

ABSTRACT

DESIGNING A BUSINESS MODEL FOR PROFESSIONAL GIFT GIVING AND CURATION SERVICES “POP THE AESTHETIC”

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This study identifies the potential for innovative development through a gift shop offering a variety of custom product combinations from four different sectors: crafts, fashion, culinary, and tourism through non-competitive strategic alliances.

The research aims to design a gift shop business model providing professional gift giving and curation services and evaluate its feasibility financially and non-financially. Qualitative narrative interpretive methods enriched with quantitative descriptive data are employed, utilizing data collection methods such as interviews, surveys, and literature reviews. Content analysis is used to analyze the data, while the feasibility of the business model is evaluated using financial indicators such as NPV, IRR, and Payback Period, as well as considering the environmental impact and contribution to the business community in the tourism, culinary, fashion, and crafts sectors for non-financial aspects.

The results indicate an initial investment of Rp 944,525,000, with annual operational costs reaching Rp 1,039,320,000. Financial feasibility analysis shows an NPV of Rp 1,944,120,585, an IRR of 41%, and a Payback Period of 4 Years 2 Months. Non-financial analysis indicates that this business model will make a positive contribution to social welfare and environmental sustainability. Thus, it can be concluded that the designed business model is feasible to implement, both financially and non-financially.

Keywords: Gift shop business model, Gift giving, and Gift curation.

ABSTRAK

PERANCANGAN MODEL BISNIS LAYANAN PEMBERIAN DAN KURASI HADIAH PROFESIONAL “POP THE AESTHETIC”

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Penelitian ini mengidentifikasi potensi pengembangan inovatif melalui toko hadiah yang menawarkan ragam kombinasi produk kustom dari empat sektor berbeda: kriya, fesyen, kuliner, dan pariwisata melalui aliansi strategis non-kompetitor.

Tujuan penelitian adalah merancang model bisnis toko hadiah yang menyediakan layanan pemberian dan kurasi hadiah profesional serta mengevaluasi kelayakannya secara finansial dan non-finansial. Metode kualitatif naratif interpretatif diperkaya dengan data deskriptif kuantitatif digunakan dalam penelitian ini dengan pengumpulan data melalui wawancara, survei, dan kajian literatur. Analisis konten digunakan untuk menganalisis data, sementara kelayakan model bisnis dievaluasi menggunakan indikator NPV, IRR, dan Payback Period untuk aspek finansial, serta dampak lingkungan dan kontribusi terhadap komunitas pelaku usaha di sektor pariwisata, kuliner, fesyen, dan kriya untuk aspek non-finansial.

Hasilnya menunjukkan bahwa besaran modal investasi awal adalah Rp 944.525.000, dengan biaya operasional tahunan mencapai Rp 1.039.320.000. Analisis kelayakan finansial menunjukkan NPV sebesar Rp 1.944.120.585, IRR sebesar 41%, dan Payback Period 4 Tahun 2 Bulan. Analisis non-finansial menunjukkan bahwa model bisnis ini akan memberikan kontribusi positif pada kesejahteraan sosial dan keberlanjutan lingkungan. Dengan demikian, dapat disimpulkan bahwa model bisnis yang dirancang layak untuk dijalankan, baik secara finansial maupun non-finansial.

Kata Kunci: Model bisnis toko hadiah, Pemberian hadiah, dan Kurasi hadiah