

ABSTRAK

RENCANA BISNIS SANDANG BERKELANJUTAN BERBASIS KAIN TENUN KOFO KHAS SULAWESI UTARA

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Sandang berkelanjutan merupakan sebuah konsep dalam industri mode berkaitan dengan perlawanan terhadap limbah produksi dan limbah konsumsi pakaian melalui produk yang mengedepankan kelestarian lingkungan alam dan sosial berdasarkan pada penggunaan bahan baku alami dan bahan alternatif dengan kualitas terbaik untuk menambah masa pakai produk dan mengurangi eksistensi produk sintetis. Kain tenun kofo khas Sulawesi Utara dihasilkan dari serat pisang abaka dengan proses produksi alami yang berpotensi menjadi produk alternatif dalam praktik sandang berkelanjutan. Namun keberadaan kain tradisional tenun kofo mulai terancam punah akibat keterbatasan pengrajin tradisional dan minimnya permintaan pasar. Penelitian ini bertujuan mengidentifikasi potensi bisnis yang dapat diimplementasikan dan menyusun rencana bisnis sandang berkelanjutan berbasis kain tenun kofo khas Sulawesi Utara serta menganalisis kelayakan rencana bisnis berdasarkan aspek finansial dan non finansial.

Metode pengumpulan data dilakukan melalui teknik wawancara dan survei. Pertanyaan survei disusun berdasarkan bisnis model kanvas wirausaha sosial dan pertanyaan pendukung penelitian yang ditujukan kepada calon mitra perusahaan yaitu pemilik PT Cofu Indonesia serta desainer dan pemilik merek Restu Pratiwi Official. Adapun pertanyaan survei disusun berdasarkan peta empati dan klasifikasi atribut tren mode yang ditujukan kepada empat puluh calon pelanggan potensial yang dipilih melalui teknik *purposive sampling*. Data yang diperoleh kemudian dianalisis secara deskriptif kualitatif 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, Sandang Berkelanjutan, Tenun Kofo, Kain Tradisional.

ABSTRACT

SUSTAINABLE FASHION BUSINESS PLAN BASED ON TRADITIONAL KOFO WOVEN FABRIC DISTINCTIVE FROM NORTH SULAWESI

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Sustainable fashion is a concept in the fashion industry related to the resistance against the waste of clothing production and consumption through products that prioritize environmental and social sustainability. This is based on the use of natural raw materials and the best-quality alternative materials to extend the lifespan of products and reduce the prevalence of synthetic products. North Sulawesi's distinctive Kofo woven fabric is produced from abaca banana fibers using natural production processes, presenting potential as an alternative product in sustainable fashion practices, especially when combined with other renewable fabric materials. However, the existence of the traditional Kofo woven fabric is gradually threatened due to the limited number of traditional artisans and minimal market demand. This research aims to identify potential business opportunities that can be implemented and to develop a business plan for sustainable apparel based on Kofo woven fabric distinctive from North Sulawesi, analyzing the feasibility of the business plan from both financial and non-financial perspectives.

The data collection method was carried out through interview and survey techniques. The survey questions were structured based on the social entrepreneurship canvas business model and research-supporting questions directed at potential business partners, namely the owner of PT Cofo Indonesia and the designer/owner of the Restu Pratiwi Official brand. The survey questions were also designed based on empathy mapping and the classification of fashion trend attributes, targeting forty potential customers selected through purposive sampling techniques. The obtained data was then analyzed descriptively using qualitative methods, along with a financial feasibility assessment involving calculations of NPV (Net Present Value), IRR (Internal Rate of Return), and PP (Payback Period).

Based on the analysis conducted, it can be concluded that this business plan meets the criteria for investment feasibility, both in financial and non-financial aspects, making it a viable option for consideration in implementation.

Keywords: Business Plan, Sustainable Fashion, Tenun Kofo, Traditional Fabric.