  |
| Stiker                           | 1   | pcs  |

*Tabel 2.2.21. Bucket Up Product Content - Confection Crush Bottle*

| <i>Confection Crush (bottle)</i> |     | Unit |
|----------------------------------|-----|------|
| Lemon Juice                      | 10  | ml   |
| Sprite                           | 100 | ml   |
| Lime                             | 10  | gr   |
| Grenadine                        | 25  | ml   |
| Packaging                        | 1   | pcs  |
| Stiker                           | 1   | pcs  |

*Tabel 2.2.22. Bucket Up Product Content - Tropical Refresher Bottle*

| <i>Tropical Refresher (bottle)</i> |     | Unit |
|------------------------------------|-----|------|
| Guava Juice                        | 50  | ml   |
| Sprite                             | 100 | ml   |
| Lime                               | 7   | gr   |
| Passion Fruit Syrup                | 25  | ml   |
| Packaging                          | 1   | pcs  |
| Stiker                             | 1   | pcs  |

*Tabel 2.2.23. Bucket Up Product Content - Cranberry Twist Bottle*

| <i>Cranberry Twist (bottle)</i> |     | Unit |
|---------------------------------|-----|------|
| Cranberry Juice                 | 50  | ml   |
| Sprite                          | 100 | ml   |
| Lime                            | 10  | gr   |
| Grenadine                       | 25  | ml   |
| Packaging                       | 1   | pcs  |
| Stiker                          | 1   | pcs  |

*Tabel 2.2.24. Bucket Up Product Content - Bubbly and Bright Bottle*

| <i>Bubbly and Bright (bottle)</i> |     | Unit |
|-----------------------------------|-----|------|
| Pomegranate Juice                 | 50  | ml   |
| Sprite                            | 125 | ml   |
| Lime                              | 15  | gr   |
| Pomegrante                        | 2   | gr   |
| Packaging                         | 1   | pcs  |
| Stiker                            | 1   | pcs  |

*Tabel 2.2.25. Bucket Up Product Content - Red Lady Bottle*

| <i>Red Lady (bottle)</i> |     | Unit |
|--------------------------|-----|------|
| Lemon Juice              | 10  | ml   |
| Sprite                   | 125 | ml   |
| Raspberry                | 20  | gr   |
| Packaging                | 1   | pcs  |
| Stiker                   | 1   | pcs  |

*Tabel 2.2.26. Bucket Up Product Content - Celeberry Bottle*

| <i>Celeberry (bottle)</i> |     | Unit |
|---------------------------|-----|------|
| Lemon Juice               | 10  | ml   |
| Sprite                    | 125 | ml   |
| Strawberry                | 20  | gr   |
| Packaging                 | 1   | pcs  |
| Stiker                    | 1   | pcs  |

*Tabel 2.2.27. Bucket Up Product Content - Sunshine State Bottle*

| <i>Sunshine State (bottle)</i> |     | Unit |
|--------------------------------|-----|------|
| Lemon Juice                    | 10  | ml   |
| Sprite                         | 125 | ml   |
| Lime                           | 15  | gr   |
| Raspberry                      | 3   | gr   |
| Packaging                      | 1   | pcs  |
| Stiker                         | 1   | pcs  |

*Tabel 2.2.28. Bucket Up Product Content - Strawberry Breeze Bottle*

| <i>Strawberry Breeze (bottle)</i> |     | Unit |
|-----------------------------------|-----|------|
| Lemon Juice                       | 10  | ml   |
| Sprite                            | 125 | ml   |
| Lime                              | 5   | gr   |
| Strawberry                        | 10  | gr   |
| Packaging                         | 1   | pcs  |
| Stiker                            | 1   | pcs  |

*Tabel 2.2.29. Bucket Up Product Content - Pineapple Dream Bottle*

| <i>Pineapple Dream (bottle)</i> |     | Unit |
|---------------------------------|-----|------|
| Lemon Juice                     | 5   | ml   |
| Sprite                          | 125 | ml   |
| Pineapple                       | 15  | gr   |
| Packaging                       | 1   | pcs  |
| Stiker                          | 1   | pcs  |

Di bawah ini adalah HPP (harga pokok penjualan) produk kami:

Tabel 2.2.30. HPP (Cost of Goods Sold) Bucket Up – Sunburst Bucket

| sunburst             |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| orange juice         | 220 ml | 5000          | ml   | IDR 45.000      | IDR 9         | IDR 1.980   |
| cranberry juice      | 160 ml | 946           | ml   | IDR 38.500      | IDR 41        | IDR 6.512   |
| grenadine syrup      | 30 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 4.586   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker packaging     | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 15.037  |
| miscellaneous cost   |        |               |      |                 |               | IDR 3.007   |
| food cost percentage |        |               |      |                 |               | 25%         |
| harga jual produk    |        |               |      |                 |               | IDR 72.000  |

Tabel 2.2.31. HPP (Cost of Goods Sold) Bucket Up – Purple Garden Bucket

| purple garden        |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lavender syrup       | 50 ml  | 700           | ml   | IDR 130.000     | IDR 186       | IDR 9.286   |
| soda water           | 330 ml | 330           | ml   | IDR 4.800       | IDR 15        | IDR 4.800   |
| blueberry juice      | 70 ml  | 946           | ml   | IDR 38.000      | IDR 40        | IDR 2.812   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker               | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 18.858  |
| miscellaneous cost   |        |               |      |                 |               | IDR 3.772   |
| food cost percentage |        |               |      |                 |               | 30%         |
| harga jual produk    |        |               |      |                 |               | IDR 75.000  |

Tabel 2.2.32. HPP (Cost of Goods Sold) Bucket Up – Peach Party Bucket

| peach party          |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice          | 30 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 2.970   |
| soda water           | 330 ml | 330           | ml   | IDR 4.800       | IDR 15        | IDR 4.800   |
| peach juice          | 70 ml  | 1000          | ml   | IDR 41.000      | IDR 41        | IDR 2.870   |
| peach                | 1 pcs  | 20            | pcs  | IDR 30.500      | IDR 1.525     | IDR 1.525   |
| peach syrup          | 30 ml  | 700           | gr   | IDR 133.000     | IDR 190       | IDR 5.700   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker               | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 19.825  |
| miscellaneous cost   |        |               |      |                 |               | IDR 3.965   |
| food cost percentage |        |               |      |                 |               | 31%         |
| harga jual produk    |        |               |      |                 |               | IDR 78.000  |

Tabel 2.2.33. HPP (Cost of Goods Sold) Bucket Up – Kiwi Delight Bucket

| kiwi delight         |         |               |       |                 |               |             |
|----------------------|---------|---------------|-------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket  |         |               |       |                 |               |             |
| inventory Need       |         | purchase unit |       | cost per recipe |               |             |
| ingredients          | unit    | per pack      | unit  | cost per pack   | cost per unit | recipe unit |
| kiwi syrup           | 50 ml   | 700           | ml    | IDR 133.000     | IDR 190       | IDR 9.500   |
| soda water           | 330 ml  | 330           | ml    | IDR 4.800       | IDR 15        | IDR 4.800   |
| lemon juice          | 30 ml   | 1000          | ml    | IDR 99.000      | IDR 99        | IDR 2.970   |
| kiwi                 | 2 slice | 100           | slice | IDR 41.000      | IDR 410       | IDR 820     |
| packaging            | 1 pcs   | 10000         | pcs   | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker               | 1 pcs   | 10000         | pcs   | IDR 700.000     | IDR 70        | IDR 70      |
| total                |         |               |       |                 |               | IDR 20.050  |
| miscellaneous cost   |         |               |       |                 |               | IDR 4.010   |
| food cost percentage |         |               |       |                 |               | 32%         |
| harga jual produk    |         |               |       |                 |               | IDR 75.000  |

Tabel 2.2.34. HPP (Cost of Goods Sold) Bucket Up – Perfect Sunset Bucket

| Perfect Sunset      |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 200 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 2.780   |
| mango               | 60 gr  | 1000          | gr   | IDR 146.000     | IDR 146       | IDR 8.760   |
| grenadine           | 50 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 7.643   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 23.123  |
| miscellaneous cost  |        |               |      |                 |               | IDR 4.625   |
| food cost percetage |        |               |      |                 |               | 37%         |
| harga jual produk   |        |               |      |                 |               | IDR 75.000  |

Tabel 2.2.35. HPP (Cost of Goods Sold) Bucket Up – Berry Refreshing Bucket

| Berry Refreshing    |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 35 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 3.465   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| strawberry          | 60 gr  | 1000          | gr   | IDR 155.500     | IDR 156       | IDR 9.330   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 18.230  |
| miscellaneous cost  |        |               |      |                 |               | IDR 3.646   |
| food cost percetage |        |               |      |                 |               | 29%         |
| harga jual produk   |        |               |      |                 |               | IDR 75.000  |

Tabel 2.2.36.HPP (Cost of Goods Sold) Bucket Up – Confection Crush Bucket

| Confection Crush    |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 200 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 2.780   |
| lime                | 20 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 3.144   |
| grenadine           | 50 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 7.643   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 17.507  |
| miscellaneous cost  |        |               |      |                 |               | IDR 3.501   |
| food cost percetage |        |               |      |                 |               | 27%         |
| harga jual produk   |        |               |      |                 |               | IDR 78.000  |

Tabel 2.2.37. HPP (Cost of Goods Sold) Bucket Up – Tropical Refresher Bucket

| Tropical Refresher  |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| guava juice         | 100 ml | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 9.900   |
| sprite              | 200 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 2.780   |
| lime                | 15 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 2.358   |
| passion fruit syrup | 50 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 7.643   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 24.641  |
| miscellaneous cost  |        |               |      |                 |               | IDR 4.928   |
| food cost percetage |        |               |      |                 |               | 37%         |
| harga jual produk   |        |               |      |                 |               | IDR 80.000  |



Tabel 2.2.38. HPP (Cost of Goods Sold) Bucket Up – Craberry Twist Bucket

| Craberry Twist      |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| Cranberry juice     | 100 ml | 1000          | ml   | IDR 38.900      | IDR 39        | IDR 3.890   |
| sprite              | 200 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 2.780   |
| lime                | 20 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 3.144   |
| grenadine           | 50 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 7.643   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 19.417  |
| miscellaneous cost  |        |               |      |                 |               | IDR 3.883   |
| food cost percetage |        |               |      |                 |               | 31%         |
| harga jual produk   |        |               |      |                 |               | IDR 75.000  |

Tabel 2.2.39. HPP (Cost of Goods Sold) Bucket Up – Bubble and Bright Bucket

| Bubbly and Bright   |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| Pomegranate juice   | 100 ml | 1000          | ml   | IDR 30.500      | IDR 31        | IDR 3.050   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| lime                | 30 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 4.716   |
| pomegranate         | 5 gr   | 500           | gr   | IDR 35.000      | IDR 70        | IDR 350     |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 13.551  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.710   |
| food cost percetage |        |               |      |                 |               | 24%         |
| harga jual produk   |        |               |      |                 |               | IDR 68.000  |

Tabel 2.2.40. HPP (Cost of Goods Sold) Bucket Up – Red Lady Bucket

| Red lady            |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| raspberry           | 35 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 5.425   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 12.840  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.568   |
| food cost percetage |        |               |      |                 |               | 21%         |
| harga jual produk   |        |               |      |                 |               | IDR 73.000  |

Tabel 2.2.41. HPP (Cost of Goods Sold) Bucket Up – Celeberry Bucket

| Celeberry           |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| strawberry          | 40 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 6.200   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 13.615  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.723   |
| food cost percetage |        |               |      |                 |               | 22%         |
| harga jual produk   |        |               |      |                 |               | IDR 73.000  |

Tabel 2.2.42. HPP (Cost of Goods Sold) Bucket Up – Sunshine State Bucket

| Sunshine State      |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| Lime                | 30 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 4.716   |
| raspberries         | 5 gr   | 200           | gr   | IDR 27.500      | IDR 138       | IDR 688     |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 12.819  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.564   |
| food cost percetage |        |               |      |                 |               | 21%         |
| harga jual produk   |        |               |      |                 |               | IDR 73.000  |

Tabel 2.2.43. HPP (Cost of Goods Sold) Bucket Up – Strawberry Breeze Bucket

| Strawberry Breeze   |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 20 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| Lime                | 10 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 1.572   |
| Strawberry          | 20 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 3.100   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 12.087  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.417   |
| food cost percetage |        |               |      |                 |               | 21%         |
| harga jual produk   |        |               |      |                 |               | IDR 70.000  |

Tabel 2.2.44. HPP (Cost of Goods Sold) Bucket Up – Pineapple Dream Bucket

| Pineapple Dream     |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 250 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| Pineapple           | 30 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 4.716   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 18.900.000  | IDR 1.890     | IDR 1.890   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 11.141  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.228   |
| food cost percetage |        |               |      |                 |               | 21%         |
| harga jual produk   |        |               |      |                 |               | IDR 65.000  |

Tabel 2.2.45. HPP (Cost of Goods Sold) Bucket Up – Sunburst Bottle

| sunburst             |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| orange juice         | 110 ml | 5000          | ml   | IDR 45.000      | IDR 9         | IDR 990     |
| cranberry juice      | 80 ml  | 946           | ml   | IDR 38.500      | IDR 41        | IDR 3.256   |
| grenadine syrup      | 15 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 2.293   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker packaging     | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 8.729   |
| miscellaneous cost   |        |               |      |                 |               | IDR 1.746   |
| food cost percentage |        |               |      |                 |               | 26%         |
| harga jual produk    |        |               |      |                 |               | IDR 40.000  |

Tabel 2.2.46. HPP (Cost of Goods Sold) Bucket Up – Purple Garden Bottle

| purple garden       |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lavender syrup      | 25 ml  | 700           | ml   | IDR 130.000     | IDR 186       | IDR 4.643   |
| soda water          | 160 ml | 330           | ml   | IDR 4.800       | IDR 15        | IDR 2.327   |
| blueberry juice     | 35 ml  | 946           | ml   | IDR 38.000      | IDR 40        | IDR 1.406   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 10.566  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.113   |
| food cost percelage |        |               |      |                 |               | 29%         |
| harga jual produk   |        |               |      |                 |               | IDR 43.000  |

Tabel 2.2.47. HPP (Cost of Goods Sold) Bucket Up – Peach Party Bottle

| peach party         |         |               |      |                 |               |             |
|---------------------|---------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |         |               |      |                 |               |             |
| inventory Need      |         | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit    | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 15 ml   | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.485   |
| soda water          | 160 ml  | 330           | ml   | IDR 4.800       | IDR 15        | IDR 2.327   |
| peach juice         | 35 ml   | 1000          | ml   | IDR 41.000      | IDR 41        | IDR 1.435   |
| peach               | 0,5 pcs | 20            | pcs  | IDR 30.500      | IDR 1.525     | IDR 763     |
| peach syrup         | 15 ml   | 700           | gr   | IDR 133.000     | IDR 190       | IDR 2.850   |
| packaging           | 1 pcs   | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs   | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |         |               |      |                 |               | IDR 11.050  |
| miscellaneous cost  |         |               |      |                 |               | IDR 2.210   |
| food cost percelage |         |               |      |                 |               | 29%         |
| harga jual produk   |         |               |      |                 |               | IDR 45.000  |

Tabel 2.2.48. HPP (Cost of Goods Sold) Bucket Up – Kiwi Delight Bottle

| kiwi delight        |         |               |       |                 |               |             |
|---------------------|---------|---------------|-------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |         |               |       |                 |               |             |
| inventory Need      |         | purchase unit |       | cost per recipe |               |             |
| ingredients         | unit    | per pack      | unit  | cost per pack   | cost per unit | recipe unit |
| kiwi syrup          | 25 ml   | 700           | ml    | IDR 133.000     | IDR 190       | IDR 4.750   |
| soda water          | 160 ml  | 330           | ml    | IDR 4.800       | IDR 15        | IDR 2.327   |
| lemon juice         | 15 ml   | 1000          | ml    | IDR 99.000      | IDR 99        | IDR 1.485   |
| kiwi                | 1 slice | 100           | slice | IDR 41.000      | IDR 410       | IDR 410     |
| packaging           | 1 pcs   | 10000         | pcs   | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs   | 10000         | pcs   | IDR 700.000     | IDR 70        | IDR 70      |
| total               |         |               |       |                 |               | IDR 11.162  |
| miscellaneous cost  |         |               |       |                 |               | IDR 2.232   |
| food cost percelage |         |               |       |                 |               | 28%         |
| harga jual produk   |         |               |       |                 |               | IDR 48.000  |

Tabel 2.2.49. HPP (Cost of Goods Sold) Bucket Up – Perfect Sunset Bottle

| Perfect Sunset      |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 100 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.390   |
| mango               | 30 gr  | 1000          | gr   | IDR 146.000     | IDR 146       | IDR 4.380   |
| grenadine           | 25 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 3.821   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 12.771  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.554   |
| food cost percelage |        |               |      |                 |               | 36%         |
| harga jual produk   |        |               |      |                 |               | IDR 42.000  |

*Tabel 2.2.50. HPP (Cost of Goods Sold) Bucket Up – Berry Refreshing Bottle*

| Berry Refreshing    |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 18 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.782   |
| sprite              | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| strawberry          | 30 gr  | 1000          | gr   | IDR 155.500     | IDR 156       | IDR 4.665   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 10.375  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.075   |
| food cost percetage |        |               |      |                 |               | 28%         |
| harga jual produk   |        |               |      |                 |               | IDR 45.000  |

*Tabel 2.2.51. HPP (Cost of Goods Sold) Bucket Up – Confection Crush Bottle*

| Confection Crush    |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bucket |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 100 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.390   |
| lime                | 10 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 1.572   |
| grenadine           | 25 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 3.821   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 9.963   |
| miscellaneous cost  |        |               |      |                 |               | IDR 1.993   |
| food cost percetage |        |               |      |                 |               | 28%         |
| harga jual produk   |        |               |      |                 |               | IDR 42.000  |

*Tabel 2.2.52. HPP (Cost of Goods Sold) Bucket Up – Tropical Refresher Bottle*

| Tropical Refresher  |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| guava juice         | 50 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 4.950   |
| sprite              | 100 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.390   |
| lime                | 7 gr   | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 1.100   |
| passion fruit syrup | 25 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 3.821   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 13.452  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.690   |
| food cost percetage |        |               |      |                 |               | 34%         |
| harga jual produk   |        |               |      |                 |               | IDR 48.000  |

*Tabel 2.2.53. HPP (Cost of Goods Sold) Bucket Up – Cranberry Twist Bottle*

| Cranberry Twist     |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| Cranberry juice     | 50 ml  | 1000          | ml   | IDR 38.900      | IDR 39        | IDR 1.945   |
| sprite              | 100 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.390   |
| lime                | 10 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 1.572   |
| grenadine           | 25 ml  | 700           | ml   | IDR 107.000     | IDR 153       | IDR 3.821   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 10.918  |
| miscellaneous cost  |        |               |      |                 |               | IDR 2.184   |
| food cost percetage |        |               |      |                 |               | 33%         |
| harga jual produk   |        |               |      |                 |               | IDR 40.000  |



*Tabel 2.2.54. HPP (Cost of Goods Sold) Bucket Up – Bubbly and Bright Bottle*

| Bubbly and Bright   |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| Pomegranate juice   | 50 ml  | 1000          | ml   | IDR 30.500      | IDR 31        | IDR 1.525   |
| sprite              | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| lime                | 15 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 2.358   |
| pomegranate         | 2 gr   | 500           | gr   | IDR 35.000      | IDR 70        | IDR 140     |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 7.951   |
| miscellaneous cost  |        |               |      |                 |               | IDR 1.590   |
| food cost peretage  |        |               |      |                 |               | 24%         |
| harga jual produk   |        |               |      |                 |               | IDR 39.000  |

*Tabel 2.2.55. HPP (Cost of Goods Sold) Bucket Up – Red Lady Bottle*

| Red lady            |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| raspberry           | 20 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 3.100   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 8.018   |
| miscellaneous cost  |        |               |      |                 |               | IDR 1.604   |
| food cost peretage  |        |               |      |                 |               | 23%         |
| harga jual produk   |        |               |      |                 |               | IDR 41.000  |

*Tabel 2.2.56. HPP (Cost of Goods Sold) Bucket Up – Celeberry Bottle*

| Celeberry           |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| strawberry          | 20 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 3.100   |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 8.018   |
| miscellaneous cost  |        |               |      |                 |               | IDR 1.604   |
| food cost peretage  |        |               |      |                 |               | 23%         |
| harga jual produk   |        |               |      |                 |               | IDR 41.000  |

*Tabel 2.2.57. HPP (Cost of Goods Sold) Bucket Up – Sunshine State Bottle*

| Sunshine State      |        |               |      |                 |               |             |
|---------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle |        |               |      |                 |               |             |
| inventory Need      |        | purchase unit |      | cost per recipe |               |             |
| ingredients         | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice         | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 990     |
| sprite              | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| Lime                | 15 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 2.358   |
| raspberries         | 3 gr   | 200           | gr   | IDR 27.500      | IDR 138       | IDR 413     |
| packaging           | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker              | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total               |        |               |      |                 |               | IDR 7.688   |
| miscellaneous cost  |        |               |      |                 |               | IDR 1.538   |
| food cost peretage  |        |               |      |                 |               | 24%         |
| harga jual produk   |        |               |      |                 |               | IDR 39.000  |

Tabel 2.2.58. HPP (Cost of Goods Sold) Bucket Up – Strawberry Breeze Bottle

| Strawberry Breeze    |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice          | 10 ml  | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 1.980   |
| sprite               | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 3.475   |
| Lime                 | 5 gr   | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 1.572   |
| Strawberry           | 10 gr  | 1000          | gr   | IDR 155.000     | IDR 155       | IDR 3.100   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 1.890     | IDR 1.890   |
| stiker               | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 12.087  |
| miscellaneous cost   |        |               |      |                 |               | IDR 2.417   |
| food cost percentage |        |               |      |                 |               | 21%         |
| harga jual produk    |        |               |      |                 |               | IDR 42.000  |

Tabel 2.2.59. HPP (Cost of Goods Sold) Bucket Up – Pineapple Dream Bottle

| Pineapple Dream      |        |               |      |                 |               |             |
|----------------------|--------|---------------|------|-----------------|---------------|-------------|
| 1 recipe : 1 bottle  |        |               |      |                 |               |             |
| inventory Need       |        | purchase unit |      | cost per recipe |               |             |
| ingredients          | unit   | per pack      | unit | cost per pack   | cost per unit | recipe unit |
| lemon juice          | 5 ml   | 1000          | ml   | IDR 99.000      | IDR 99        | IDR 495     |
| sprite               | 125 ml | 1000          | ml   | IDR 13.900      | IDR 14        | IDR 1.738   |
| Pineapple            | 15 gr  | 1000          | gr   | IDR 157.200     | IDR 157       | IDR 2.358   |
| packaging            | 1 pcs  | 10000         | pcs  | IDR 21.200.000  | IDR 2.120     | IDR 2.120   |
| stiker               | 1 pcs  | 10000         | pcs  | IDR 700.000     | IDR 70        | IDR 70      |
| total                |        |               |      |                 |               | IDR 6.781   |
| miscellaneous cost   |        |               |      |                 |               | IDR 1.356   |
| food cost percentage |        |               |      |                 |               | 23%         |
| harga jual produk    |        |               |      |                 |               | IDR 36.000  |

Tabel 2.2.60. Product Master

| PRODUCTS (BUCKET)  | COGS       | MARGIN     | SELLING PRICE |
|--------------------|------------|------------|---------------|
| Sunburst           | IDR 18.045 | IDR 53.955 | IDR 72.000    |
| Purple garden      | IDR 22.629 | IDR 52.371 | IDR 75.000    |
| Peach party        | IDR 23.790 | IDR 54.210 | IDR 78.000    |
| Kiwi delight       | IDR 24.060 | IDR 50.940 | IDR 75.000    |
| Perfect sunset     | IDR 27.747 | IDR 47.253 | IDR 75.000    |
| Berry refreshing   | IDR 21.876 | IDR 53.124 | IDR 75.000    |
| Confection crush   | IDR 21.008 | IDR 56.992 | IDR 78.000    |
| Tropical refresher | IDR 29.469 | IDR 50.531 | IDR 80.000    |
| Cranberry twist    | IDR 23.300 | IDR 51.700 | IDR 75.000    |
| Bubbly ang bright  | IDR 16.261 | IDR 51.739 | IDR 68.000    |
| Red lady           | IDR 15.304 | IDR 57.696 | IDR 73.000    |
| Celeberry          | IDR 16.338 | IDR 56.662 | IDR 73.000    |
| Sunshine state     | IDR 15.383 | IDR 57.617 | IDR 73.000    |
| Strawberry breeze  | IDR 14.504 | IDR 55.496 | IDR 70.000    |
| Pineapple dream    | IDR 13.369 | IDR 51.631 | IDR 65.000    |

| PRODUCTS (BOTTLE)  | COGS       | MARGIN     | SELLING PRICE |
|--------------------|------------|------------|---------------|
| sunburst           | IDR 10.474 | IDR 29.526 | IDR 40.000    |
| purple garden      | IDR 12.679 | IDR 30.321 | IDR 43.000    |
| peach partyy       | IDR 13.260 | IDR 31.740 | IDR 45.000    |
| kiwi delight       | IDR 13.395 | IDR 34.605 | IDR 48.000    |
| Perfect sunset     | IDR 15.325 | IDR 26.675 | IDR 42.000    |
| Berry refreshing   | IDR 12.450 | IDR 32.550 | IDR 45.000    |
| Confection crush   | IDR 11.956 | IDR 30.044 | IDR 42.000    |
| Tropical refresher | IDR 16.142 | IDR 31.858 | IDR 48.000    |
| Cranberry twist    | IDR 13.102 | IDR 26.898 | IDR 40.000    |
| Bubbly ang bright  | IDR 9.541  | IDR 29.459 | IDR 39.000    |
| Red lady           | IDR 9.186  | IDR 31.814 | IDR 41.000    |
| Celeberry          | IDR 9.622  | IDR 31.378 | IDR 41.000    |
| Sunshine state     | IDR 9.226  | IDR 29.774 | IDR 39.000    |
| Strawberry breeze  | IDR 14.504 | IDR 27.496 | IDR 42.000    |
| Pineapple dream    | IDR 8.137  | IDR 27.863 | IDR 36.000    |

### 2.3. Stakeholders

Dalam menjalankan bisnis, tentu saja Bucket Up membutuhkan kerja sama dengan pemasok dan partner khusus. Berikut merupakan pemasok yang bisa membantu Bucket Up dalam menjalankan bisnis secara lebih efektif dan efisien:

*Tabel 2.3.1. Pemasok Bucket Up*

| Pemasok Bisnis Bucket Up     |  |
|------------------------------|--|
| Supplier Bahan-Bahan Minuman | Petani lokal dan PT Kurnia Mitra Duta Sentosa. |
| Supplier Kemasan Minuman     | Hip Lik Packaging Products Factory             |
| Penyedia Gudang              | GudangAda                                      |

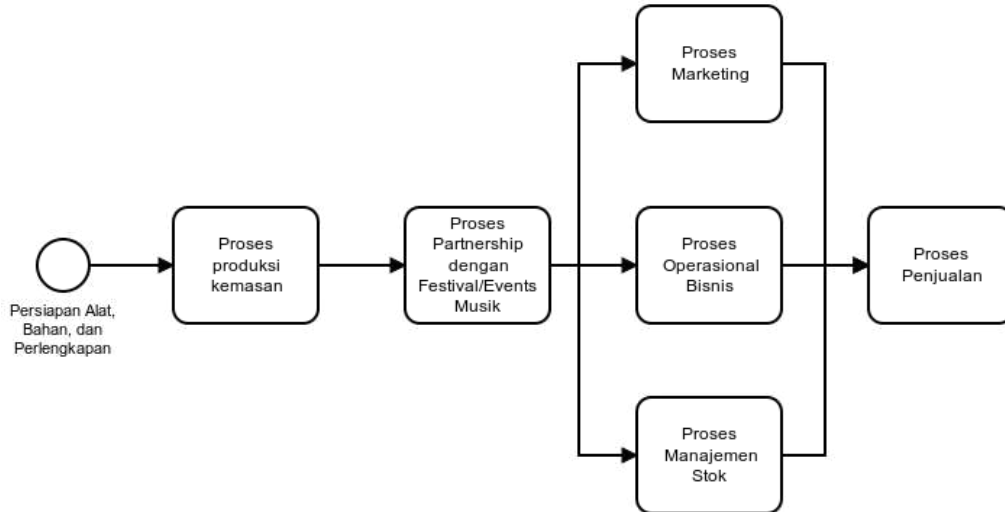
Di sisi lain, berikut merupakan daftar partner dari Bucket Up:

*Tabel 2.3.2. Partner Bisnis Bucket Up*

| Partner Bisnis Bucket Up        |  |
|---------------------------------|--|
| Penyelenggara Festival          | Ismaya Group, Demajors dan Dyandra Promosindo, Java Festival Production, Penyelenggara Festival Musik Kampus |
| Online Marketplace & Promotions | Gojek, Grab, Tokopedia, & Shopee   |
| Website Building                | Shopify  |

## 2.4. Proses Bisnis

Berikut merupakan proses bisnis yang dilalui oleh Bucket Up mulai dari kegiatan pra-produksi hingga pada tahap penjualan produk:



*Gambar 2.4.1. Proses Bisnis Bucket Up*

## 2.5. Identitas Korporasi

### 2.5.1. Konsep Brand dan Strategi

Filosofi Perusahaan dan Makna Dibaliknya

- Filosofi dari Bucket Up terinspirasi oleh fakta bahwa ekspresi diri dan eksplorasi hal-hal baru dapat dilakukan secara simpel dan mudah dimulai dari hal-hal kecil, seperti memilih minuman favorit
- Bucket Up berlandaskan pada filosofi bahwa kesenangan dan kebahagiaan adalah tujuan akhir dari ekspresi diri dan melalui minuman kami, kami membantu individu merasakan hal tersebut.
- Makna langsung dari Bucket Up adalah ‘angkat’ atau ‘naikan’ yang didasari pada upaya dan inspirasi untuk mendorong individu berjiwa muda untuk senantiasa meningkatkan semangat hidup mereka melalui eksplorasi pengalaman yang berwarna dan unik.



### 2.5.2. Nilai Perusahaan



Gambar 2.5.1. Nilai Perusahaan

### 2.5.3. Budaya Bekerja Perusahaan

Budaya bekerja perusahaan diturunkan dari tiga nilai utama Bucket Up yaitu *authenticity*, *creativity*, and *customer love*. Jika dirincikan secara lebih lanjut berikut merupakan sepuluh budaya kerja perusahaan.

Tabel 2.5.1. Budaya Kerja Perusahaan

| No. | Nilai Perusahaan | Budaya Kerja Perusahaan   |
|-----|------------------|---|
| 1   | Authenticity     | <ul style="list-style-type: none"> <li>• <i>Pioneering Not Copying</i>: menciptakan tren dan inovasi bukan memplagiasi</li> <li>• <i>People Leadership</i>: siapapun bisa memimpin secara otentik</li> </ul>  |
| 2   | Creativity       | <ul style="list-style-type: none"> <li>• <i>Creativity has no limit</i>: dorongan kuat untuk mengekspresikan kreativitas dan ide</li> <li>• <i>Think Different</i>: senantiasa berpikir dalam pola yang unik dan berbeda</li> <li>• <i>1000 Doors to One Destination</i>: apresiasi terhadap berbagai solusi dan inovasi karena ada banyak jalan menuju Roma</li> </ul> |
| 3   | Customer Love    | <ul style="list-style-type: none"> <li>• <i>It's Not About You</i>: menjalankan bisnis Bucket Up bukan tentang kita tapi tentang memenuhi kebutuhan pelanggan</li> <li>• <i>Execution Excellence</i>: memastikan eksekusi bisnis berjalan dengan sangat baik sehingga kepuasan pelanggan dapat terpenuhi</li> </ul>   |

#### 2.5.4. Logo Perusahaan dan Filosofi

Berikut merupakan logo dari perusahaan Bucket Up:



*Gambar 2.5.2. Design Logo Bucket Up*

Filosofi dari Logo Bucket Up sebenarnya cukup sederhana. Elemen pertama logo Bucket Up mewakili nama bisnis itu sendiri. Elemen kedua dari Bucket Up menampilkan bentuk kemasan minuman Bucket Up yang unik yaitu berupa sebuah ember mini. Elemen ketiga mewakili perlengkapan minuman seperti sedotan. Elemen terakhir merupakan tulisan festival drink sebagai representasi dari fokus utama Bucket Up sebagai minuman festival.

#### 2.5.5. Warna Perusahaan

Berikut merupakan panduan warna perusahaan yang digunakan dalam membuat asset publikasi dan promosi.



*Gambar 2.5.3. Palet Warna Brand*

### 2.5.6. Font Perusahaan

Berikut merupakan font perusahaan yang digunakan dalam membuat asset publikasi dan promosi.

**Nourd Bold** *Nickainley*

*Gambar 2.5.4. Font Perusahaan*

