

INTISARI

Van Vet Boarding and Care adalah layanan penginapan dan perawatan hewan yang memiliki berbagai fasilitas yang menunjang kesejahteraan hewan di Yogyakarta. Layanan yang diberikan berupa penginapan, toko hewan, perawatan hewan, pelatihan hewan, pengasuhan hewan, praktik dokter hewan, dan antar jemput yang terdapat di satu bangunan. Bangunan yang dirancang dengan konsep natural living yang mampu mensejahterakan, memberikan kenyamanan, dan keamanan bagi hewan peliharaan selama ditinggalkan oleh pemiliknya. Namun, diperlukan penelitian lebih mendalam terkait perancangan model bisnis yang sesuai untuk Van Vet Boarding and Care, yang akan berguna sebagai panduan dalam mengoperasikan bisnisnya. Oleh karena itu, dilakukan penelitian untuk merancang model bisnis Van Vet Boarding and Care, yang dilengkapi dengan analisis peta empati calon pelanggan serta evaluasi kelayakan bisnisnya.

Penelitian ini menggunakan metode kualitatif yang didukung dengan metode kuantitatif. Sumber data yang digunakan adalah data primer yang dikumpulkan melalui survei dan wawancara. Survei dilakukan dengan menyebarkan kuesioner kepada calon pelanggan berdasarkan acuan peta empati. Dalam penelitian ini, wawancara dilakukan terhadap dua kategori narasumber yaitu narasumber dari perusahaan yang merupakan pemilik bisnis serupa dengan Van Vet Boarding and Care, dan narasumber individu yang memiliki hewan peliharaan serta pernah menggunakan tempat penginapan dan perawatan hewan di Yogyakarta. Survei yang telah dilakukan dianalisis menggunakan statistik deskriptif untuk menghasilkan peta empati yang menggambarkan kekhawatiran dan harapan calon pelanggan. Selain itu, data wawancara kemudian diolah melalui analisis konten dan diinterpretasikan ke dalam sembilan blok Kanvas Model Bisnis. Selain itu, metode kuantitatif dalam penelitian ini juga diterapkan untuk menguji kelayakan bisnis Van Vet Boarding and Care dengan perhitungan *Net Present Value* (NPV), *Internal Rate of Return* (IRR), dan *Payback Period* (PP).

Data penelitian yang diperoleh dalam penelitian ini diolah menjadi peta empati dan rancangan model bisnis yang sesuai untuk Van Vet Boarding and Care. Berdasarkan analisis kelayakan finansial Van Vet Boarding and Care, didapatkan hasil *Net Present Value* (NPV) sebesar Rp3,017,804,758, *Internal Rate of Return* (IRR) sebesar 43,95% dan nilai *Payback Period* (PP) selama 2 tahun 6 bulan. Sehingga dapat disimpulkan, berdasarkan analisis kelayakan finansial tersebut, maka Van Vet Boarding and Care terbilang layak untuk dijalankan.

Kata Kunci: Model Bisnis, Penginapan Hewan, Perawatan Hewan, Pelatihan Hewan, Kehidupan Alami

ABSTRACT

Van Vet Boarding and Care is a comprehensive pet boarding and care service located in Yogyakarta, offering a wide array of facilities designed to enhance the welfare of animals. The services provided include accommodation, pet shop, pet grooming, pet training, pet sitting, veterinary services, and shuttle transportation, all housed within a single facility. This establishment is meticulously designed with a "natural living" concept, aimed at ensuring the well-being, comfort, and safety of pets during their owners' absence. However, there is a pressing need for a more rigorous study to develop a business model that is appropriately tailored for Van Vet Boarding and Care, which will serve as a strategic guide for its operational management. Consequently, this research has been undertaken to design a business model for Van Vet Boarding and Care, incorporating an analysis of prospective customers' empathy maps alongside an evaluation of the business's financial viability.

The research methodology employed is predominantly qualitative, supported by quantitative methods. Primary data were obtained through surveys and interviews. The survey involved the distribution of questionnaires to potential customers, structured according to the empathy map framework. Interviews were conducted with two distinct respondent categories: firstly, with representatives from companies managing similar businesses to Van Vet Boarding and Care, and secondly, with individual pet owners who have previously utilized pet lodging and care services in Yogyakarta. The survey data were analyzed using descriptive statistics to develop an empathy map, which elucidates the concerns and expectations of prospective customers. Additionally, the interview data were subjected to content analysis and subsequently interpreted within the framework of the Business Model Canvas's nine blocks. Furthermore, quantitative methods were employed to assess the financial viability of Van Vet Boarding and Care, utilizing calculations of Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP).

The findings of this study include the development of an empathy map and a business model specifically tailored for Van Vet Boarding and Care. The financial feasibility analysis yielded an NPV of IDR 3.017.804.758, an IRR of 43.95%, and a PP of 2 years and 6 months. These results indicate that Van Vet Boarding and Care is financially viable and feasible for implementation.

Keywords: Business Model, Pet Boarding, Pet Care, Pet Training, Natural Living