

ABSTRAK

Kondisi perekonomian pelaku usaha UMKM sedang mengalami tekanan akibat pandemi Covid-19 yang melanda Indonesia sejak tahun 2020. Tekanan tersebut muncul karena penurunan permintaan dan kendala pemasaran produk di era new normal yang serba *online*. Di sisi lain, pandemi Covid-19 telah merubah perilaku masyarakat dalam berinteraksi dan berbelanja. Belakangan ini berkirir *hampers* menjadi tren bagi masyarakat sebagai wujud silaturahmi jarak jauh. Fenomena ini menjadi peluang usaha *hampers online* dengan pemberdayaan UMKM sebagai mitra utama. Penelitian ini bertujuan untuk merancang model bisnis *hampers* yang tepat dengan pendekatan *customer engagement* dan *product enrichment*. Dengan metode kualitatif deskriptif, peneliti menganalisis peta empati, kanvas model bisnis dan kelayakan bisnis. Pendekatan *customer engagement* dan *product enrichment* digunakan untuk penyusunan proposisi nilai bisnis *hampers*. Hasil penelitian diperoleh bahwa proposisi nilai adalah *hampers* produk UMKM custom-made dan non custom-made berbagai desain dengan kemudahan pemesanan secara *online*. Dengan hal ini diharapkan bisnis *hampers online* dapat menjadi suatu bentuk usaha yang memberikan kontribusi baik bagi pelaku usaha UMKM.

Kata kunci: *Hampers*, UMKM, Model Bisnis, Peta Empati

ABSTRACT

The economic condition of MSMEs is experiencing the pressure due to the COVID-19 pandemic hitting Indonesia since 2020. The pressure arises due to the decreasing demand and the product marketing constraints during the New Normal era which is carried out completely online. On the other hand, the COVID-19 pandemic has changed people's behaviour in terms of interacting and shopping. Lately, sending out hampers has become the trend for the community as a form of maintaining long-distance friendship. This phenomenon has become the opportunity for online hampers businesses by empowering Micro, Small and Medium Enterprises (MSMEs) as the key partners. This research aims to design the right hamper business model by using customer engagement and product enrichment approaches. With descriptive qualitative method, the researcher analysed the empathy map, the business model canvas and the business feasibility. Customer engagement and product enrichment approach were used to formulate business value propositions for hampers. The results shown that the value propositions were the custom-made and the non-custom-made of MSME's hampers product with various designs and the convenience of online shopping. With this, it is expected that the online hampers business can become a form of business that makes a good contribution toward MSMEs actors.

Keywords: Hampers , MSMEs, Business Model, Empathy Map