ABSTRAK

Penelitian ini bertujuan untuk merancang model bisnis perumahan berkonsep skandinavia, yaitu Dreams Residence di Kabupaten Sleman. Selain itu, penelitian ini juga bertujuan menyusun model bisnis yang dapat dinilai layak dari aspek ekonomi dan non-ekonomi. Diharapkan, hasil penelitian ini dapat menjadi pedoman bagi pihak-pihak yang ingin mengembangkan bisnis perumahan berkonsep serupa serta menambah wawasan mengenai kelayakan bisnis perumahan skandinavia.

Penelitian ini menggunakan pendekatan kualitatif dan kuantitatif untuk menganalisis hasil wawancara, survei, serta aspek keuangan melalui analisis *Net Present Value (NPV), Internal Rate of Return (IRR), dan Payback Period (PP).* Data dikumpulkan melalui wawancara dengan pengembang perumahan, pembeli rumah dari pengembang, dan survei kepada calon pembeli potensial. Analisis data dilakukan melalui analisis isi, statistik deskriptif, serta evaluasi kelayakan ekonomi dan non-ekonomi.

Hasil penelitian disajikan dalam bentuk kanvas proposisi nilai, peta empati, kanvas model bisnis, serta analisis kelayakan ekonomi dan non-ekonomi yang berfungsi sebagai panduan perancangan model bisnis. Investasi awal yang diperlukan untuk bisnis ini sebesar Rp1.755.750.000,00, dengan hasil analisis ekonomi menunjukkan *NPV* senilai Rp1.139.940.949,00, IRR sebesar 25,81%, dan *Payback Period (PP)* selama 2 tahun 10 bulan. Berdasarkan analisis ini, model bisnis perumahan skandinavia Dreams Residence di Kabupaten Sleman dinyatakan layak untuk dilaksanakan.

Kata Kunci: Model Bisnis, Perumahan Skandinavia, Dreams Residence, Kelayakan Bisnis

ABSTRACT

This study aims to design a Scandinavian-concept housing business model, named Dreams Residence, in Sleman Regency. Additionally, it seeks to develop a business model that is feasible from both economic and non-economic perspectives. The findings of this study are expected to serve as a guideline for parties interested in developing similar housing concepts and to provide insights into the feasibility of the Scandinavian housing business.

This research employs both qualitative and quantitative approaches to analyze data from interviews, surveys, and financial evaluations, including Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) analyses. Data were collected through interviews with housing developers, home buyers, and surveys of potential buyers. The data analysis involved content analysis, descriptive statistics, and economic and non-economic feasibility assessments.

The study's findings are presented in the form of a value proposition canvas, empathy map, business model canvas, and economic and non-economic feasibility analysis, which serve as guides for designing the business model. The initial investment required for this business amounts to Rp1,755,750,000.00, with the economic analysis showing an NPV of Rp1,139,940,949.00, an IRR of 25.81%, and a Payback Period (PP) of 2 years and 10 months. Based on this analysis, the scandinavian housing business model Dreams Residence in Sleman Regency is deemed feasible for implementation.

Keywords: Business Model, Scandinavian Housing, Dreams Residence, Business Feasibility