

ABSTRAK

PENGEMBANGAN MODEL BISNIS CV.ARISTO MAKMUR

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Penelitian ini dilakukan untuk merancang model bisnis baru yang tepat untuk CV.Aristo Makmur. Terdapat tiga tujuan spesifik penelitian ini antara lain menganalisa model bisnis CV.Aristo Makmur saat ini. Kedua untuk merancang model bisnis baru yang tepat untuk CV.Aristo Makmur dan tujuan terakhir adalah menganalisis kelayakan hasil pengembangan model bisnis baru perusahaan berdasarkan aspek finansial.

Penelitian ini menggunakan dua metode yaitu metode kualitatif dan kuantitatif. Metode kualitatif untuk merancang pengembangan model bisnis CV Aristo Makmur melalui wawancara dan survei. Pedoman wawancara disusun berdasarkan teori Kanvas Model Bisnis oleh Osterwalder dan Pigneur (2010) dan pedoman survei disusun berdasarkan teori Peta Empati oleh Osterwalder dan Pigneur (2010). Terdapat empat narasumber wawancara antara lain Direktur CV.Aristo Makmur, Manajer Marketing CV.Aristo Makmur, Manajer *Quallity Assurance* CV.Aristo Makmur dan Owner CV. Glow Industri selaku kompetitor. Responden survei terdiri dari 94 calon pelanggan potensial yang dipilih dengan *purposive sampling* dengan karakteristik tertentu. Analisis data kualitatif dilakukan menggunakan metode analisis konten. Sedangkan Metode Kuantitatif untuk menguji kelayakan finansial dari hasil pengembangan model bisnis pada CV Aristo Makmur dengan menghitung NPV, IRR dan PP.

Hasil penelitian menunjukkan bahwa pengembangan model bisnis yang tepat bagi CV.Aristo Makmur dipicu oleh beberapa episentrum yang menghasilkan dua model bisnis baru yaitu pengembangan jasa maklon berbahan herbal dan pengembangan produk dengan merk sendiri. Model bisnis pengembangan jasa maklon berbahan herbal dipicu oleh kebutuhan pasar terkait jasa maklon kosmetik berbahan herbal yang masih sedikit di Indonesia dan sumber daya yang dimiliki perusahaan belum memanfaatkan dengan optimal . Sedangkan model bisnis pengembangan produk merk sendiri dipicu oleh kebutuhan pasar terkait produk perawatan tubuh berbahan herbal khas Indonesia yang belum banyak di Indonesia. Berdasarkan analisis kelayakan finansial, diperoleh nilai NPV sebesar Rp 1.249.980.799 , nilai IRR sebesar 86,35% dan nilai pengembakian selama dua tahun satu bulan. Dengan demikian, dapat dikatakan pengembangan model bisnis CV.Aristo Makmur ini layak dijalankan.

Kata Kunci : Pengembangan Model Bisnis, Maklon, Produk Perawatan Tubuh, Herbal

ABSTRACT
BUSINESS MODEL DEVELOPMENT OF CV.ARISTO MAKMUR

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This research was conducted to design a new business model for CV.Aristo Makmur. There are three specific objectives of this research, including analyzing the current CV.Aristo Makmur business model. The second is to design a new business model for CV.Aristo Makmur and to analyze the feasibility of the results of developing the company's new business model based on financial aspects.

This research uses two methods, qualitative and quantitative methods. Qualitative methods to design the development of the CV Aristo Makmur business model through interviews and surveys. The interview guidelines were prepared based on the Business Model Canvas theory by Osterwalder and Pigneur (2010) and the survey guidelines were prepared based on the Empathy Map theory by Osterwalder and Pigneur (2010). There are four interviewees including the Director of CV.Aristo Makmur, CV.Aristo Makmur Marketing Manager, CV.Aristo Makmur Quality Assurance Manager and Owner of CV. Glow Industri as a competitor. Survey respondents consisted of 94 potential customers selected by purposive sampling with certain characteristics. Qualitative data analysis is carried out using the content analysis method. While the Quantitative Method to test the financial feasibility of the results of developing a business model at CV Aristo Makmur by calculating NPV, IRR and PP.

The results showed that the development of the right business model for CV Aristo Makmur was triggered by several epicenters which resulted in two new business models, namely the development of herbal-based printing services and the development of products with their own brands. The business model for developing herbal-based toll manufacturing services is triggered by market needs related to cosmetic toll manufacturing services made from herbs that are still few in Indonesia and the resources owned by the company have not been optimally utilized. While the business model for developing own-brand products is triggered by market needs related to body care products made from typical Indonesian herbs that are not yet widely available in Indonesia. Based on the financial feasibility analysis, the NPV value of Rp 1.249.980.799, the IRR value of 86,35% and the shooting value for 2 years and 1 months were obtained. Thus, it can be said that the development of the CV.Aristo Makmur business model is feasible.

Keyword : Bussines Model Developmet, Toll Manufacturing, Skincare, Organic