

house. From the survey by spreading questioners and interviewing them, most of them eat in a restaurant for their living, because there no one to serve them food in their boarding house.

Based on that, Saboten Shokudo restaurant which is having specialty in Japanese foods, targeting college `student as their main consumers. Based on research, Japanese foods have an image as an exclusive foods with high price; In fact, there is no Japanese restaurant with low price in Malang city. And Saboten Shokudo is the first Japanese restaurant with low price in Malang city.

Data collection for market aspect has done through survey by distributing questioner as research instrument in order to find out customers' interest and profile towards Saboten Shokudo restaurant. Methods used in sampling is the Convenience Sampling. For the technical and financial aspect used secondary data which obtained from Saboten Shokudo restaurant.

The result of this research show that potential market for Saboten Shokudo restaurant is 81,6% which is obtained based on respondents' grade of interest for Saboten Shokudo restaurant. For available market based on access ability variable for Saboten Shokudo restaurant is 87,25% and for target is 11%. Beside that, this research makes the prediction of demand estimation for 5 years later. In technique aspect, this research makes Deployment Plan of Saboten Shokudo restaurant, based on of demand estimation right now. Furthermore, the result that based on scoring parameter investment, show that Saboten Shokudo restaurant is feasible to realize with NPV Rp. 30.188.510, IRR 28% dan PBP 3,79 years.

Keywords : Saboten Shokudo restaurant, Market, Finance, Feasibility

ABSTRAKSI

Saat ini kehidupan masyarakat tidak bisa dipisahkan akan kebutuhan makan. Selama manusia itu hidup, maka pasti akan butuh makan. Tetapi pada saat ini pola hidup masyarakat mulai bergeser, yaitu makan di rumah makan bersama keluarga atau relasi menjadi sebuah kebutuhan. Begitu pula di kota Malang, sebagai salah satu kota pelajar, dimana mahasiswa merupakan salah satu elemen masyarakat. Kebanyakan mahasiswa adalah perantauan,