

ABSTRACT

Name : Jesisca
Study Program : Hotel Business
Title : Bucket Up

The food and beverage industry is one of the industries with the largest business opportunities in Indonesia because it always experiences a positive upward trend and is included in the eight national priority business sectors. In Indonesia itself, among various forms of business in the food and beverage industry, one form of business that develops from time to time is the UMKM industry. Based on this trend, the author proposes a beverage UMKM business called Bucket Up that focuses on selling in the food street area with unique product packaging, following the development of the rapidly growing soft drink market, and taking advantage of consumer demand and buying behavior. product based on non-conformance. only on product considerations but also on the consideration of the social value offered by the product. This effort was initiated because based on the research that the author has done, 80% of interviewees like to travel to the food street area, and 100% like to go to the food street area and choose to consume mocktails with instagrammable packaging. Bucket Up excels because: (1) it provides a selection of unique, contemporary, and new beverage products during festivals or music concerts; (2) provides more choices for the target market in accessing mocktail drinks at concerts considering that these drinks are still difficult to reach at music festivals or concerts. For an initial investment, Bucket Up requires IDR 562.491.106

Keywords: *Soft Drinks, Business, UMKM*