

ABSTRAK

MODEL BISNIS SITUS “DALAMRUMA.COM”: PERANTARA PEMBELI DAN PERAJIN MEBEL UMKM

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Pendahuluan. Penelitian ini dilakukan untuk merancang model bisnis dan menganalisis kelayakan ekonomi situs Dalamruma.com dengan menggunakan sembilan elemen bisnis model kanvas yaitu segmen pelanggan, proposisi nilai, saluran, hubungan pelanggan, sumber pendapatan, sumber daya utama, aktivitas kunci, mitra kunci, dan struktur biaya.

Metode Penelitian bersifat deskriptif kualitatif yaitu wawancara dan kuantitatif berupa survei dan analisis kelayakan keuangan untuk mengetahui perilaku dan minat calon pembeli potensial saat membeli mebel secara daring.

Hasil dan Pembahasan. Kanvas model bisnis situs Dalamruma.com memberikan layanan yang menguntungkan bagi para perajin mebel UMKM dan mempermudah pembeli dalam belanja mebel. Melalui situs Dalamruma.com, perajin mebel UMKM dapat menjual ragam mebelnya melalui daring. Pada saat pembeli melakukan transaksi melalui situs Dalamruma.com, tim ekspedisi dari situs Dalamruma.com yang mengantarkan mebel ke pembeli sesuai alamat yang dimasukkan.

Kesimpulan dan Saran. Situs dalamruma.com ingin mempermudah para perajin mebel UMKM dengan membantu melalui belanja daring, ini didapat dengan menyediakan distribusi pengiriman mebel dan sebagai perantara antara pelanggan dan perajin mebel. Berdasarkan hasil kelayakan ekonomi, didapatkan hasil Net Present Value (NPV) sebesar Rp 291,883,854 dengan nilai Internal Rate of Return (IRR) sebesar 35% dan nilai Payback Period (PP) selama dua tahun. Perhitungan yang dilakukan menunjukkan bahwa bisnis ini layak dijalankan.

Kata kunci: Situs, Model Bisnis, Mebel, Perajin Mebel

ABSTRACT

BUSINESS MODEL OF “DALAMRUMA.COM” WEBSITE: AS AN INTERMEDIATE BETWEEN BUYERS AND SMALL AND MEDIUM ENTERPRISE (SME) FURNITURE CRAFTSMAN

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Introduction. This research was conducted to design a business model and analyze the economic feasibility of the Dalamruma.com site, utilizing the nine elements of the business model canvas: customer segments, value propositions, channels, customer relationships, revenue sources, key resources, key activities, key partners, and cost structure.

The research method employed was a descriptive qualitative approach, involving interviews, as well as quantitative methods such as surveys and financial feasibility analysis. This methodology aimed to ascertain the behavior and interests of potential buyers when purchasing furniture online.

Results and Discussion. The business model canvas of the Dalamruma.com website offers services that cater to the needs of small and medium-sized enterprises (SMEs), specifically furniture crafters, while also providing a convenient shopping experience for buyers looking for furniture. Through the Dalamruma.com website, furniture crafters who are SMEs have the opportunity to sell their wide range of furniture online. When a buyer makes a transaction on the Dalamruma.com website, the dedicated expedition team ensures that the furniture is delivered to the buyer's specified address.

Conclusion and Suggestion. The Dalamruma.com website aims to facilitate online shopping for SMEs furniture crafters by providing furniture delivery distribution services and acting as an intermediary between customers and furniture crafters. Based on the findings of the economic feasibility analysis, the Net Present Value (NPV) of Rp 291,883,854, Internal Rate of Return (IRR) of 35%, and Payback Period (PP) of two years were obtained. These calculations affirm the viability of this business.

Keywords: Website, Business Model, Furniture, Small and Medium Enterprise, Furniture Craftsman