

## ABSTRAK

### **RENCANA BISNIS MODE LOKAL BERBASIS KOMODITAS ALAM (Studi Kasus Aksesoris Mutiara Laut Selatan)**

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Mutiara laut selatan merupakan aksesoris permata yang dapat dihasilkan melalui teknik budidaya di alam namun masih banyak masyarakat belum mengetahui secara lebih mendalam terkait komoditas mutiara laut. Hal ini disebabkan karena banyaknya produk impor dari negara lain dan produk imitasi yang beredar, sehingga untuk meningkatkan edukasi dan pemahaman terhadap komoditas mutiara diperlukan upaya dalam mengembangkan potensi bisnis yang dapat dimanfaatkan. Maka, tujuan penelitian ini untuk mengidentifikasi potensi bisnis yang dapat diimplementasikan dan menyusun rencana bisnis produk mode lokal berbasis komoditas alam dalam studi kasus aksesoris mutiara laut selatan serta menganalisis kelayakan rencana bisnis berdasarkan aspek finansial dan non finansial.

Metode pengumpulan data dilakukan melalui teknik wawancara mendalam dan survei. Pertanyaan wawancara disusun berdasarkan peta empati yang ditujukan kepada calon mitra perusahaan yaitu manajemen busana pakaian oleh Manajer Operasional Zeta Indonesia, manajemen tas lokal premium oleh Manajer Operasional Isutawijaya *Ethnic Bag*, dan manajemen jam tangan lokal oleh Manajer Marketing PT. Pala Nusantara. Adapun pertanyaan survei disusun berdasarkan peta empati yang ditujukan kepada minimal tiga puluh calon pelanggan potensial yang masing-masing dipilih melalui teknik *purposive sampling*. Data yang diperoleh kemudian dianalisis secara deskriptif kualitatif dan disertai perhitungan kelayakan bisnis secara finansial dengan menghitung nilai NPV, IRR dan PP.

Berdasarkan hasil analisis yang dilakukan dapat disimpulkan bahwa perencanaan bisnis ini memenuhi kriteria kelayakan investasi baik secara finansial maupun non finansial sehingga dapat dipertimbangkan untuk dijalankan

**Kata Kunci : Rencana Bisnis, Mode Lokal, Mutiara Laut Selatan**

## **ABSTRACT**

### ***BUSINESS PLAN OF LOCAL FASHION BASED ON NATURAL COMMODITY (Case Study of South Sea Pearl Accesories)***

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*The South Sea Pearl is a valuable gem which can be cultivated naturally. Unfortunately, people still lacked of profound understanding of this valuable commodity following the massive number of imported items from foreign nations and imitation products in the market. This case study research was conducted to identify viable business ventures of this commodity and propose a business plan that specifically emphasize the locally-produced fashion products featuring South Sea Pearl accessories. The feasibility of the business plan was also examined through both financial and non-financial perspectives.*

*Research data were collected through in-depth interviews and surveys. Interview guidelines were developed formulated using empathy maps and directed towards prospective company partners, including fashion clothing management with insights from Zeta Indonesia's Operational Manager; premium local bag management with input from the Operational Manager of Isutawijaya Ethnic Bag, and local watch management from the Marketing Manager of PT. Pala Nusantara. The items in the survey were also grounded in empathy maps which were then distributed to at least thirty potential customers that were purposively selected as samples. Data were then qualitatively analyzed and presented, complemented by financial assessments utilizing metrics such as Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP).*

*The results of the data analysis showed that this business plan has fulfilled the criteria for investment feasibility, both from a financial and non-financial perspectives that can be considered for implementation.*

**Keywords : Business Plan, Local Fashion, South Sea Pearl**