

ABSTRAK

PENGEMBANGAN BISNIS LUCKIST GIFT DENGAN PRODUK *STANDING FLOWERS* BERBAHAN KAIN FLANEL

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Penelitian ini memiliki tujuan untuk menyusun model bisnis baru yang tepat untuk Luckist Gift. Secara spesifik, penelitian ini digunakan untuk membuat model pengembangan bisnis Luckist Gift dengan produk *standing flowers* berbahan kain flanel pada lingkungan bisnis rangkaian bunga di Yogyakarta serta menguji kelayakan pengembangan model bisnis baru berdasarkan aspek ekonomi.

Penelitian ini didominasi oleh penelitian secara kualitatif dengan metode pengumpulan data melalui wawancara dan survei serta didukung secara kuantitatif dengan analisis kelayakan usaha dalam aspek ekonomi. Pertanyaan wawancara disusun berdasarkan komponen Kanvas Model Bisnis, dan pertanyaan survei disusun berdasarkan hasil wawancara peta empati kepada calon pelanggan potensial. Informan wawancara pada penelitian ini adalah manajer produksi dari pihak Luckist Gift dan 2 pelaku usaha dibidang florist berbahan kain flanel. Responden survei berjumlah 58 responden yang terpilih melalui purposive sampling. Data yang sudah diperoleh telah dianalisis secara kualitatif dan kuantitatif. Analisis data kualitatif menggunakan analisis konten dan data kuantitatif menggunakan perhitungan nilai NPV, IRR dan PP.

Hasil penelitian menyebutkan bahwa pengembangan model bisnis Luckist Gift berbasis pada penawaran baru yaitu premium bunga flanel dengan bentuk realistik, layanan antar dan proses sehari jadi. Penawaran nilai baru tersebut mendorong usaha untuk mendapatkan konsumen dengan kriteria tertentu pada kalangan yang sudah memiliki penghasilan. Biaya investasi yang digunakan oleh usaha sebesar Rp105.000.000. Berdasarkan analisis kelayakan ekonomi pada skenario optimis, diperoleh nilai NPV sebesar Rp294.803.110, nilai IRR sebesar 53%, dan nilai pengembalian selama satu tahun tujuh bulan. Berdasarkan hasil tersebut, dapat disimpulkan bahwa pengembangan model bisnis layak untuk dijalankan.

Kata Kunci: Pengembangan Model Bisnis, Industri Kreatif, Kerajinan Tangan

ABSTRACT

BUSINESS DEVELOPMENT OF LUCKIST GIFT WITH STANDING FLANNEL FLOWERS PRODUCT

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The goal of this research is to create a new business model suitable for Luckist Gift. This research was applied to design a business development model for Luckist Gift with standing flannel flowers in the Yogyakarta flowers arrangement business environment, as well as to evaluate the viability of developing a new business model based on economic factors.

This research is mostly qualitative, with data collected through interviews and surveys, and is supported quantitatively by a business feasibility analysis in terms of economics. The survey questions are based on the outcomes of an empathy map interview with potential consumers, and the interview questions are based on the components of the Business Model Canvas. In this analysis, the interview informants were operational managers of Luckist Gift and two business players in the field of flannel florist. Purposive sampling was used to choose a total of 58 respondents for the survey. The data collected has been evaluated both qualitatively and quantitatively. Quantitative data analysis based on the calculation of NPV, IRR and PP values, while qualitative data analysis relied on content analysis.

According to the report's result, the development of Luckist Gift business model based on offer driven, which included premium flannel flowers in realistic shapes, delivery services and one day services. The new value proposition pushed businesses to seek out customers who fit particular criteria among those who already have wealth. The investment cost used by the business is IDR 105.000.000. Based on the economic analysis in the optimistic scenario, the NPV value is IDR 249.803.110, the IRR value is 53% and the payback period is one year and seven months. Based on these analysis, it is reasonable to conclude that the development of a business model is feasible.

Keyword: Business Model Development, Creative Industries, Crafts