

## ABSTRAK

### PERANCANGAN MODEL BISNIS HELPOO JASA KEBERSIHAN PROFESIONAL ONLINE BERBASIS PEMBERDAYAAN PEREMPUAN DI SURABAYA

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Berdasarkan KPPPA (2019), keluarga di kota besar termasuk Surabaya cenderung memilih tidak memiliki pekerja rumah tangga. Fenomena ini dilatarbelakangi oleh alasan kelangkaan tenaga kerja yang dapat diandalkan, profesional, *multitasking* dan kurangnya ruang di rumah. Peluang ini dapat direspon dengan hadirnya bisnis layanan kebersihan profesional untuk rumah tangga. Melihat fakta bahwasanya Surabaya adalah kota besar dengan angka kemiskinan tinggi, ketimpangan akan pendidikan, dan kesempatan kerja yang sangat kompetitif, cocok dibangun sebuah bisnis bercorak sosial kemasyarakatan namun tetap berorientasi profit. Sehingga, *Frame* bisnis ini cocok diterapkan pada masyarakat pesisir Pantai Kenjeran Surabaya. Berkurangnya hasil tangkapan di laut Madura menyebabkan penghasilan nelayan berkurang drastis yang berefek domino menurunnya pendapatan istri nelayan yang biasa berjualan ikan ataupun produk olahan ikan lainnya. Maka dari itu, Helpoo hadir untuk memberikan layanan berupa jasa kebersihan profesional *online* berbasis pemberdayaan perempuan pesisir Kenjeran dan berekonomi rendah di Surabaya. Adapun layanan yang diberikan Helpoo paling lengkap dibandingkan kompetitor yaitu *general cleaning, fabric cleaning, hydro dan vacuum cleaning, pest control*, pembersihan taman, cuci AC, cuci mobil, poles lantai marmer, *laundry*.

Penelitian dilakukan untuk merancang kanvas model bisnis kewirausahaan sosial serta menilai kelayakan bisnis secara ekonomi maupun non ekonomi bagi Helpoo. Penelitian ini merupakan penelitian kualitatif dengan metode pengumpulan data melalui wawancara dan survei. Pertanyaan wawancara disusun berdasarkan komponen kanvas model bisnis, sedangkan pertanyaan survei disusun berdasarkan peta empati. Informan wawancara dalam penelitian ini adalah pengguna rutin jasa kebersihan online, pelaku bisnis di bidang jasa kebersihan, dan ahli IT. Sedangkan, responden survei adalah 50 calon pelanggan potensial yang dipilih melalui *purposive sampling*. Data yang didapatkan dilakukan analisis secara kualitatif dan kuantitatif. Analisis pada data kualitatif menggunakan analisis isi, sedangkan analisis data kuantitatif melalui perhitungan nilai NPV, IRR dan *payback period*. Berdasarkan hasil analisis data, diperoleh kanvas model bisnis kewirausahaan sosial, peta empati, dan kelayakan ekonomi. Investasi awal yang diperlukan dalam membuat bisnis Helpoo ini adalah sebesar dengan perolehan nilai NPV sebesar Rp266.358.907, serta nilai IRR sebesar 53% dengan pengembalian selama 2 tahun 9 bulan Berdasarkan analisis non ekonomi, bisnis ini memiliki kelayakan pada aspek sosial, teknologi dan hukum. sehingga, berdasarkan hasil analisis tersebut model bisnis Helpoo layak untuk dijalankan

Kata kunci : model bisnis kewirausahaan sosial, jasa kebersihan *online*, pemberdayaan perempuan

## ABSTRACT

### BUSINESS MODEL DESIGN OF ONLINE PROFESSIONAL CLEANING SERVICE HELPOO L BASED ON WOMEN'S EMPOWERMENT IN SURABAYA

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*Based on the KPPPA (2019), families in big cities, including Surabaya, tend to choose not to have domestic workers. This phenomenon is motivated by the reasons for the scarcity of reliable, professional, multitasking and lack of space at home. This opportunity can be responded by the presence of a professional cleaning service business for households. Seeing the fact that Surabaya is a big city with a high poverty rate, inequality in education, and highly competitive job opportunities, it is appropriate to build a business with a social style but still profit-oriented. Thus, this business frame is suitable to be applied to the coastal community of Kenjeran Beach, Surabaya. The decrease in catches in the Madura Sea has caused fishermen's income to decrease drastically, which has a domino effect of decreasing the income of fishermen's wives who usually sell fish or other processed fish products. Therefore, Helpoo is here to provide services in the form of online professional cleaning services based on empowering Kenjeran coastal women and low-income people in Surabaya. The services provided by Helpoo are the most complete compared to other competitors, namely general cleaning, fabric cleaning, hydro cleaning, vacuum cleaning, pest control, garden cleaning, AC washing, car washing, marble floor polishing, laundry, and ironing.*

*The research was conducted to design a canvas business model for the social enterprise and to assess the economic and non-economic viability of the business for Helpoo. This research is a qualitative research with data collection methods through interviews and surveys. The interview questions are based on the components of the business model canvas, while the survey questions are based on the empathy map. Interview informants in this study were regular users of online cleaning services, business people in the field of cleaning services, and IT experts. Meanwhile, the survey respondents were 50 potential customers selected through purposive sampling. The data obtained were then analyzed qualitatively and quantitatively. Analysis of qualitative data uses content analysis, while quantitative data analysis is carried out by calculating the value of NPV, IRR and payback period. Based on the results of data analysis, the canvas business model for social enterprise, empathy map, and economic feasibility was obtained. The initial investment required to make this Helpoo business is Rp266,358,907, and an IRR of 53% with a return of 2 years and 9 months. Based on non-economic analysis, this business has feasibility in social, technological and law. So, based on the results of the analysis, the Helpoo business model is feasible to run.*

*Keywords: business model canvas for social enterprise, online cleaning services, women empowerment*