

INTISARI

Klinik Khitan Modern dapat menjadi pilihan tepat bagi orang yang ingin melakukan khitan dengan aman, nyaman, profesional, dan modern. Berdasarkan data BPS, Kabupaten Sukoharjo menduduki kabupaten terpadat kedua se-Jawa Tengah di antara kabupaten lainnya. Belum adanya market leader industri khitan di Sukoharjo dan semakin meningkatnya kesadaran manfaat khitan menjadi peluang dalam pemenuhan kebutuhan pelayanan khitan di Sukoharjo.

Penelitian ini bertujuan untuk merancang rencana bisnis Klinik Khitan Modern di Sukoharjo dan juga mengevaluasi kelayakan bisnisnya. Penelitian menggunakan metode kualitatif deskriptif yang didukung kuantitatif. Pengumpulan data dilakukan melalui wawancara kepada pemilik klinik khitan, wawancara kepada orang tua yang belum mengkhitankan anaknya, dan survei kepada orang tua yang sudah mengkhitankan anaknya.

Hasil penelitian disajikan dalam bentuk analisis lima kekuatan porter, peta empati, dan simpulan hasil survei. Hasil analisis dari data primer dan data sekunder menjadi acuan penulis untuk merancang rencana bisnis Klinik Khitan Modern di Sukoharjo. Hasil perhitungan arus kas selama lima tahun dengan faktor diskonto 10,69%, diperoleh NPV positif sebesar Rp 78.160.405, IRR sebesar 16,31%, dan payback period selama 3,5 tahun. Berdasarkan perhitungan finansial, rencana bisnis Klinik Khitan Modern ini layak untuk dijalankan.

Kata kunci: klinik khitan, khitan modern, rencana bisnis, peta empati, kabupaten sukoharjo

ABSTRAK

Modern Circumcision Clinic can be the right choice for people who want to perform circumcision in a safe, comfortable, professional and modern way. Based on BPS data, Sukoharjo Regency is the second most populous district in Central Java among other districts. The absence of a market leader for the circumcision industry in Sukoharjo and the increasing awareness of the benefits of circumcision is an opportunity to fulfill the need for circumcision services in Sukoharjo.

This study aims to design a business plan for the Modern Circumcision Clinic in Sukoharjo Regency and also evaluate its business feasibility. This research uses descriptive qualitative methods supported by quantitative. Data collection was carried out through interviews with circumcision clinic owners, interviews with parents who have not circumcised their children, and surveys with parents who have circumcised their children.

The research results are presented in the form of an analysis of Porter's five forces, empathy maps, and conclusions from survey results. The results of the analysis of primary data and secondary data became the author's reference for designing a business plan for the Modern Circumcision Clinic in Sukoharjo Regency. The results of calculating cash flows for five years with a discount factor of 10.69%, obtained a positive NPV of IDR 78,160,405, an IRR of 16.31%, and a payback period of 3.5 years. Based on financial calculations, the business plan for Modern Circumcision Clinic is feasible to run.

Keywords: circumcision clinic, modern circumcision, business plan, empathy map, sukoharjo regency