

## ABSTRAK

### **RANCANGAN MODEL BISNIS KAFÉ OPPIO: KAFÉ BERKONSEP RAMAH ANAK**

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Tujuan utama dari penelitian ini adalah merancang model bisnis konsep kafe ramah anak yang tepat bagi kafe Oppio. Adapun tujuan spesifik dari penelitian ini adalah sebagai berikut. Pertama, menemukan pandangan calon pelanggan melalui peta empati. Kedua, merancang model bisnis kafe Oppio yang ramah anak. Ketiga, menganalisis kelayakan model bisnis kafe Oppio yang ramah anak berdasarkan aspek ekonomi dan non-ekonomi.

Penelitian ini menggunakan metode penelitian kualitatif untuk merancang model bisnis kafe Oppio yang ramah anak yang didukung data kuantitatif. Jenis data yang digunakan dalam penelitian ini menggunakan data primer dan data sekunder. Data primer diperoleh melalui kuesioner (baik I dan II) dan wawancara mendalam kepada pemilik kafe Oppio dan kepada calon pelanggan sebanyak dua orang. Data yang diperoleh kemudian dianalisis secara kualitatif dan kuantitatif dalam membentuk peta empati dan kanvas model bisnis. Dari data tersebut peneliti dapat menghitung *Net Present Value* (NPV), *Internal Rate of Return* (IRR) dan *Payback Period* (PP).

Penelitian ini menunjukkan analisis pengembangan model bisnis kafe Oppio sebagai kafe ramah anak. Dari analisis kelayakan ekonomi, diketahui bahwa nilai NPV dalam skenario normal adalah Rp. 9.194.630.927, nilai IRR sebesar 155%, dan tingkat pengembalian investasi yang dikeluarkan kembali pada 2 tahun 1 bulan. Dengan kata lain, berdasar analisis NPV, IRR dan PBP dalam skenario normal kafe Oppio layak untuk dijalankan. Di sisi lain, dari analisis non-ekonomi, model bisnis kafe Oppio dapat memberikan dampak positif dalam aspek sosial, terutama terkait potensi kolaborasi dengan panti asuhan di Sleman. Dalam aspek budaya, kafe Oppio diharapkan dapat memelihara budaya permainan tradisional di Indonesia. Di sisi lain kafe Oppio juga diharapkan akan memunculkan suasana asri dan mengurangi risiko dampak pembangunan kafe.

**Kata Kunci: Kanvas Model Bisnis, Kafe, Ramah Anak.**

## **ABSTRACT**

### **OPPIO CAFÉ BUSINESS MODEL DESIGN: CHILD-FRIENDLY CAFÉ CONCEPT**

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The main focus of this research is to design a child-friendly café business model for Oppio Café. The research also serves several specific objectives, as follows. First, finding potential customers' perspectives through the empathy map. Second, designing a child-friendly cafe business model. Third, analyze the feasibility of Oppio's child-friendly cafe business model based on economic and non-economic aspects.

This study used qualitative research methods to design a child-friendly Oppio cafe business model, that was also supported by quantitative data. The research used primary data and secondary data. Primary data were obtained through questionnaires (I and II) and in-depth interviews with the owner of the Oppio cafe and two prospective customers. The data obtained were then analyzed qualitatively and quantitatively to form empathy map and business model canvas. From this data, researchers can calculate the Net Present Value (NPV), Internal Rate of Return (IRR) and Payback Period (PP).

This study highlights the feasibility of the Oppio cafe business model. Based on the economic feasibility analysis, the NPV value in the normal scenario is Rp. 9,194,630,927, the IRR value is 155%, and the rate of return on investment issued is 2 years 1 month. In other words, based on the analysis of NPV, IRR and PBP in the normal scenario, the Oppio cafe is feasible. On the other hand, based on a non-economic analysis, Oppio's cafe business model can have a positive impact on social aspects, especially regarding its potential collaboration with orphanages in Sleman. In the cultural aspect, Oppio Café is expected to maintain the traditional game culture in Indonesia. On the other hand, the Oppio cafe is also expected to create a beautiful and lush atmosphere and reduce the risk of the cafe construction.

**Keywords: Business Model Canvas, Café, Child Friendly**