

INTISARI

Penelitian ini membahas rancangan model bisnis Floracycle, yaitu bisnis pengolahan limbah bunga potong florist dengan teknik biokonversi. Floracycle menggunakan kanvas model bisnis yang terdiri dari 9 blok, yaitu segmen pelanggan, proposisi nilai, saluran, hubungan pelanggan, mitra kunci, aktivitas kunci, sumber daya kunci, arus pendapatan, dan struktur biaya. Metode yang digunakan pada penelitian ini adalah kualitatif yang didukung dengan kuantitatif. Data primer berupa hasil wawancara, observasi, dan peta empati dijabarkan secara deskriptif dan dielaborasi sehingga menghasilkan model bisnis Floracycle yang baik. Uji kelayakan dianalisis pada model bisnis Floracycle dan menghasilkan nilai yang baik. Diperoleh *net present value* positif sebesar Rp567.288.234, *internal rate of return* mencapai 161%, dan *payback period* selama 8 bulan. Dapat dikatakan, dengan skenario normal, hasil perhitungan NPV, IRR dan PBP mendukung kelanjutan proyek Floracycle.

Kata kunci: limbah bunga potong, budidaya maggot, kanvas model bisnis

ABSTRACT

This research discusses the business model design of Floracycle, a business that processes florist cut flower waste using bioconversion techniques. Floracycle uses a business model canvas consisting of 9 blocks: customer segments, value propositions, channels, customer relationships, key partners, key activities, key resources, revenue streams, and cost structure. The method used in this research is qualitative, supported by quantitative data. Primary data from interviews, observations, and empathy maps are described descriptively and elaborated to produce a well-structured Floracycle business model. A feasibility test was conducted on the Floracycle business model, resulting in positive outcomes. A positive net present value of IDR 567,288,234 was obtained, with an internal rate of return of 161%, and a payback period of 8 months. It can be stated that, under normal scenarios, the calculated NPV, IRR, and PBP support the continuation of the Floracycle project.

Keywords: cut flower waste, maggot cultivation, business model canvas