

ABSTRAK

Muhammad Ahdi, NPM: 202319, Judul: “**STRATEGI MANAJEMEN OPERASI DALAM MEMPERTAHANKAN EKSISTENSI BISNS KEDAI KOPI HOMMIEBREW KELUA**”, dibawah bimbingan Bapak Ary Yudianto, S.Sos, MM.

Penelitian ini bertujuan untuk menganalisis strategi manajemen operasi dalam mempertahankan eksistensi bisnis Kedai Kopi Hommiebrew Kelua di tengah meningkatnya persaingan usaha kedai kopi. Penelitian ini penting dilakukan karena keberlangsungan suatu usaha tidak hanya ditentukan oleh kualitas produk, tetapi juga oleh efektivitas pengelolaan operasional. Penelitian menggunakan pendekatan kualitatif dengan metode deskriptif. Data dikumpulkan melalui observasi, wawancara, dan dokumentasi terhadap pemilik, barista, dan pelanggan Kedai Kopi Hommiebrew. Data dianalisis menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa strategi manajemen operasi diterapkan melalui perencanaan operasional berupa pengelolaan bahan baku dan penyusunan menu, pelaksanaan operasional yang berfokus pada standar kualitas produk dan pelayanan, serta pengendalian operasional melalui evaluasi dan pengawasan secara berkala. Strategi tersebut mampu mempertahankan eksistensi bisnis dengan menjaga kualitas produk, meningkatkan kepuasan pelanggan, serta menyesuaikan diri terhadap persaingan yang semakin ketat. Dengan demikian, penerapan manajemen operasi yang efektif berperan penting dalam mendukung keberlangsungan dan daya saing Kedai Kopi Hommiebrew Kelua.

Kata Kunci: Manajemen Operasi, Eksistensi Bisnis, Strategi Operasional, Kedai Kopi Hommiebrew.

ABSTRACT

Muhammad Ahdi, *Student ID: 202319. "Operations Management Strategy in Maintaining the Business Sustainability of Hommiebrew Coffee Shop Kelua."*
Supervised by Ary Yudianto, S.Sos., M.M.

This study aims to analyze the operations management strategy in maintaining the business sustainability of Hommiebrew Coffee Shop Kelua amid the increasing competition in the coffee shop industry. This research is important because business sustainability is determined not only by product quality but also by the effectiveness of operational management. This study employed a qualitative approach using a descriptive method. Data were collected through observations, interviews, and documentation involving the owner, baristas, and customers of Hommiebrew Coffee Shop. The data were analyzed using data reduction, data display, and conclusion drawing techniques. The findings indicate that the operations management strategy is implemented through operational planning, including raw material management and menu planning; operational implementation, which focuses on maintaining product quality and service standards; and operational control through regular monitoring and evaluation. These strategies have enabled the business to maintain its sustainability by preserving product quality, enhancing customer satisfaction, and adapting to increasingly intense competition. Therefore, the effective implementation of operations management plays a significant role in supporting the sustainability and competitiveness of Hommiebrew Coffee Shop Kelua.

Keywords: *Operations Management, Business Sustainability, Operational Strategy, Hommiebrew Coffee Shop.*