

## ABSTRAK

Menurut Badan Pusat Statistik (BPS), pertumbuhan ekonomi Indonesia pada tahun 2020 mengalami penurunan sebesar 2,07% dari tahun sebelumnya. Kontraksi pertumbuhan ekonomi selaras dengan kebijakan Pembatasan Sosial Berskala Besar (PSPB) oleh Kementerian Koordinator Bidang Pembangunan Manusia dan Kebudayaan Republik Indonesia (Kemendagri PMK) berdasarkan Peraturan Pemerintah Nomor 21 tahun 2020 yang diterbitkan pada tanggal 21 Maret 2020. Transformasi model usaha yang mendukung kebijakan PSPB menjadi indikasi positif bagi peneliti untuk membuat perencanaan model bisnis cuci mobil keliling *waterless* Green Auto Car Wash di kota Batam.

Penelitian bertujuan untuk menganalisis kelayakan bisnis dan merancang model bisnis cuci mobil keliling *waterless*. Penelitian menerapkan survei terhadap calon pelanggan dan wawancara kepada pemilik bisnis cuci mobil dalam metode pengumpulan data. Perolehan data digunakan sebagai panduan dari perancangan model bisnis Green Auto Car Wash. Hasil pengumpulan data diuraikan melalui pendekatan analisis peta empati dan kanvas model bisnis. Tiga aspek kelayakan ekonomi, yaitu NPV (*Net Present Value*), IRR (*Internal Rate of Return*) dan periode pengembalian digunakan untuk menguraikan analisis kelayakan bisnis. Aspek lain, yaitu mitigasi risiko dan strategi keluar disusun sebagai strategi yang mendukung perancangan model bisnis.

Berdasarkan analisis kelayakan ekonomi, Green Auto Car Wash memiliki nilai proyeksi NPV sebesar Rp 408,075,136, IRR sebesar 27,94% dan periode pengembalian selama 39 bulan (3,22 tahun). Nilai positif dari tiga aspek kelayakan ekonomi tersebut menunjukkan bahwa model bisnis Green Auto Car Wash layak untuk diimplementasikan.

**Kata kunci:** *car wash*, model bisnis, peta empati, kanvas model bisnis, analisis kelayakan bisnis

## ABSTRACT

*According to the Central Agency on Statistics (BPS), Indonesia's economic growth in 2020 decreased by 2,07% from the previous year. Economic growth contraction is in line with the Large-Scale Social Restrictions (PSPB) policy by the Coordinating Ministry for Human Development and Culture Republic of Indonesia (Kemenko PMK) based on Government Regulation No. 21 issued on March 21, 2020. The transformation of business model that support the PSPB policy is a positive indication for researcher to design a waterless mobile car wash business model named Green Auto Car Wash in the Batam city.*

*The research aims to analyze business feasibility and design a waterless mobile car wash business model. The research applies a survey of prospective customers and interviews with car wash business owners in data collection methods. Data acquisition is used as a guide for designing the Green Auto Car Wash business model. The results of data collection are described through an analysis approach of empathy map and business model canvas. Three aspects of economic feasibility, known as NPV (Net Present Value), IRR (Internal Rate of Return) and payback period are used to describe the business feasibility analysis. Other aspects, risk mitigation and exit strategy are prepared as supporting strategies that support the business model design.*

*Based on the economic feasibility analysis, Green Auto Car Wash has a projected NPV value of IDR 408,075,136, an IRR of 27,94% and a payback period of 39 months (3,22 years). The positive values of the three aspects of economic feasibility indicate that Green Auto Car Wash business model is feasible to implement.*

**Keywords:** *car wash, business model, empathy map, business model canvas, business feasibility analysis*