



Feasibility of Risalad Fruit Salad in West Cikarang: Marketing and Operational Perspectives

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Abstract

This study reflects the importance of a thorough analysis of marketing, operational, and legal aspects in determining the feasibility of the Risalad fruit salad business in West Cikarang. This study aims to include a comprehensive analysis of the marketing, operational, legal, pricing, and promotional aspects of the Risalad business, with the aim of providing insight into its feasibility and potential success in the market. This study applies a qualitative approach, which means focusing on verbal and descriptive data collection. This approach allows researchers to explore information in depth and gain a better understanding of the phenomenon under study. The results of this study provide in-depth insights into the marketing, operational, and legal aspects that influence the feasibility of the Risalad fruit salad business in West Cikarang..

Keywords: Msmes, Feasibility Study, Fruit Salad Business, Operational Strategy, and Legal Compliance

Introduction

The importance of a healthy diet in general stems from the understanding that daily food intake significantly impacts the quality of one's health. A healthy and balanced diet is not only crucial for maintaining an ideal body weight but also plays a role in preventing various chronic diseases, increasing energy levels, and improving overall quality of life. MSMEs have demonstrated their increasingly crucial role in the dynamics of the Indonesian economy. As the backbone of the economy, MSMEs not only contribute to overall economic growth but also play an active role in regional development, community empowerment, and serve as a source of innovation and extensive employment opportunities. MSMEs in the culinary sector are a popular business venture because everyone needs food every day. Today's society strives to make healthy eating a habit to maintain good health. Increasing public awareness of the importance of health and a balanced diet has driven demand for healthier and fresher foods.

One healthy food that is safe to consume is fruit. Fruit can be eaten not only raw but also processed into salads. Fruit salad is a delicious and healthy snack that is widely loved. Made from fresh fruit and topped with a topping made from mayonnaise, milk, and yogurt, it's topped with grated cheese. This snack is recommended for those on a diet (Setiyani, Lestari, and Sydiq 2023). One example of a fruit salad MSME business in Cikarang is Risalad. Risalad is a food MSME that produces fruit-based salads. Founded on June 12, 2021, by Rifqi, the owner, Risalad has been operating for four years. It has become one of the most



popular businesses in West Cikarang due to its successful development. Risalad has been able to thrive due to its delicious taste and popularity with the community at a very affordable price. Despite facing many competitors, this business remains confident in its superiority.

A business feasibility study is conducted to identify potential problems that could arise in a business, thereby minimizing the likelihood of failure. A business feasibility study serves as a benchmark for identifying potential obstacles in a business that will be used as an investment (Mathory and Nurmaida 2023). According to (Ilham (2023), a feasibility study is an effort to assess whether a business has good prospects for success. In other words, a feasibility study aims to answer the question of whether a business is feasible or not, taking into account relevant economic factors.

This research focuses on two aspects: marketing and legal. The marketing aspect is the primary focus in assessing the potential success of a product or service to be launched in the future. To determine the extent to which the product or service can meet the needs and desires of target consumers, an in-depth analysis of market potential is necessary. This analysis involves an in-depth understanding of the target market segment, market size, and market dynamics that may affect the acceptance of a product or service (Aji Awwaluddin, et al. 2023) in (Bate'e et al. 2024). The legal aspect of a business aims to provide business actors with justice and legal certainty in running a business (Garaika 2020) in (Siti Fatimah et al. 2022). Seeing that Risalad Fruit Salad is one of the businesses with great future growth potential and that this business feasibility study is beneficial for MSMEs, the article is entitled "Analysis of Marketing and Operational Aspects in the Feasibility Study of Risalad Fruit Salad Business in West Cikarang".

Method

This study employed a qualitative approach, utilizing verbal information gathering to obtain comprehensive data.

1. Research Location and Time

The research location was Risalad, a business located in Telaga Asih, West Cikarang. This location was chosen because the business has a good reputation as one of the leading salad-producing MSMEs in West Cikarang and the surrounding area. Therefore, this study is expected to provide a comprehensive illustration of culinary business management in the area. Data collection methods included direct observation, interviews with the owner and employees, and a study of business-related documentation. Fieldwork was conducted on November 2, 2024.

2. Data Types and Sources

The researcher employed a multi-data source approach consisting of primary and secondary data:

1. Primary data, which is original information obtained directly from key informants. The author collected primary data directly from the owner of Risalad through direct interviews regarding the products offered, price levels, and workforce capacity.
2. Secondary data, which is data collected by other parties and can be accessed through various channels, such as libraries or online databases.



Results and Discussion

Marketing Aspects

The marketing aspect analyzes market potential, competitive intensity, achievable market share, and analyzes marketing strategies that can be used to achieve the expected market share (Abdul Haris, 2019) in (Eka Purwanda and Raden Willa Permatasari 2022). Marketing is an important part of a business that must be maintained and developed. Consequently, marketers must understand the main issues in their industry and create plans to achieve company goals. In the book on business feasibility studies, expert William J. Stanton states that marketing is a complete system of business activities intended to plan, set prices, promote, and distribute products (Yanti, 2019) in (Hildah Meliyana and Abdur Rohman 2024).

1. Product



Figure 1. Risalad Products

For products, Risalad sells various kinds of desserts, such as fruit salad filled with various kinds of fruit such as kiwi, mango, orange, strawberry and so on mixed with sweet salad dressing plus grated cheese on top which tastes savory, Risalad also sells soft mango pudding mixed with sweet salad dressing and sprinkled with grated cheese on top, There is also a fruit sandwich which is a typical Japanese dessert consisting of soft white bread then filled with fresh fruit pieces such as strawberries, mango and kiwi mixed with sweet whipped cream. In addition, Risalad also sells banana bolen or traditional Indonesian cakes with chocolate filling then wrapped in crispy pastry dough and sprinkled with cheese on top. Customers can also add toppings to every menu they buy at Risalad, such as cheese, chocolate and almonds.

2. Price

The prices offered by Risalad vary greatly, for fruit salad Risalad offers prices depending on the type of size, Small size (200ml) Rp.11.000, Medium (300ml) Rp.15.000, Large (500ml) Rp.26.000 and x-large (1000ml) Rp.50,000 Then for the special salad menu,



namely fruit salad with more fillings of various fruit variants with unique and attractive fruit decorations on top. Risalad offers prices for 1500ml Rp.100.000, 2000ml Rp.130.000 and 3000ml Rp.170.000. For mango pudding Risalad also offers prices depending on size. For small size (300ml) Rp.15.000 and medium (500ml) Rp.18.000. The banana bolen is priced at Rp. 3.500 per piece, and the fruit sandwich is Rp. 8.000 per piece. If you want to add extra toppings, you have to pay an additional Rp. 3.000-4.000.



Figure 2. Price Product

3. Promotion

For promotion, Risalad focuses on social media platforms like Instagram, for example. Instagram: @ri_salad. Risalad also frequently offers free products to customers, which are believed to have a positive impact on Risalad's business. How do we know if a customer is impacting our business? By looking at their Instagram profile:

1. We can see that their account is not private.
2. How active they are and their followers are in socializing on their posts.
3. How many followers they have (are active).
4. They live in a location that aligns with our target market.

As business owners, we must also understand our target market and whether it aligns with our objectives. We have tried this, and it truly meets our expectations.

Legal Aspects

The legal aspect of a business feasibility study involves considering the legal requirements that must be met before a business can operate. Legal requirements for each type of business vary, depending on the complexity of the business. Regional autonomy has led to differences in business permits between regions (Ramadhona 2021) in (Hildah Meliyana et al., 2024).

Risalad has obtained a Business Identification Number (NIB) as proof of compliance with business licensing regulations. The NIB, which is part of the integrated online licensing



system or Online Single Submission (OSS), is designed to simplify the licensing process for business actors. By having a NIB, Risalad can operate legally and be registered in the official business database in Indonesia. This legality protects Risalad from potential future legal risks, particularly related to business competition, tax compliance, and employment regulations. The NIB also contributes to supporting the economic growth of MSMEs like Risalad by providing access to various government programs and facilities aimed at encouraging the development of small and medium enterprises. One of its main benefits is the ease of obtaining financing from financial institutions, both banks and non-banks, including government-managed credit programs.

Furthermore, all food products sold by Risalad are halal-certified.

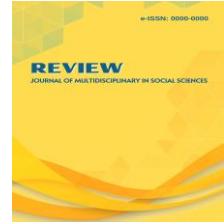


Figure 3. Halal Certification

Halal certification is the process of verifying and recognizing that a product meets halal standards according to Islamic law. This certification brings various benefits to MSMEs like Risalad, including increased consumer trust, market expansion because halal-certified products tend to have higher demand, increased competitiveness because they are more competitive than similar products without certification, improved brand image and reputation, avoiding potential legal issues, and facilitating access to government programs and partnership opportunities.

Conclusion

This study analyzes marketing and legal aspects to assess the business feasibility of Risalad, an MSME operating in the healthy food sector. In terms of marketing, Risalad successfully meets market needs by providing fresh fruit-based products such as fruit salad, mango pudding, fruit sandwiches, and banana bolen. Their marketing strategies include the use of social media, free promotions, and competitive pricing, which help increase product appeal. From a legal perspective, Risalad has met legal requirements such as having a



Business Identification Number (NIB), which ensures business operations comply with regulations. Halal certification for products also increases consumer trust and competitiveness in the market. Overall, Risalad is considered a viable business because it combines effective marketing strategies and legal compliance, thus maintaining sustainability and competitiveness in the healthy food industry.

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