



## INTISARI

Pada laporan *EU-Indonesian Business Network* diestimasikan produk perawatan rambut masih mengalami pertumbuhan 7% setiap tahun hingga 2023. Hal ini didukung dari masih tingginya perhatian laki-laki berusia 18-40 tahun akan kondisi rambut mereka, terutama terkait dengan masalah rambut yang menipis yang mengganggu rasa percaya diri mereka dalam kehidupan sehari-hari. Dari hasil pengamatan di pasar online, ditemukan bahwa belum banyak perusahaan yang berfokus pada produk perawatan rambut herbal khususnya untuk segmen konsumen laki-laki. Banyak produk perawatan rambut yang masih mengandalkan bahan kimia sebagai bahan aktif seperti *minoxidil*, *redensyl*. Sedangkan di Indonesia, sumber bahan baku herbal untuk pembuatan produk perawatan rambut jumlahnya berlimpah, mulai dari minyak kemiri, kelapa, minyak mint, hingga kafein. Tujuan penelitian ini adalah merancang model bisnis Priya, produk perawatan rambut pria. Metode yang digunakan adalah kuantitatif dan kualitatif. Di mana data primer diperoleh dari kegiatan survey dan wawancara, sedangkan data sekunder diperoleh melalui studi literatur. Metode analisis yang digunakan adalah analisis *value proposition canvas* dan sembilan blok bisnis canvas.

Berdasarkan hasil kuesioner, diperoleh 59% responden memilih produk perawatan rambut berbahan herbal dibanding sintesis kimia. Di mana 92% responden tersebut berharap penggunaan produk perawatan rambut berbahan herbal dapat meningkatkan rasa percaya diri mereka dalam kehidupan sosial sehari-hari, mendukung mereka menerapkan gaya hidup sehat serta bentuk partisipasi mereka untuk menjaga lingkungan. Produk perawatan rambut berbahan herbal yang diinginkan konsumen juga diharapkan memberi informasi yang jelas mengenai fungsi dan manfaat produk. Diharapkan pula jika produk ini mampu mengatasi masalah rambut berketombe, rontok, rambut kering dan sulit ditata dengan bentuk kemasan yang mudah dibawa dan penggunaannya yang mudah. Setidaknya ada 3 bentuk produk yang paling diinginkan calon konsumen yakni, shampoo, tonik dan pomade.

**Kata Kunci:** rambut, perawatan rambut, herbal, value proposition canvas, canvas bisnis model



## ABSTRACT

*In the EU-Indonesian Business Network report, it is estimated that Personal Care products and specifically hair care products will still experience growth of 7% every year until 2023. This is supported by the fact that public attention is still high, especially men aged 18-40 years, regarding the condition of their hair, mainly related to the fear of thinning hair which will interfere with their confidence in daily life.. From observations in the online market, it was found that there are still not many companies that focus on herbal-based hair care products, especially for the male consumer segment. Many of the hair care products on the market still rely on chemicals as active ingredients in their products such as minoxidil, redensyl. Meanwhile, in Indonesia itself, the sources of herbal raw materials for the manufacture of hair care products are very abundant, ranging from candlenut oil, coconut, mint oil, to caffeine. The purpose of this research is to design a business model for Priya, a men's hair care product. The method used is a combination of quantitative and qualitative. Where primary data is obtained from survey and interview activities, while secondary data is obtained through literature study. The analytical method used is the value proposition canvas analysis and the nine-business block canvas method.*

*Based on results of the questionnaire, it was found that 59% of respondents preferred herbal hair care products to chemical synthesis. Where 92% of them wish that the use of herbal hair care products can increase their confidence in their daily social life and support them to adopt a healthy lifestyle and participate in protecting the environment. Hair care products made from herbs that consumers want are also expected to provide clear information about the functions and benefits of the product. It is also hoped that this product can overcome the problem of dandruff, hair loss, dry hair and difficult to style with a form of packaging that is easy to carry and easy to use. There are at least 3 forms of products that are most desired by potential consumers, namely, shampoo, tonic, and pomade.*

*Keywords: hair, hair care, herbs, value proposition canvas, business model canvas*