

ABSTRAK

PENGEMBANGAN MODEL BISNIS PELATIHAN PERENCANAAN KARIER BERBASIS DARING PADA AIDE CONSULTANT INDONESIA

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Penelitian ini memiliki tujuan utama yakni mengembangkan model bisnis yang tepat bagi Aide Consultant Indonesia untuk memenuhi kebutuhan angkatan kerja. Adapun tujuan spesifik penelitian ini ada lima. Pertama, menganalisis model bisnis perusahaan saat ini. Kedua, melakukan analisa peta empati calon konsumen. Ketiga, menganalisis pola model bisnis pesaing usaha. Keempat, merancang pengembangan model bisnis baru perusahaan. Kelima, melakukan analisa kelayakan dari rencana pengembangan model bisnis baru.

Penelitian ini menggunakan metode kualitatif yang didukung dengan metode kuantitatif. Sumber data yang digunakan adalah data primer dari hasil wawancara dan survei. Pertanyaan wawancara disusun berdasarkan komponen kanvas model bisnis, sementara pertanyaan survei disusun berdasarkan peta empati. Pengambilan data dilakukan dari November 2023 hingga Maret 2024. Wawancara dilakukan kepada dua sumber, yaitu narasumber perusahaan dan narasumber individu. Narasumber perusahaan adalah CEO Aide Consultant Indonesia dan Direktur PT Engineering Career Center selaku kompetitor. Narasumber individu adalah dua orang yang pernah membeli layanan pelatihan karier dengan metode daring sebelumnya. Survei dilakukan pada 52 responden yang pernah mengikuti program pelatihan karier berbasis daring dan memiliki jaringan internet yang dipilih dengan *purposive sampling*. Data yang diperoleh kemudian dianalisis secara kualitatif dan kuantitatif. Hasil wawancara dianalisis menggunakan analisis konten dan diinterpretasi menjadi sembilan blok kanvas model bisnis, sedangkan hasil survei dianalisis menggunakan analisis statistik deskriptif. Analisis kuantitatif juga dilakukan dengan menghitung nilai NPV, IRR, PI, dan PP.

Hasil analisis menunjukkan bahwa Aide Consultant Indonesia melakukan pengembangan model bisnis yang dipicu oleh penawaran dari pelanggan. Pola bisnis yang dipakai adalah *freemium* dengan bekerja sama dengan mitra industri dan pendidikan. Pengembangan model bisnis membutuhkan investasi pengembangan infrastruktur MOCC sebesar Rp 72.500.000,00. Analisis kelayakan keuangan pengembangan model bisnis memberikan nilai NPV sebesar Rp 108.420.603,00, nilai IRR sebesar 22 %, nilai PI sebesar 1,49 kali, dan PP selama 2,84 tahun. Hasil ini memberikan kesimpulan bahwa pengembangan model bisnis Aide Consultant Indonesia layak dijalankan.

Kata Kunci: *freemium*, MOCC, pelatihan perencanaan karier, pengembangan model bisnis

ABSTRACT

DEVELOPMENT OF AN ONLINE CAREER PLANNING TRAINING BUSINESS MODEL AT AIDE CONSULTANT INDONESIA

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The primary objective of this research is to develop an appropriate business model for Aide Consultant Indonesia to meet the needs of the workforce. The research has five specific objectives. First, to analyze the current business model of the company. Second, to conduct an empathy map analysis of potential consumers. Third, to analyze the business model patterns of competitors. Fourth, to design a new business model for the company. Fifth, to conduct a feasibility analysis of the proposed new business model.

This research employs a qualitative method supported by a quantitative method. The data sources used are primary data from interviews and surveys. Interview questions are structured based on the components of the business model canvas, while survey questions are based on the empathy map. Data collection was carried out from November 2023 to March 2024. Interviews were conducted with two sources: company representatives and individual sources. The company sources are the CEO of Aide Consultant Indonesia and the Director of PT Engineering Career Center as a competitor. Individual sources are two people who have previously purchased online career training services. Surveys were conducted on 52 respondents who have participated in online career training programs and have internet access, selected through purposive sampling. The data obtained were then analyzed qualitatively and quantitatively. Interview results were analyzed using content analysis and interpreted into the nine blocks of the business model canvas, while survey results were analyzed using descriptive statistical analysis. Quantitative analysis was also performed by calculating the NPV, IRR, PI, and PP values.

The analysis results indicate that Aide Consultant Indonesia business model development is driven by customer offerings. The business pattern used is freemium, in collaboration with industry and educational partners. The business model development requires an MOCC infrastructure development investment of IDR 72,500,000. The financial feasibility analysis of the business model development provides an NPV value of IDR 108,420,603, an IRR value of 22%, a PI value of 1.49 times, and a PP of 2.84 years. These results conclude that the business model development of Aide Consultant Indonesia is feasible to implement.

Keywords: freemium, MOCC, career planning training, business model development.