

## ABSTRAK

Dalam menghadapi era ekonomi kreatif abad ke-21, perubahan globalisasi telah mengubah lanskap ekonomi dunia secara signifikan. Seiring dengan perkembangan ini, ruang kerja kolaboratif atau *creative workspace* telah muncul sebagai solusi dinamis untuk mendukung interaksi, kolaborasi, dan inovasi lintas bisnis. Ruang kerja kolaboratif telah menjadi solusi inovatif dalam mendukung kreativitas dan kolaborasi di kalangan profesional muda, wirausahawan, dan komunitas bisnis, terutama dalam konteks ekonomi kreatif di Indonesia. Oleh karena itu, penelitian ini dilakukan dengan tujuan untuk merancang model bisnis Reyna Creative Workspace

Analisis dilakukan menggunakan kerangka Business Model Canvas (BMC) untuk mengidentifikasi dan menggambarkan sembilan elemen penting dari model bisnis, yaitu segmen pelanggan, proposisi nilai, saluran distribusi, hubungan pelanggan, arus pendapatan, sumber daya utama, aktivitas kunci, kemitraan utama, dan struktur biaya. Selain itu, Empathy Map digunakan untuk memahami lebih dalam kebutuhan, keinginan, dan permasalahan pengguna potensial.

Metode yang digunakan pada penelitian ini menggunakan metode kualitatif yang didukung dengan metode kuantitatif. Pengumpulan data dilakukan dengan melakukan wawancara kepada dua pemilik usaha serupa dan dua calon pelanggan pada perspektif pekerja serta survei dengan kuesioner kepada 31 responden dengan kriteria tertentu.

Hasil penelitian ini adalah gambaran dari perancangan model bisnis Reyna Creative Workspace dalam bentuk kanvas model bisnis, peta empati dan analisis kelayakan finansial. Berdasarkan analisis kelayakan finansial, didapatkan nilai NPV yang positif dengan keuntungan sebesar Rp,1.701.484.649, IRR sebesar 28% dan PP selama 2,7 tahun. Maka dengan hasil tersebut, dapat dikatakan bahwa bisnis Reyna Creative Workspace layak untuk dijalankan.

Kata kunci: *creative workspace*, kanvas model bisnis, peta empati, analisis kelayakan finansial,

## ABSTRACT

In facing the creative economy era of the 21st century, globalization changes have significantly transformed the world's economic landscape. Along with this development, collaborative workspaces or creative workspaces have emerged as dynamic solutions to support interaction, collaboration, and cross-business innovation. Collaborative workspaces have become innovative solutions in fostering creativity and collaboration among young professionals, entrepreneurs, and the business community, particularly in the context of the creative economy in Indonesia. Therefore, this research was conducted with the aim of designing a business model for Reyna Creative Workspace.

The analysis was carried out using the Business Model Canvas (BMC) framework to identify and describe the nine essential elements of the business model, namely customer segments, value propositions, distribution channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Additionally, an Empathy Map was used to gain a deeper understanding of the needs, desires, and problems of potential users.

This research employed a qualitative method supported by quantitative methods. Data collection was conducted through interviews with two similar business owners and two prospective customers from a worker's perspective, as well as a survey with questionnaires distributed to 31 respondents with specific criteria.

The results of this research include the design of Reyna Creative Workspace's business model in the form of a business model canvas, an empathy map, and a financial feasibility analysis. Based on the financial feasibility analysis, a positive NPV value was obtained with a profit of IDR 1,701,484,649, an IRR of 28%, and a payback period (PP) of 2.7 years. Therefore, it can be concluded that the Reyna Creative Workspace business is feasible to be implemented.

**Keywords:** creative workspace, business model canvas, empathy map, financial feasibility analysis