

**BUSINESS IMPLEMENTATION, MARKET VALIDATION, AND CONSUMER
BEHAVIOR ANALYSIS OF FRIEBANARY PRODUCTS IN YOGYAKARTA**

Final Project of Build & Design Business



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**INTERNATIONAL UNDERGRADUATE PROGRAM
MANAGEMENT DEPARTMENT
FACULTY OF BUSINESS AND ECONOMICS
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2025

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BEHAVIOR ANALYSIS OF FRIEBANARY PRODUCTS IN YOGYAKARTA**

Final Project on Business Design and Development

Prepared and submitted to fulfill the requirements of the final examination in order to obtain
a Bachelor's degree in the Undergraduate Management Program, Faculty of Business and
Economics, Universitas Islam Indonesia.

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“I hereby declare, with full responsibility, that this written work is entirely the result of my own ideas and efforts. To the best of my knowledge, no part of this business project report has been taken from the work of others that has been previously submitted to obtain an academic degree at any institution of higher education. All quotations and references to the works or opinions of others have been properly acknowledged within the text and included in the reference list. Should it later be proven that this declaration is untrue, I am willing to accept any sanctions in accordance with the applicable academic regulations.”

Yogyakarta, 26 November 2025



Muhammad Fathy Hibatullah

APPROVAL SHEET

CONSUMER BEHAVIOR TOWARD FRIEBANARY PRODUCTS IN YOGYAKARTA

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Event News Final Project

BERITA ACARA UJIAN TUGAS AKHIR

TUGAS AKHIR BERJUDUL

FRIEBANARY

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CHAPTER I

INTRODUCTION

1.1 Background

Consumer behavior is a crucial aspect that determines the success of a business, particularly for micro, small, and medium enterprises (MSMEs) that depend heavily on market responses and consumer preferences. In the culinary industry, understanding how consumers evaluate product quality, assess price fairness, and consider both functional and emotional factors plays a significant role in influencing their purchasing decisions. This aligns with the view of Kotler and Keller (2016), who state that consumer behavior reflects the processes of selecting, purchasing, using, and evaluating products to satisfy their needs.

Yogyakarta, as an educational hub and center of urban activities, has experienced rapid growth in its culinary sector, including the market for light snacks such as crispy fried bananas. Based on preliminary observations and field data, banana-based snack products remain highly popular, especially among university students, young families, and consumers seeking affordable yet flavorful snacks. As market competition intensifies, business owners must develop a deeper understanding of consumer preferences to remain competitive.

Friebanary emerges as an MSME specializing in crispy fried banana products, with its main innovation being the use of rice boxes as its primary packaging different from competitors who generally use printed dessert boxes. This concept is designed to offer consumers a more comfortable, hygienic, neat, and visually appealing eating experience. Additionally, the use of eco-friendly

packaging positions Friebanary in line with current consumer trends that reflect increasing concern for sustainability. Introduced for validation in 2022 and further developed through a five-month business implementation in 2024, Friebanary's progress is documented in two main project files.

The availability of various flavors such as chocolate, cheese, matcha, Oreo, tiramisu, strawberry, and children-focused variants expands the target market and increases product appeal. Validation findings and consumer interviews with 50 respondents indicated a strong preference for chocolate and cheese, with most consumers willing to purchase crispy banana products within the price range of IDR 10,000–20,000. Moreover, the majority stated that taste was the primary factor influencing their purchase decisions, followed by packaging attractiveness and portability.

During the business implementation, Friebanary successfully sold 101 products between April and August 2024, demonstrating a positive level of market acceptance. This achievement was also supported by simple social media promotions and activation on food delivery platforms such as ShopeeFood, GoFood, and GrabFood. However, Friebanary also faced several challenges, including fluctuations in raw material prices, inconsistencies in banana sizes, topping shortages, and unstable service speed due to the business being operated by a single individual.

Therefore, the study of consumer behavior toward Friebanary products in Yogyakarta is highly relevant for understanding how consumers respond to product innovation, flavor preferences, perceived price-value, and how eco-

friendly packaging and marketing strategies influence their purchase decisions. This research also aims to identify consumption patterns, motivational factors, and insights that will serve as a foundation for further business development.

By combining insights from the 2022 business validation, the 2024 business implementation, and consumer behavior theories, this research is expected to provide a comprehensive understanding of how consumers interact with Friebanary products and how the business can enhance its competitiveness within Yogyakarta's increasingly dynamic culinary market.

1.2 Problem Formulation

Based on the background above, a few research problems have been formulated as follows:

1. How do consumers evaluate and select Friebanary products in Yogyakarta?
2. What factors influence consumers' purchasing decisions toward Friebanary products?
3. How do taste, price, packaging, and purchasing experience affect consumers' interest in Friebanary products?
4. How do consumers perceive the innovation of eco-friendly packaging and the variety of flavors offered?
5. How can consumer behavior, preferences, and feedback be utilized to develop future business strategies for Friebanary?

1.3 Research Objectives and Benefits

a. Main Objective

This research aims to analyze consumer behavior toward Friebanary products in Yogyakarta by examining the factors that influence purchasing decisions, taste preferences, perceived value, and consumer responses toward product innovations.

b. Practical Benefits

Practically, this research provides strategic recommendations for Friebanary as an MSME to improve product quality, adjust menu offerings based on consumer preferences, enhance service quality, optimize digital marketing strategies, and strengthen customer loyalty.

c. Academic Benefits

Academically, this research contributes to the development of literature on consumer behavior, particularly within the context of local snack products and MSMEs. It also demonstrates how business validation and implementation can be translated into a comprehensive academic analysis.

1.4 Business Profile

Friebanary is a culinary business specializing in crispy fried banana products packaged using rice boxes to provide convenience during serving and

consumption. The business was first developed in 2022 as part of an academic project and was further expanded in 2024 through a five-month business implementation.

Friebanary main products include a variety of flavors such as original, chocolate, matcha, Oreo, cheese, tiramisu, and strawberry. The business also offers complementary beverages such as V60 coffee, premium tea, and several other drink options. In developing its menu, Friebanary prioritizes the use of high-quality ingredients and toppings tailored to market demand.

During the 2024 sales period, Friebanary successfully sold 101 products and actively utilized Instagram and food delivery platforms for promotional activities. Consumer interviews revealed that most customers preferred chocolate and cheese flavors and highly appreciated attractive, eco-friendly, and portable packaging. Friebanary has also collaborated with a local coffee shop to increase product exposure and enhance the consumers' dining experience.

With its vision, *“Delivering the best quality of each product made to ensure consumer satisfaction,”* Friebanary positions itself as a culinary MSME committed to quality, innovation, and sustainability.

CHAPTER II

BUSINESS PLAN

2.1 Business Analysis and Business Plan

A. Consumer Value Analysis (Value Proposition Canvas – VPC)

The Value Proposition Canvas (VPC) serves as a crucial tool to understand consumer needs, expectations, frustrations, and desired outcomes. Based on the collected data from the 2022 validation phase and the 2024 implementation period, several key insights were identified.

1. Consumer Jobs

Consumers typically seek:

1. Convenient and portable snacks suitable for quick consumption.
2. Affordable products that maintain strong and appealing flavors.
3. Sweet flavor profiles and variations in toppings.
4. Snack options that fit well with studying, social gathering, or casual snacking.

2. Pains

Interviews revealed common complaints regarding competitor products:

1. Excessively oily texture.
2. Unattractive or unsafe packaging.
3. Inconsistent or insufficient toppings.
4. Long serving time.
5. Lack of beverage options to complement the snack.

3. Gains

Consumers expect:

1. Consistent flavor and crispy texture.
2. Abundant and well-distributed toppings.
3. Clean, secure, and eco-friendly packaging.
4. Affordable pricing.
5. Quick service and availability through delivery apps.

These insights shaped Friebanary's value proposition: crispy fried bananas with generous toppings, eco-friendly packaging, consistent taste quality, and varied menu options for different target markets.

B. Business Model Canvas (BMC)

The Business Model Canvas outlines the structural components of Friebanary business model.

1. Customer Segments

Students, young families, workers, coffee shop visitors, and online food delivery users.

2. Value Proposition

Crunchy fried bananas, multiple flavors, eco-friendly rice box packaging, affordable prices, consistent taste, and beverage pairing options.

3. Channels

Instagram, ShopeeFood, GrabFood, GoFood, pop-up booths, coffee shop partnerships.

4. Customers Relationships

Quick responses via Instagram, feedback management, digital catalogues, family-friendly menu options.

5. **Revenue Streams**

Primary product sales, beverage sales, collaboration sales, event, and bazaar revenue.

6. **Key Resources**

Banana supply, cooking equipment, eco-friendly packaging, and digital branding.

7. **Key Activities**

Production, product development, social media marketing, inventory management, and delivery platform optimization

8. **Key Partners**

Banana suppliers, topping suppliers, coffee shops, digital delivery platforms, and local communities.

9. **Cost Structure**

Raw materials, toppings, packaging, operational expenses, marketing costs.

C. Consumer Interview Analysis

The interview results from 50 respondents demonstrated several significant findings:

1. Chocolate and cheese were the most preferred flavors

2. Ideal price range: IDR 10,000–20,000.
3. Main purchase drivers: taste, price, packaging.
4. 35 respondents emphasized the importance of practical and portable packaging.
5. Most consumers purchased 1–2 times per month.
6. Tea and coffee were the preferred beverage pairings.
7. Direct purchases (walk-ins) were the most common, followed by orders through food delivery apps.

These findings indicate that consumer decisions are strongly influenced by sensory experience, practicality, and affordability.

D. Google Trends Market Validation

Google Trends data showed that search interest in “crispy bananas” remained consistently high in Yogyakarta, suggesting strong market potential for banana-based snacks. The data aligns with the region’s demographic profile, dominated by students, young families, and trend-sensitive consumers who actively seek innovative food products.

E. Prototype Testing

Prototype testing produced several key insights for product improvement:

1. The batter should not be too thick to maintain crispiness
2. Toppings need to be more evenly distributed.
3. Adding vanilla essence or baking soda improves both aroma and texture.
4. Tanduk bananas are preferred for their superior taste and texture.

These improvements were implemented in the final recipe used during business operations.

F. Advertising and Digital Marketing

Instagram served as Friebarary primary promotional channel. Content such as product photos, behind-the-scenes videos, and Reels helped increase engagement. One of the Reels reached 51 accounts and received 24 likes, a sign of positive traction even without paid advertising. Instagram marketing aligns well with the behavior of younger consumers who rely heavily on visual content when making purchasing decisions.

G. Pop-Up Store Findings

A pop-up event was held on December 6, 2022, at Alun-Alun Kidul. Key outcomes included:

1. Sales of 5 portions (popular flavors: chocolate and cheese).
2. Positive feedback on taste and topping quantity.
3. Validation of consumer interest in affordable and attractive snack products.

Although small in scale, the pop-up event provided valuable real-world validation.

2.2 Research Methodology

A. Research Type

The research employed a descriptive qualitative approach, focusing on consumer interviews, prototype testing, observation, and documentation.

B. Data Sources

Primary Data:

1. Consumer interviews
2. Observations
3. Prototype testing feedback
4. Sales documentation
5. Business implementation notes

Secondary Data:

1. Google Trends
2. Consumer behavior literature
3. Digital marketing research
4. Friebanary internal documents

C. Data Collection Methods

1. Direct interviews
2. Observations during sales
3. Digital documentation (photos, videos, insights)
4. Feedback forms
5. Review of platform data (ShopeeFood, GoFood, GrabFood)

D. Time and Location

1. Pop-up store: December 6, 2022, Alun-Alun Kidul
2. Business implementation: April–August 2024 in Yogyakarta
3. Digital marketing was carried out continuously during the same period

CHAPTER III

BUSINESS IMPLEMENTATION

3.1 Objectives of the Business Implementation

The implementation phase, conducted from April to August 2024, aimed to test Friebanary business feasibility, operational consistency, and consumer responses to its products. The objectives were not solely focused on generating profit but more on validating the business concept, understanding consumer expectations, and improving product quality based on real market feedback.

The key objectives of the business implementation included:

1. Testing Product Quality and Recipe Stability

Ensuring consistency in taste, crispiness, and topping quantity was essential. During initial operations, inconsistencies were found, but continuous adjustments helped achieve stable product quality.

2. Assessing Consumer Responses to Eco-friendly Packaging

The use of rice-box packaging served as an innovation intended to differentiate Friebanary from competitors. The implementation phase aimed to observe how consumers perceived this concept in real purchasing situations.

3. Identifying Preferred Flavors and Potential Product Development

Through consumer feedback and observation, it was possible to identify

signature flavors and explore opportunities to expand the menu.

4. Strengthening Digital Marketing Strategies

Instagram served as the primary promotional tool. The objective was to evaluate the effectiveness of social media content and uncover what types of visuals that most successfully captured consumer attention.

5. Building Strategic Collaborations with Coffee Shops

Collaborations were established to broaden market reach and introduce Friebanary to new consumer segments, particularly young adults and visitors of local cafés.

6. Measuring Realistic Financial Performance

By operating the business consistently, Friebanary was able to record actual revenue, expenses, and earnings, thereby providing valuable insights for financial planning.

Overall, the implementation phase functioned as a crucial validation process to refine Friebanary business model.

3.2 Constraints and Solutions

Throughout the operation, Friebanary encountered both internal and external challenges. These challenges helped identify areas that required improvement and allowed the business to adapt quickly.

A. Operational Constraints

1. Raw Material Fluctuations

The price and size of bananas fluctuated depending on the season. This affected the standard portion size and consistency of the product.

Impact:

1. Variations in product size
2. Perceived inconsistency by consumers
3. Difficulty in maintaining the cost structure

2. Unstable Availability of Toppings

Chocolate and cheese, two best-selling toppings, were often out of stock.

Impact:

1. Reduced product attractiveness
2. Inability to serve consumer-preferred variants

3. Limited Human Resources

All operational tasks were performed by one person, including purchasing, cooking, serving, and marketing.

Impact:

Longer service time

Difficulty handling multiple orders

Potential decline in product quality during peak hours

B. Marketing Constraints

1. Limited Digital Marketing Activity

Posting frequency was low, and the visual style lacked consistency. Paid advertising was not yet utilized.

2. Small Audience Reach

Organic reach was limited due to the brand's early stage of development.

C. Solutions Implemented

1. Early and Strategic Ingredient Preparation

Purchasing ingredients a few days in advance and identifying alternative suppliers ensured stock availability.

2. Prioritization of High-Demand Flavors

The focus was placed on chocolate, cheese, and matcha to ensure continuous stock availability for the best-selling items.

3. Improving Production Speed

The owner practiced cooking workflows to shorten service time.

4. Strengthening Visual Marketing

Improved photography, better lighting, and consistent branding increased engagement on Instagram.

5. Collaboration With Local Coffee Shops

This partnership expanded product exposure and introduced Friebarary to new audiences.

These solutions helped stabilize the business and increase consumer satisfaction.

3.3 Business Performance

Friebanary performance was evaluated using three primary aspects: financial performance, marketing and market response, and organizational capacity.

A. Financial Performance

During April–August 2024, Friebanary achieved:

Revenue: IDR 1,258,000

Cost of Materials: IDR 1,000,000

Operational Costs: IDR 400,000

Promotion & R&D: IDR 180,000

Final Result: Loss of **IDR 322,000**

Although financially negative, this outcome is common in early-stage validation and provides essential insight for future planning.

B. Market & Marketing Performance

1. Consumer Feedback

More than 80% of customers expressed positive feedback regarding the taste, the amount of toppings, and the eco-friendly rice-box packaging.

2. Digital Marketing Response

Instagram content received a positive reaction, especially Reels. Although still limited, digital engagement showed a gradual increase.

3. Segments Actively Reached

1. Children and families
2. Students

3. Coffee shop visitors

C. Organizational & Personal Capability

The owner developed several managerial and operational skills:

1. Time management
2. Decision-making
3. Consumer communication
4. Product development
5. Financial recording

These skills strengthened business competency for future growth.

D. Key Achievements

1. Stable and preferred product recipe
2. Sales of 101 products
3. Collaboration with a local coffee shop
4. Digital marketing visibility
5. Menu diversification
6. Availability on GoFood, ShopeeFood, and GrabFood

These achievements show that Friebanary successfully built its foundation.

E. Product Demonstration & Exhibition Activities

Participation in exhibitions and product demonstrations increased brand awareness and provided real-time consumer validation. These events played a role in strengthening Friebanary brand positioning.

CHAPTER IV

BUSINESS GROWTH PLAN

4.1 Business Growth Strategy

Friebanary short-term and long-term growth strategies focus on improving production efficiency, strengthening product differentiation, expanding market reach, and reinforcing brand image. Analysis conducted during the implementation phase shows that consumers respond strongly to taste, affordability, and attractive packaging. Therefore, the growth strategy is directed toward optimizing these key factors while expanding marketing channels to reach broader market segments.

4.2 Operational Enhancement

A. Reducing Production Time

One of the main challenges during implementation was the relatively long production time due to the workload being handled by only one person. To address this issue, Friebanary plans to implement the following:

- 1. Early ingredient preparation (pre-preparation).**

Peeling, cutting, and measuring ingredients prior to operational hours to accelerate the cooking process.

- 2. Developing a production Standard Operating Procedure (SOP).**

A clear SOP ensures a faster and more consistent workflow, thereby helping to maintain product quality.

3. Testing more efficient cooking techniques.

For example, stabilizing oil temperature to achieve consistent crispiness without prolonged cooking time.

Production speed significantly influences consumer experience, particularly among younger generations who tend to exhibit fast-food consumption behaviors.

B. Procurement of Additional Equipment

Based on operational experience, Friebarary requires additional tools, including:

1. Larger ingredient storage containers
2. A backup stove
3. High-quality non-stick frying pan
4. An additional worktable

These tools will enhance production capacity, reduce delays, and ensure a more hygienic and efficient workflow.

C. Recruitment Plan

To support business growth, Friebarary plans to hire 1–2 part-time employees in the medium term. Their responsibilities include:

1. Assisting in production
2. Serving customers
3. Managing orders from delivery platforms
4. Supporting operational activities at partner coffee shops

With additional staff, the owner can focus more on quality control, digital marketing, and brand development.

4.3 Marketing Strategy Expansion

Modern consumer behavior is heavily influenced by visual information and digital interaction. Therefore, Friebanary marketing strategy must be strengthened through more proactive digital branding efforts.

A. Optimization of Social Media

Key actions include:

1. Increasing Instagram posting frequency to 3–4 times per week.
2. Producing high-quality content, including product photos, behind-the-scenes videos, customer testimonials, and crispy banana ASMR videos.
3. Utilizing Instagram Ads targeted at Yogyakarta-based demographics (students and young professionals).
4. Expanding activity on TikTok, which is experiencing rapid growth and has a strong Gen Z audience base.

This strategy aligns with consumer behavior trends, as many consumers rely on visual references when choosing food products.

B. Participation in Culinary Events and Exhibitions

Attending campus events, MSME festivals, community gatherings, and local bazaars will increase product awareness and allow consumers to try products directly. Such events are effective for collecting real-time feedback.

C. Collaboration with Coffee Shops and Other MSMEs

Collaboration with coffee shops has proven to be effective during business implementation. Moving forward, Friebanary can:

1. create signature collaboration menus
2. place products through consignment
3. host joint events such as “dessert day” or “snack pairing”

These collaborations enhance product value and create a richer consumer experience.

D. Customer Loyalty Program

To increase repeat purchases, Friebanary may implement:

1. Digital point cards
2. “Buy 5 get 1 free” promotions
3. Discount vouchers for second purchases
4. Bundling packages for families and students

These retention strategies align with consumer behavior patterns, which are price-sensitive yet remain loyal to brands that deliver satisfying experiences.

4.4 Product Development

Insights from consumer interviews and sales performance indicate substantial potential for menu diversification.

A. New Menu Development

Potential innovations include:

1. Premium toppings such as salted caramel, red velvet, or premium tiramisu.
2. Friebanary Combo featuring snack-and-drink sets.
3. Seasonal menus for Ramadan, holidays, and themed campaigns.
4. Frozen product line offering ready-to-fry crispy bananas for families.

These developments aim to broaden segmentation and enhance perceived product value.

B. Refinement of Existing Variants

Enhancement efforts include:

1. Improving texture for prolonged crispiness
2. Adding more evenly distributed liquid toppings
3. Using higher-quality bananas such as *pisang tanduk*

4.5 Digital Ordering and Delivery Optimization

During implementation, Friebanary expanded its presence by entering ShopeeFood, GoFood, and GrabFood. To strengthen digital sales performance, the following strategies are proposed:

1. Optimizing catalog photos to make products more attractive.
2. Raising platform ratings by encouraging positive customer reviews.
3. Utilizing platform promotions such as cashback offers and free delivery.
4. Adjusting operating hours based on peak consumer activity.

These improvements are projected to significantly increase online sales.

4.6 Financial Growth Plan

Achieving profitability requires more efficient financial management.

A. Cost Efficiency

Strategies include:

1. Establishing long-term suppliers to stabilize ingredient costs
2. Purchasing raw materials in moderate quantities to control fluctuations
3. Adjusting marketing expenses for better targeting

B. Value-Based Pricing Adjustment

Minor price adjustments can be made when product quality improves and consumers demonstrate willingness to pay.

C. Revenue Targets

With enhanced digital marketing and product diversification, revenue is projected to increase by 50–60% in future operational periods.

4.7 Projection for Long-Term Growth

Friebanary long-term development plan includes:

1. Opening 2–3 small outlets in strategic areas, such as near university campuses
2. Developing a small-scale franchise model with simplified SOP
3. Strengthening brand positioning as a premium-quality local crispy banana brand
4. Building a consumer community through active social media engagement

With these goals, Friebanary can grow from a micro-scale business into a stable and sustainable MSME.

CHAPTER V

SELF-EVALUATION AND REFLECTION

5.1 Self-Evaluation

The implementation of Friebarary provided the author with a hands-on experience in understanding how a business operates in real conditions, from the planning stage to execution. This process required the author to engage in all business components, allowing for a comprehensive self-evaluation.

First, in terms of operational capabilities, the author realized that maintaining consistent product quality is crucial. During the initial stages, the author struggled to maintain the desired crispiness due to unstable frying techniques. However, through repeated trials, the author identified the optimal temperature and cooking method, significantly improving product consistency. This indicates growth in precision, discipline, and technical cooking skills.

Regarding time management, the author identified that one of the biggest challenges was handling multiple tasks simultaneously, especially when orders from online platforms began to increase. The author learned that effective time management is essential preventing delays and maintaining customer satisfaction. This experience taught the author to prioritize tasks more efficiently, create detailed work schedules, and prepare ingredients well before operational hours.

From a communication perspective, the author realized that the ability to explain the product, respond to criticism, and interact courteously with customers is essential for fostering positive relationships. Direct consumer interaction taught the author to respond quickly, politely, and informatively, which helped build customer trust and encouraged them to provide feedback.

In the context of digital marketing, the author recognized the importance of creativity and consistency in building a strong brand image. Creating Instagram content was initially challenging due to limited experience in product photography and visual styling. However, after several trials and by observing social media trends, the author managed to improve content quality and social media engagement.

Overall, the business implementation provided a realistic evaluation of the author's personal development and demonstrated clear progress over time.

5.2 Self-Reflection

This personal reflection highlights the emotional experiences, deeper learning, and mindset shifts the author encountered while managing Friebanary.

First, the author learned that business is not merely about selling products but also about understanding consumer motives, preferences, and behavior. Consumers make purchases not only for physiological needs but also due to psychological factors such as curiosity, food trends, visual appeal, and the overall buying

experience. This reflection strengthened the author's understanding of consumer behavior theories learned throughout the academic journey.

The author also reflected on the idea that failure is a natural part of the business process. When sales dropped or ingredient availability fluctuated, the author initially felt pressured. However, these experiences taught the author resilience - the ability to remain strong and adaptive. In the business world, challenges and obstacles are inevitable; the key is not to avoid them but to learn how to adapt and rise again.

Furthermore, running a business independently provided the author with opportunities for personal growth. The author has become more confident in making decisions, understanding that each step in business requires both courage and sound judgment. This reflection also helped the author understand the importance of data-driven decision-making rather than relying solely on intuition.

Through experiences with customers, the author also learned the importance of empathy. Listening to feedback, both positive and negative feedback made the author more aware of market needs. The author came to understand that customers are not merely the end point of a transaction but partners in improving product quality.

Ultimately, the experience of running Friebanary taught the author that business is a long-term journey requiring dedication, creativity, and adaptability. This reflection strengthened the author's commitment to developing skills in the field of marketing management.

5.3 Lessons Learned

Through the business implementation, several important lessons were gained:

1. Consistency in product quality is key to consumer loyalty.

Consumers are highly sensitive to changes in flavor and texture; even small inconsistencies can influence their perception.

2. Digital marketing significantly influences purchasing decisions.

Younger consumers are strongly influenced by visuals and online recommendations and attractive content can increase their purchase intention.

3. Consumer feedback is invaluable.

Every comment, whether positive or negative, serves as a foundation for improving product quality.

4. Effective time management determines operational efficiency.

Proper ingredient preparation is essential to prevent delays.

5. Adaptation and flexibility are crucial.

Real-world conditions often differ from the plan; therefore, adaptability is an important skill.

6. Running a Business requires persistence.

Not every day yields profitable results, but each day provides meaningful learning experiences.

5.4 Personal Improvement

Throughout months of hard work, the author experienced significant personal improvement in:

1. discipline
2. time management
3. technical cooking skills
4. analytical thinking and problem-solving
5. creativity in marketing
6. confidence in decision-making
7. communication skills in interacting with customers

The experience of running Friebanary has become an important milestone in the author's personal development, both as a marketing management student and as a future entrepreneur.

CHAPTER VI

EVALUATION

6.1 Business Development Evaluation

Franchise business development can be assessed from three primary dimensions: operational performance, marketing effectiveness, and consumer interaction. Each dimension provides valuable insights into the extent of the business' progress compared to its initial condition.

First, in terms of operational performance, the business demonstrated noticeable improvement in production skills. In the early implementation phase, achieving consistent taste and texture was challenging, especially in regulating oil temperature and batter thickness. However, after multiple rounds of experimentation, the optimal formula was identified, resulting in improved product stability. This represents an important milestone as product consistency is a key factor in achieving consumer satisfaction.

Second, in terms of marketing, there was positive development in utilizing social media, particularly Instagram. Although the overall reach remained limited, improvements in visual quality and storytelling successfully increased consumer engagement. Short Reels outperformed regular photos in terms of reach, proving the importance of understanding social media algorithms in modern marketing strategies.

Third, regarding consumer interaction, Friebanary received numerous positive responses regarding taste quality, topping quantity, and attractive packaging. This suggests that the product has successfully met most consumer preferences, particularly in terms of sweetness level, abundant toppings, and eco-friendly rice-box packaging.

Although financial performance has not yet reached optimal level, the overall development of Friebanary is realistic and promising for an MSME still in its early stage.

6.2 Area of Progress

Several areas demonstrated significant improvement compared to the initial phase of implementation.

A. Product Quality Improvement

Enhancements in cooking techniques, better banana selection, and standardized recipes contributed to more stable and preferred products. This consistency increases the likelihood of repeat purchases.

B. Packaging Development

The use of eco-friendly rice-box packaging has provided a unique value proposition not commonly offered by competitors. Consumers expressed strong appreciation for the packaging's safety, aesthetic appeal, and portability.

C. Expansion of Sales Channels

Friebanary integration into ShopeeFood, GoFood, and GrabFood has broadened consumer access and created new revenue streams. This marks an important step in aligning the business with current digital consumer behavior trends.

D. Improved Operational Adaptability

Despite challenges such as unstable topping availability and relatively long production times, the owner adapted quickly by creating simple SOPs, conducting pre-production preparation, and establishing more structured work routines.

E. Brand Awareness Through Social Media

Increasingly appealing visual content has strengthened Friebanary's brand identity. This is an important achievement, as brand awareness plays a major role in consumer decision-making in the culinary industry.

6.3 Area Requiring Further Development

While various improvements have been achieved, several areas still require further refinement to ensure sustainable business growth.

A. More Aggressive Digital Marketing

Current promotional efforts remain limited to organic reach. Paid advertising, such as Instagram Ads or TikTok Ads, could significantly expand visibility, particularly among Gen Z and university students in Yogyakarta.

B. Production Efficiency

Although progress has been made, production time still needs to be further reduced to handle higher order volumes. Hiring part-time staff is recommended in the medium term.

C. Financial Management

More structured and systematic financial recording is necessary, including cost categorization, product margin analysis, and cash flow projections. This will enable the business to design more accurate pricing strategies.

D. Menu Innovation

Consumer responses indicate interest in new flavors such as salted caramel or red velvet. Introducing seasonal menus or premium variants would help maintain consumer excitement and market relevance.

E. Expansion of Partnership Networks

Currently, partnerships are limited to one coffee shop. Friebarney should expand its collaboration network to reach more strategic locations and increase brand exposure.

6.4 Principal Challenge

Throughout the business period, several major challenges significantly impacted performance and development.

A. Raw Material Fluctuations

The unstable price and size of bananas made it difficult to standardize portion size. This affected both perceived consumer value and production cost efficiency.

B. Limited Human Resources

Managing all operational processes alone created a heavy workload, especially during peak ordering times. This remains the most significant challenge, as limited manpower can affect product quality and service speed.

C. Intense Competition

The snack and dessert market in Yogyakarta is highly competitive, with many businesses offering similar products at affordable prices and through aggressive promotional strategies.

D. Minimal Promotional Budget

The absence of a paid advertising budget slowed brand awareness growth. In today's digital landscape, paid promotions play an important role in expanding reach.

E. Weather Dependency and Consumer Mobility

Sales experienced significant drops during the rainy season, especially for offline orders and pop-up booth activities. This external factor is difficult to control and requires strategic adjustments.

BAB VII

CONCLUSION

7.1 General Conclusion

Based on the series of activities conducted, including business planning, concept validation, consumer interviews, market analysis, operational implementation, and comprehensive evaluation, it can be concluded that Friebanary has strong potential to grow into a relevant and competitive culinary MSME in Yogyakarta. This potential stems from high consumer interest in sweet snacks, visually appealing food products, and practical, eco-friendly packaging.

The implementation phase demonstrated that consumers responded positively to Friebanary taste and topping quality, especially the chocolate and cheese variants. Moreover, the use of eco-friendly rice-box packaging has proven to be an added value that distinguishes Friebanary from its competitors. This aligns with modern consumer trends, in which packaging aesthetics and sustainability play significant roles in influencing purchasing decisions.

In terms of marketing, Instagram emerged as an effective platform for reaching student and Gen Z segments. Although overall promotional reach remained modest, improvements in content quality successfully contributed to the gradual strengthening of brand awareness. This indicates that digital marketing should continue to be a priority in the business's future growth strategy.

Overall, the combination of product quality, digital marketing effectiveness, and understanding consumer behavior forms the three core pillars supporting Friebanary initial success in the competitive culinary landscape.

7.2 Conclusion on Consumer Behavior

This study emphasizes that consumer behavior significantly influences the purchasing decision-making process, especially regarding taste preferences, price sensitivity, and the overall consumption experience. From the interviews and field observations, several patterns of consumer behavior were identified:

- 1. A preference for sweet flavors and abundant toppings.**

Consumers tend to favor products with strong flavors and strong visual appeal.

- 2. Affordable pricing as a primary purchasing determinant.**

The price range of IDR 10,000–20,000 is considered ideal for consumers in Yogyakarta, particularly for the student segment.

- 3. Packaging as part of the consumption experience.**

Strong, visually appealing, and eco-friendly is perceived as adding significant value to the product.

- 4. Strong influence of social media on purchasing decisions.**

Consumers are inclined to purchase products that look visually appealing and are featured or recommended through photos and videos on social media platforms.

- 5. Fast and practical consumption behavior.**

Consumers prefer quick purchasing processes, whether through offline transactions or digital food delivery platforms.

These findings reinforce that culinary businesses must understand the psychological and preference-driven aspects of consumer behavior in order to remain competitive.

7.3 Conclusion on Business Implementation

The implementation of Friebanary from April to August 2024 yielded realistic results: the product was positively received by consumers, although the business had not yet reached financial profitability. This outcome is typical for businesses in the *early-stage validation* phase. With total sales of 101 products and revenue amounting to IDR 1,258,000, Friebanary managed to gain initial market traction, despite incurring a financial loss of IDR 322,000.

Nevertheless, the implementation phase provided substantial learning in the following areas:

1. operational management
2. consumer communication,
3. menu development,
4. and digital marketing techniques.

These insights demonstrate that market validation is more important than generating immediate profit, as consumer feedback forms the foundation for long-term business development.

7.4 Future Recommendations

Based on the evaluation conducted, several recommendations are proposed for the future development of Friebanana:

1. Strengthen digital marketing efforts, especially through Instagram Ads and TikTok.
2. Expand menu innovation, including premium and seasonal product variants.
3. Improve operational efficiency by hiring additional workers or establishing a more detailed SOP.
4. Optimize performance on food delivery platforms through improved catalog photos and strategic promotions.
5. Expand partnerships with coffee shops and other MSMEs to increase brand visibility.

Implementing these recommendations will help strengthen competitiveness, broaden market segmentation, and create stronger opportunities for long-term growth.

7.5 Final Remarks

This study concludes that understanding consumer behavior serves as a fundamental basis for designing effective business plans and marketing strategies. Through the integration of academic approaches and practical implementations, the author gained comprehensive insights into how a product should be developed, tested, and adapted according to consumer needs.

Friebanary holds substantial potential to grow into a sustainable and competitive culinary business, particularly given current consumer trends favoring modern snacks, visually appealing products, and eco-friendly packaging. By continuously improving product quality, strengthening digital marketing efforts, and expanding distribution networks, this business can grow and remain competitive in Yogyakarta's dynamic culinary market

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APPENDIX

1. Friebanary Sales Data (April–August 2024)

Month	Total Product Sold	Revenue (IDR)
April 2024	23	276,000
May 2024	21	252,000
June 2024	19	228,000
July 2024	18	216,000
August 2024	20	286,000
Total	101 Products	1,258,000

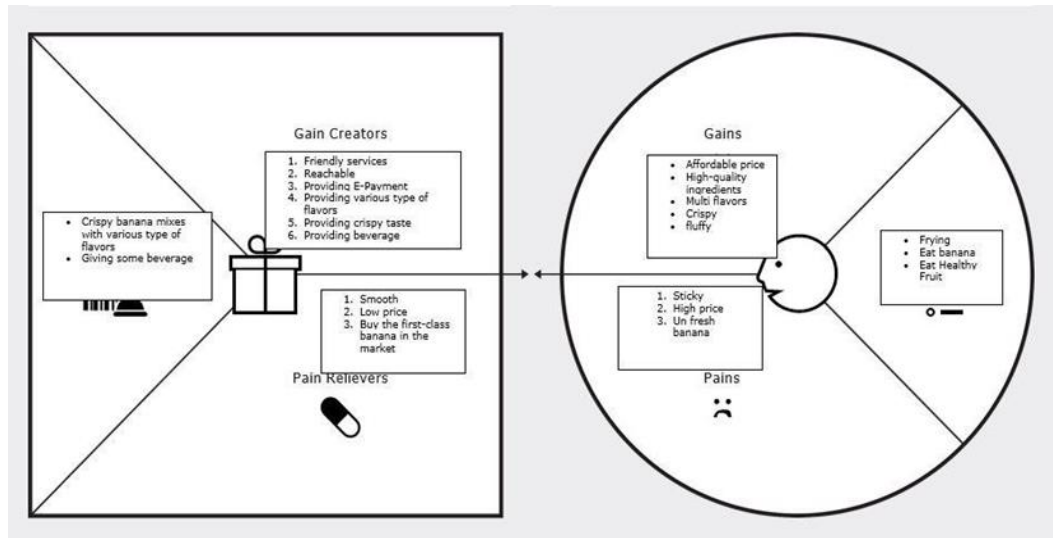
2. Recap of Production and Operational Costs

Type of Expense	Amount (IDR)
Raw Material Costs	1,000,000
Operational Costs (Gas, Oil, Electricity)	400,000
Promotion & Product Photography	180,000
Total Expenses	1,580,000

Difference

Revenue – Expenses = **–322,000**

3. Value Proposition Canvas (VPC)



A. Customer Jobs

1. Consumers look for sweet snacks that are practical, affordable, and easy to carry.
2. University students need quick, budget-friendly meals.
3. Families seek snack options for children.

B. Pains

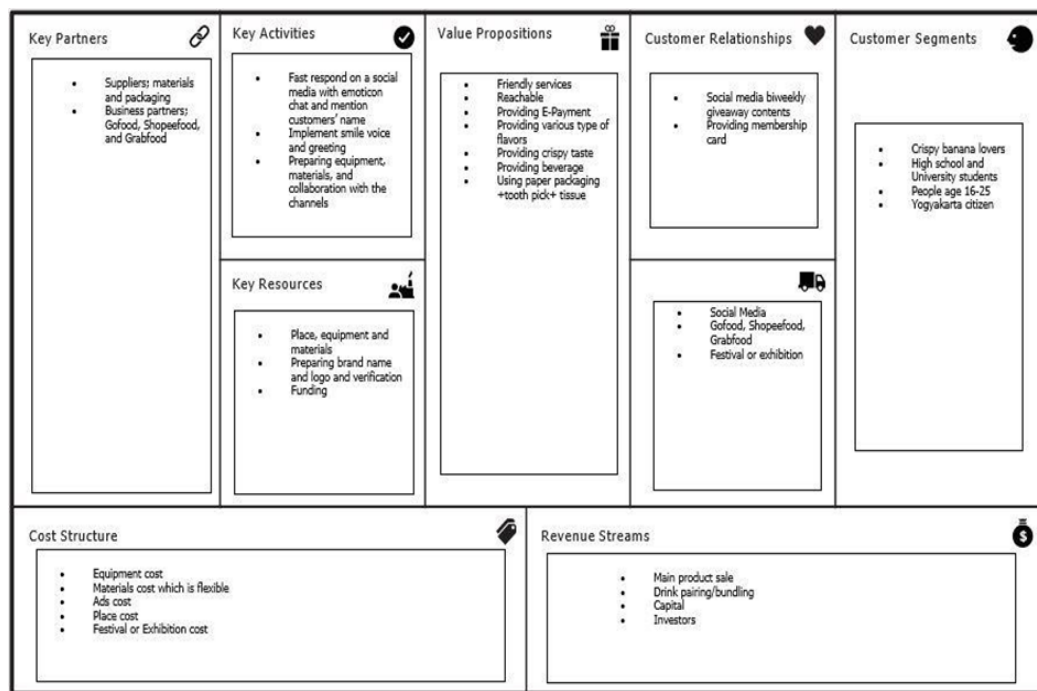
1. Competitor products are often too oily.
2. Insufficient topping quantity.
3. Packaging is easily damaged during transport.

C. Gains

1. Expect generous toppings and consistent taste.

2. Prefer unique and secure packaging.
3. Affordable price aligned with product quality.

4. Business Model Canvas (BMC)



Customer Segments: university students, families, young workers, coffee shop visitors

Value Proposition: crispy banana fritters, various toppings, eco-friendly packaging

Channels: Instagram, ShopeeFood, GoFood, GrabFood, pop-up booth

Customer Relationship: fast response, digital catalog, feedback

Revenue Streams: product sales, beverages, coffee-shop collaborations

Key Resources: raw materials, production tools, branding

Key Activities: production, marketing, R&D

Key Partners: banana suppliers, coffee shops, delivery platforms

Cost Structure: raw materials, packaging, operations, marketing

5. Interview Results from 50 Respondents

Findings	Percentage/Total
Prefer chocolate & cheese toppings	70%
Ideal price	IDR 10,000–20,000
Purchase frequency 1–2 times/month	80%
Main purchasing method	Walk-in (37 respondents)
Packaging easy to carry	35 respondents
Suitable with tea/coffee	Majority

6. Friebanary Product Documentation

- Main Product Photos



daftar menu

appetizer makanan

 BAKSO ENIGMA 15.000,-	 BAKSO IGA 25.000,-	 FRENCH FRIES 10.000,-
 DIMSUM AYAM 10.000,-	 NUGGET AYAM 10.000,-	 TAHU BAKSO 10.000,-

beverage minuman

 V-60 WEST JAVA 10.000,-	 V-60 SENGGANI 15.000,-	 KOPI GUNTING 3.000,-
 TEH PREMIUM 20.000,-	 TEH GUNTING 2.500,-	 MADU MINUMAN 10.000,-

FRIEBANARY
fried bananacrispy

Original tanpa Topping	10.000,-
Coklat/Vanilla/Oreo/Cheese	13.000,-
Strawberry/Oreo/Melaka	2.000,-
Tambah Topping All Variant	

enigma seturan
coffee · tea · bakery
KONTAK : 08 2226 2226 82

MENU PROMO

sampai waktu yang belum bisa ditentukan



SEPORSI BAKSO DAN ES TEH JUMBO
Rp 10.000,-
*KHUSUS DINE-IN

enigma seturan
coffee · tea · bakery

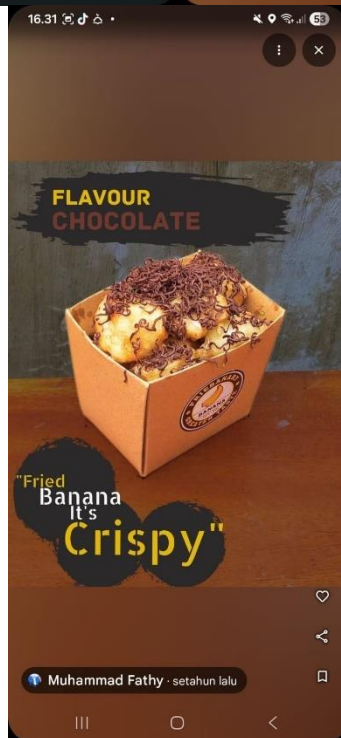
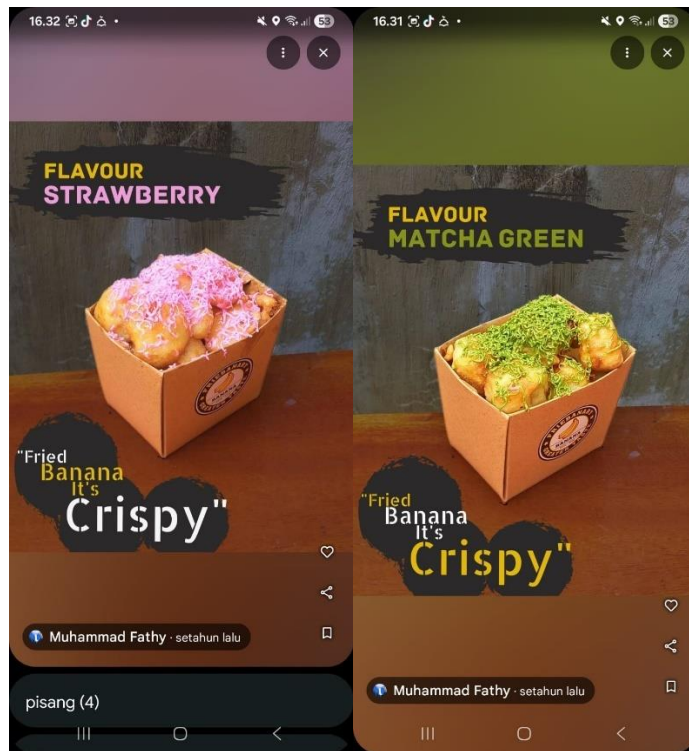
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- **Production Process Photos**

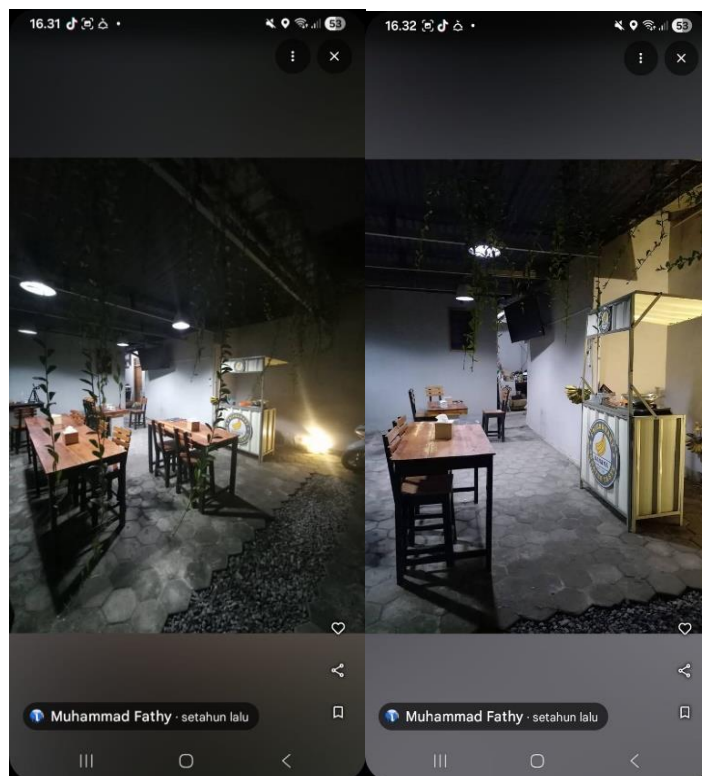
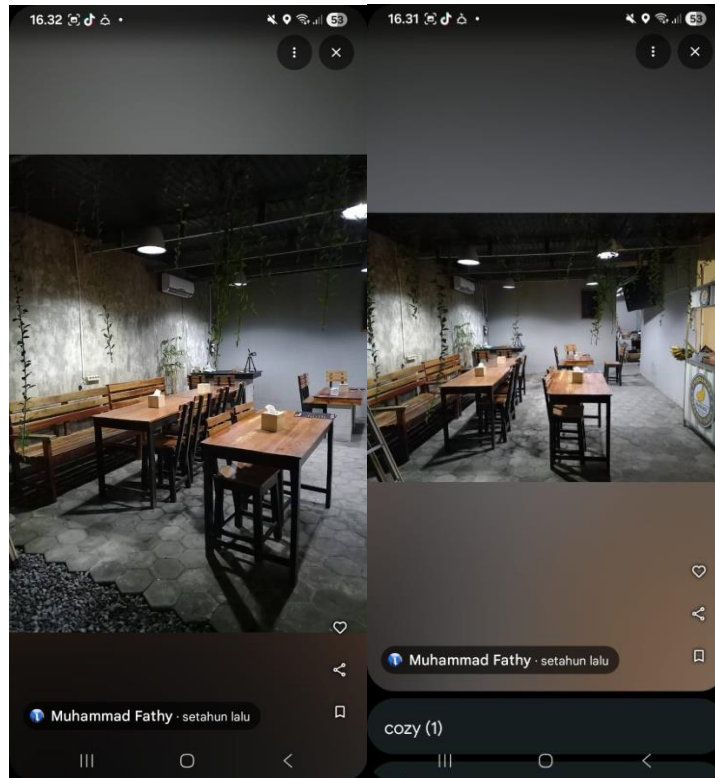






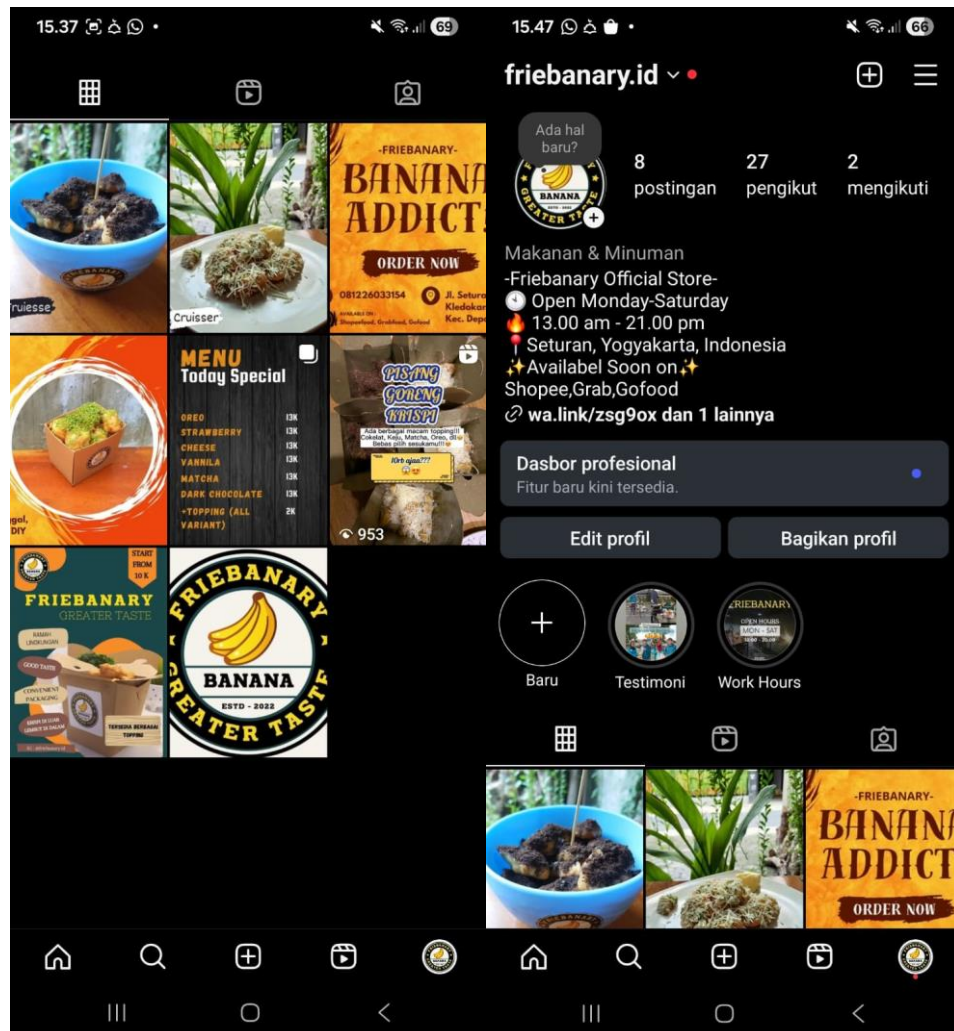


- **Booth / Pop-Up Store Photos**





- Instagram Content Photos



MENU

Today Special

OREO	13K
STRAWBERRY	13K
CHEESE	13K
VANNILA	13K
MATCHA	13K
DARK CHOCOLATE	13K
+TOPPING (ALL VARIANT)	2K

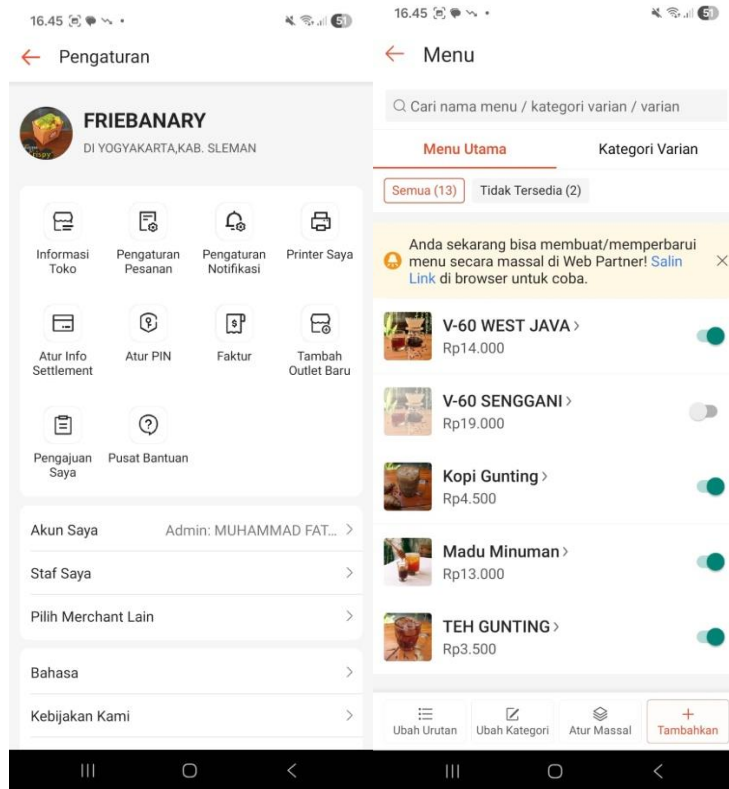
7. Coffee Shop Collaboration Report

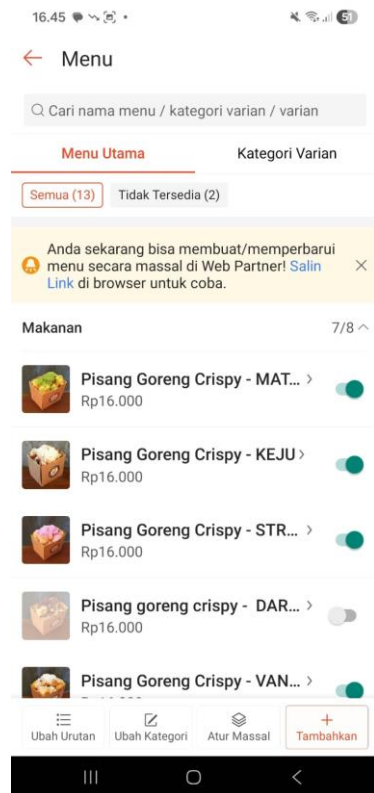
Partner Name: Enigma Coffee Shop

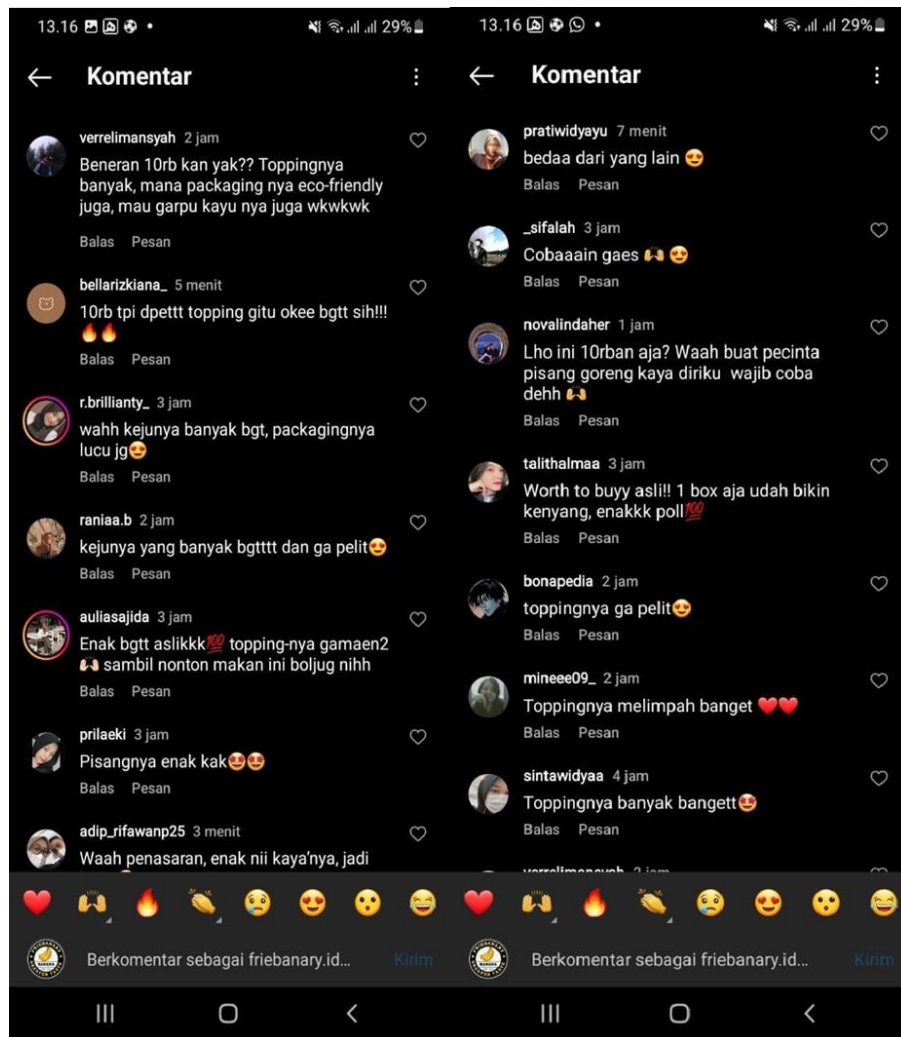
Documentation:



8. Digital Platform Screenshots

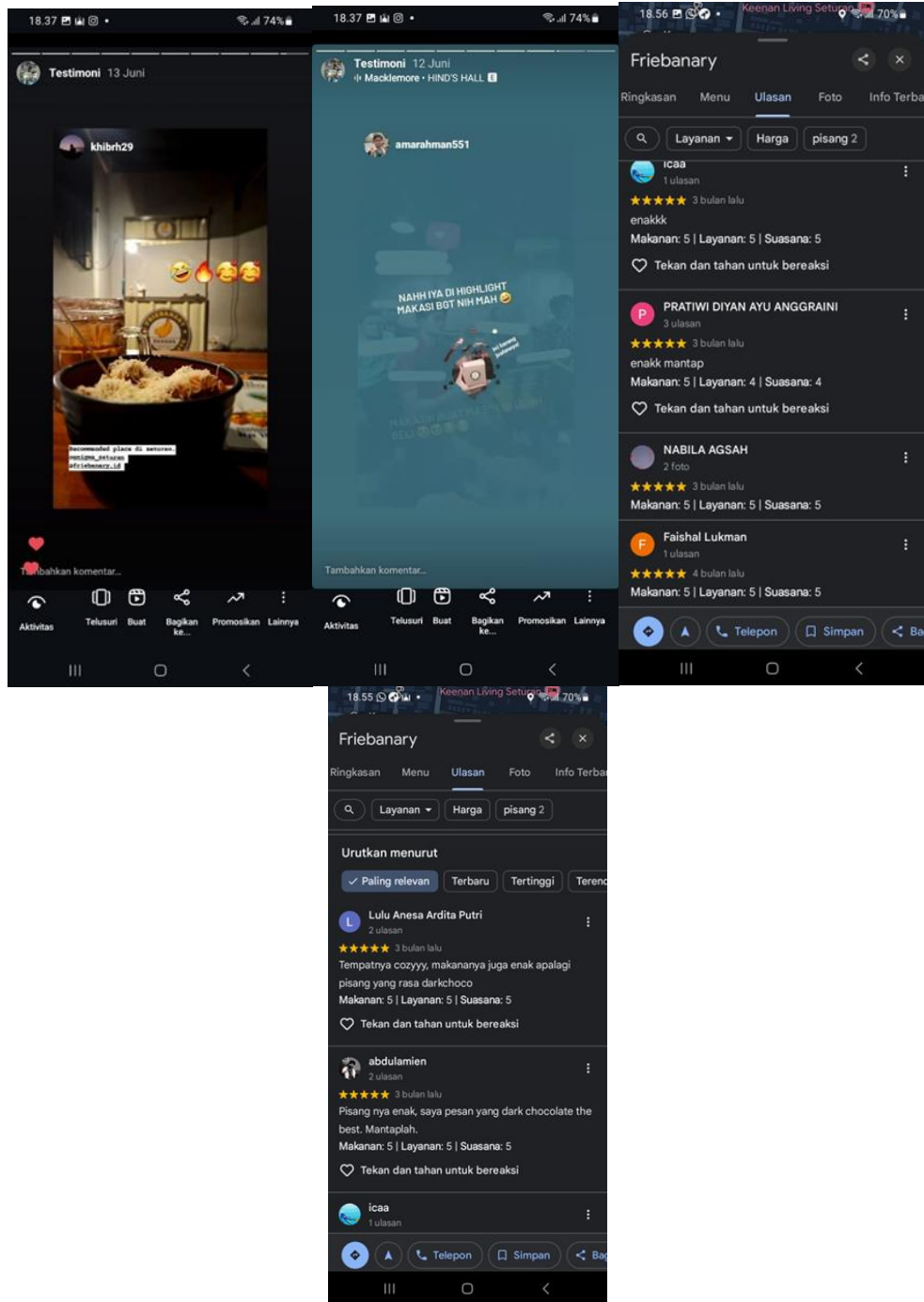






9. All of Customer Review to Friebanary Product





10. Cost of Goods Sold (COGS) Calculation

Ingredient	Price	Notes
Banana	IDR 15,000/kg	1 kg = 10–12 pieces
Flour	IDR 10,000	For 40 portions
Chocolate topping	IDR 22,000	For 20 portions
Cheese topping	IDR 20,000	For 20 portions
Box packaging	IDR 1,000/pcs	Eco-friendly
Miscellaneous	IDR 500/portion	Oil, gas, seasoning
Average COGS per portion: IDR 7,800		
Selling price: IDR 12,000–15,000		

11. SOP (Friebanary Making Process)

1. Prepare bananas, toppings, and batter.
2. Heat oil to a stable temperature.
3. Fry bananas until golden and crispy.
4. Drain excess oil.
5. Add toppings according to the order.
6. Place product in eco-friendly packaging.
7. Ensure labels are attached neatly.

12. Pop-Up Booth Activity Documentation



Description:

- Location: Alun-alun Kidul, Yogyakarta
- Date: 6 December 2022
- Favorite menu: Chocolate & cheese
- Total sales: 5 portions
- Consumer response: positive, especially regarding toppings and packaging