

ABSTRAK

Pandemi covid-19 berdampak pada kondisi perekonomian suatu usaha kecil dan menengah, khususnya pada sejumlah bimbingan belajar di Indonesia, termasuk juga bimbingan belajar Smart Educafe. Smart Educafe melakukan transformasi model bisnis dari bimbingan belajar reguler menjadi bimbingan belajar berbasis karantina untuk menyiasati kondisi pandemi tersebut. Penelitian ini dilakukan di PT Smart Educafe Indonesia pada bulan April-Oktober 2023. Digunakan metode penelitian kualitatif melalui observasi dan wawancara, ditambah dengan studi kepustakaan untuk melihat bagaimana langkah ekspansi dan transformasi model bisnis terhadap pendapatan perusahaan, peluang apa saja yang dapat dilakukan untuk mempercepat ekspansi bisnis, dan strategi pengembangan apa yang dapat ditempuh oleh Smart Educafe untuk melakukan ekspansi bisnis di Smart Educafe. Ekspansi yang dilakukan oleh Smart Educafe meliputi ekspansi kapasitas (lokasi) dan ekspansi produk yaitu pembukaan program karantina di Yogyakarta dan program supercamp di Jakarta telah berdampak pada pendapatan perusahaan dan mengalami kenaikan hingga 11 kali lipat. Ekspansi bisnis Smart Educafe diperkuat dengan adanya program yang bersifat jaminan masuk kedokteran PTN dan PTN favorit, adanya fasilitas premium seperti karantina di hotel dan pendampingan akademik serta spiritual selama 24 jam, serta adanya MOU dengan orangtua maupun siswa sebagai komitmen program.

Kata kunci: ekspansi bisnis, pendapatan perusahaan, Smart Educafe, bimbingan belajar karantina

ABSTRACT

Covid-19 pandemic has had an impact on the economic situation of small and medium business, especially on a number of course in Indonesia, including Smart Educafe. Smart Educafe is transforming the business model from regular course to quarantine-based course to overcome the pandemic situation. This research was conducted at PT Smart Educafe Indonesia in April-October 2023. Qualitative research methods were used through observation and interviews, supported with literature study to answer how business model expansion and transformation measures impact the company revenue, opportunities can be taken to accelerate the business expansion, and the strategic development of Smart Educafe can take to expand the business. The expansion carried out by Smart Educafe includes capacity expansion and product expansion, namely the opening of a quarantine program in Yogyakarta and a supercamp program in Jakarta which has had an impact on the company's revenue and has multiplied up to 11 times. Smart Educafe's business expansion strengthened by the existence of a program that guarantees admission to a favorite university (PTN) and medical faculty in PTN, premium facilities such as hotel quarantine and 24-hours of academic and spiritual supervision, as well as an MoU with the parents and students as a program commitment.

Keywords: *business expansion, revenue company, Smart Educafe, quarantine based course*