



Feasibility Study of The Serabi Co.: Opportunities and Challenges in Jababeka Cikarang Clean Market

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Abstract

This study examines the business opportunities and challenges of The Serabi Co. in the Jababeka Clean Market in Cikarang through a comprehensive feasibility study. Using a mixed method, the study combines a qualitative approach to analyze marketing, human resources, and operational aspects, and a quantitative approach to assess financial feasibility. Data collection was conducted through interviews, observations, questionnaires, and literature studies. The results show that The Serabi Co. has positive prospects with a strategic location in an industrial area and a growing trend of interest in traditional culinary delights with modern innovations. The main challenges include intense competition in the culinary market, fluctuations in raw material prices, and the need for consistent product quality. The business feasibility analysis shows that The Serabi Co. has the potential to become a popular culinary choice in the Jababeka Clean Market with proper management.

Keywords: Business Feasibility Study, Traditional Food, MSMEs, The Serabi Co, Jababeka Clean Market

Introduction

The economic development of a region or country is the result of the interaction of various variables, including human resources, land resources, capital, technology, and other factors (Halim, 2020). As a nation whose national development always has one goal, namely to advance peace and general welfare, Micro, Small, and Medium Enterprises (MSMEs) are an important and strategic pillar in supporting and strengthening the foundation of a nation's economy. Economic growth and development are crucial for increasing regional economic income, which is part of the community's welfare, in line with modern progress. Micro, small, and medium enterprises (MSMEs) play a crucial role in a region, particularly as catalysts for economic expansion. One strategy to expose innovative product categories and provide economic opportunities to local entrepreneurs is through micro, small, and medium enterprises (MSMEs). Furthermore, MSMEs play a role as the backbone of the economy due to their significant contribution to economic growth, job creation, and income distribution (Vinatra, 2023) in (Oktober et al., 2024). Therefore, they must be able to contribute to the economic development of their country, particularly in the economic sector of Bekasi Regency. The appeal of culinary businesses lies not only in meeting basic needs, but also in the dynamic and rapid turnover of money. This rapid turnover creates a more dynamic



business development projection that is responsive to market changes. Seeing this potential, becoming a cultural explorer connects the tourist experience with the richness of local heritage (Bate'e et al., 2024). Traditional food is a manifestation of culture with regional characteristics, specificity, and diversity, reflecting the natural potential of each region (Harsana et al., 2023). One traditional dish originating from Bandung is serabi. Surabi Bandung is a specialty of Bandung, West Java. Surabi Bandung is called "Surabi," which comes from the Sundanese word "sura," meaning "big." Surabi Bandung is cooked on a clay stove and fired with firewood. Surabi Bandung has a sweet taste due to the addition of syrup or liquid brown sugar (Setiabudiarto et al., 2023).

Surabi, as a traditional product, is often associated with local markets and its traditional presentation. On the other hand, in areas like Cikarang, urbanization and the presence of industrial workers can shift consumer preferences, necessitating adjustments in taste, presentation, and branding. Research on how traditional products like surabi can be adapted to modern consumer preferences in this region is still scarce. Surabi is still favored by the older generation as a breakfast or traditional snack with an authentic taste made from rice flour and coconut milk, but interest in modern and traditional dishes prepared with various variations, such as modern toppings, is growing among the younger generation. This gap is not only evident in consumption but also in the preservation of authentic recipes and traditional production techniques, with fewer young people interested in learning and passing on these culinary traditions. Surabi has significant development potential and is something for everyone, regardless of age.

Traditional foods like serabi have their own appeal, but are often unknown to the younger generation. Adapting serabi into more modern forms, such as serabi with different toppings, attractive packaging, and fast delivery, allows The Serabi Co. to reach a wider market segment. Furthermore, the growing popularity of a healthy lifestyle also creates an opportunity to offer pancakes made with organic and healthy ingredients. Although the food market in Cikarang is highly competitive, The Serabi Co stands out for its innovative flavors, quality ingredients, and satisfying customer experience. With the right marketing strategies, such as utilizing social media and collaborating with local influencers, The Serabi Co can increase brand awareness and attract consumers.

The Serabi Co is a business initiative aimed at introducing and popularizing serabi, a traditional Indonesian dish, in a more modern and attractive form. The North Cikarang Clean Market was chosen because of its strategic location and known as a hub of community activity with potential purchasing power. As a developing industrial area, Cikarang has significant market potential due to its growing population and the influx of workers and young families seeking convenient, quality food. Cikarang is experiencing rapid economic growth and industrial and infrastructure development. The large number of companies and factories in this area makes it attractive a large workforce from various regions. With the growing population and purchasing power, the demand for delicious and tasty food is increasing. The Serabi Co. has the potential to meet this need by offering serabi in various flavors and attractive packaging.

The purpose of this proposal is to conduct a comprehensive business feasibility study to ensure that The Serabi Co. Store can operate efficiently and profitably. Benefits of this



research include a better understanding of the market, in-depth financial analysis, and the development of effective marketing strategies.

Based on the explanation of the above phenomenon, the author is interested in analyzing the factors influencing purchasing decisions, entitled "Business Opportunities and Challenges of The Serabi Co. in the Jababeka Clean Market, Cikarang: A Feasibility Study from the Perspective of The Serabi Co. Producers."

Method

This study employed a mixed-methods approach, combining qualitative and quantitative methods. Qualitative research was used to analyze descriptive data (Sultan et al., 2022). The qualitative aspect of the study focused on descriptive data analysis to evaluate three main components of a business feasibility study: marketing, human resources (HR), and operations. These three aspects were described descriptively based on the research findings. Meanwhile, a quantitative approach was used to calculate financial feasibility through a structured calculation method. The research data sources were divided into two: primary data obtained through direct interviews with business owners, and secondary data sourced from literature such as books, journals, and other supporting references relevant to the research focus. In data collection, the researcher implemented four main techniques: distributing questionnaires, conducting interviews, field observations, and documentation. Specifically, the questionnaire method was applied to measure and analyze the level of consumer interest in The Serabi Co. Store.

The data collection procedures we used in this qualitative study involved two types of strategies:

1. Observation

Observation, in which the researcher goes directly into the field to observe the behavior and activities of individuals at the research location. In this observation, the researcher records/notes either in a structured or semi-structured manner (for example, by asking a number of questions that the researcher already knows the activities at the research location. (Ewid et al., 2019).

2. Interview

Researchers can conduct face-to-face interviews with participants, interview them over the phone, or engage in focus group interviews of six to eight participants per group. These interviews require generally unstructured, open-ended questions designed to elicit participants' views and opinions (Ewid et al., 2019).

According to Sugiyono, quantitative data is data in the form of numbers or qualitative data that is quantified or scored (Onainor, 2019). This type of data can generally be analyzed using statistical methods or techniques. The data can also be in the form of numbers or scores, usually obtained through data collection instruments with answers in the form of a score range or questions assigned specific values (Adinda Cantika Putri, 2024). The data collection procedures we use in quantitative research involve four types of strategies:

1. Questionnaires



Questions are a data collection method known as an instrument in quantitative research. Data collection techniques can also include observation, interviews, or literature studies, depending on the researcher's needs (Ewid et al., 2019).

2. Library Research

According to Abdul Rahman Sholeh, library research is research that uses library resources, such as books, magazines, documents, and historical records, to obtain information and data (Ewid et al., 2019).

Results and Discussion

The Serabi CO is a traditional food business originating from Bandung that offers a variety of flavors. Many consumers, including the younger generation, are attracted to traditional food with modern innovations. Serabi has an appeal for various age segments, from children to adults. This business is located in the Jababeka Clean Market in Cikarang. The Jababeka Clean Market is located in an area surrounded by industrial areas. This provides access to workers, visitors, and the surrounding community looking for quality snacks. Based on the analysis, the study identifies that consumer preferences are influenced not only by taste and product innovation but also by cultural attachment to traditional foods, aligning with findings from prior studies on culinary heritage and consumer behavior. The results reveal that Serabi CO's ability to modernize traditional recipes without losing authenticity strengthens its market position, especially among younger consumers who seek both nostalgia and novelty. These findings expand previous literature by demonstrating how traditional food businesses can sustain relevance in urban-industrial contexts through adaptive marketing and product differentiation strategies.

Conclusion

The Serabi Co. has bright prospects to grow as a creative and innovative snack business. With strategic planning, good financial management, and effective marketing, The Serabi Co. can become a popular culinary choice in the Jababeka Cikarang Clean Market. Based on a business feasibility study at the Jababeka Cikarang Clean Market, The Serabi Co. has great opportunities, namely with a strategic location in the Jababeka Cikarang Clean Market which is busy with industrial workers, families, and local visitors. The uniqueness of traditional serabi products combined with modern flavor variants is an attraction for a wider market. The increasing trend of local food consumption with a touch of innovation and attractive branding. In addition to the large business opportunities, The Serabi Co. also has challenges in business, namely Competition with other established snacks in the market, Dependence on fresh raw materials that can affect production costs if there are price fluctuations, Requires an effective marketing strategy to increase brand awareness and loyalty.



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