

ABSTRAK

RENCANA BISNIS PRODUK *ARTIFICIAL HARDSCAPE* PADA *AQUASCAPE* (Studi Kasus Stonelaga)

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Aquascape merupakan seni tata letak di dalam akuarium yang tersusun dari kombinasi beragam komponen seperti: batu, kayu, akar, karang, pasir dan tanaman air untuk menghasilkan lanskap alam yang indah. *Artificial hardscape* merupakan produk penyusun *aquascape* yang hadir sebagai substitusi komponen natural atau konvensional menjadi komponen non natural tanpa menghilangkan esensi keindahan lanskap alam. Tujuan penggunaan *artificial hardscape* untuk meminimalisir keberadaan komponen biotik di dalam akuarium. Sehingga, memudahkan para pemilik *aquascape* untuk melakukan aspek perawatan serta mempertahankan keseimbangan ekosistem di dalam akuarium. Tujuan dari penelitian ini adalah untuk merancang rencana bisnis produk *artificial hardscape* pada *aquascape* dan dinyatakan layak untuk dijalankan berdasarkan aspek finansial dan non finansial.

Metode pengumpulan data dilakukan dengan cara wawancara (*individual depth interview*) dan survei (*self administered questionnaire*) melalui *Googleform*. Transkrip wawancara disusun berdasarkan teori kanvas model bisnis yang ditujukan kepada beberapa pelaku bisnis relevan yaitu 2 pelaku bisnis *hardscape*, 2 pelaku bisnis resin, dan 1 pelaku bisnis toko ikan hias dan perlengkapan akuarium. Pertanyaan survei disusun berdasarkan teori peta empati yang ditujukan kepada responden. Total sebanyak 105 responden lolos tahapan *screening* untuk diposisikan sebagai calon pelanggan. Data wawancara diolah menggunakan metode analisis isi, dan data survei diolah menggunakan metode statistik deskriptif. Peneliti menambahkan studi kelayakan bisnis berdasarkan analisis finansial dengan menggunakan kriteria pengambilan keputusan NPV, IRR dan PP dan non finansial dengan mempertimbangkan aspek hukum, operasi, dan lingkungan.

Hasil dari penelitian ini disimpulkan bahwa, rencana bisnis Stonelaga untuk produk *artificial hardscape* pada *aquascape* telah memenuhi kriteria dalam studi kelayakan bisnis, baik secara aspek finansial dan non finansial. Sehingga, dapat dinyatakan layak untuk dijalankan.

Kata Kunci : Rencana Bisnis, *Aquascape*, *Artificial Hardscape*

ABSTRACT

BUSINESS PLAN FOR ARTIFICIAL HARDSCAPE PRODUCT IN AQUASCAPE (Stonelaga Case Study)

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Aquascape is the art of arranging various components such as rocks, wood, roots, corals, sand, and aquatic plants in an aquarium to create a beautiful natural landscape. Artificial hardscape is a product that is used to substitute natural or conventional components with non-natural components without losing the essence of the beauty of the natural landscape. The purpose of using artificial hardscape is to minimize the presence of biotic components in the aquarium. This makes it easier for aquascape owners to carry out maintenance aspects and maintain the balance of the ecosystem in the aquarium. The purpose of this research is to design a business plan for artificial hardscape products in the aquascape that is deemed feasible to run based on financial and non-financial aspects.

Data collection methods were carried out by means of interviews (individual depth interviews) and surveys (self-administered questionnaires) via Googleform. The interview transcript is based on the business model canvas theory aimed at several relevant business actors, namely 2 hardscape business actors, 2 resin business actors, and 1 ornamental fish and aquarium equipment store business actor. The survey questions are based on the empathy map theory aimed at respondents. A total of 105 respondents passed the screening stage to be positioned as potential customers. Interview data was processed using content analysis methods, and survey data was processed using descriptive statistical methods. Researchers added a business feasibility study based on financial analysis using NPV, IRR, and PP decision-making criteria and non-financial aspects by considering legal, operational, and environmental aspects.

The results of this study concluded that Stonelaga's business plan for artificial hardscape products in aquascape has met the criteria in the business feasibility study, both in terms of financial and non-financial aspects. Therefore, it can be declared feasible to run.

Keywords : Business Plan, Aquascape, Artificial Hardscape