

ABSTRAK

Industri kreatif di Indonesia terus mengalami pertumbuhan pesat, termasuk sektor pengolahan limbah furnitur yang memiliki potensi besar untuk diolah menjadi produk bernilai tinggi. Sayangnya, masih banyak pelaku industri pengolahan limbah furnitur yang kesulitan mengembangkan pemasaran, memperluas jaringan, dan memanfaatkan kanal digital secara optimal. Di sisi lain, kebutuhan akan instrumen musik yang unik, personal, dan ramah lingkungan semakin meningkat, terutama di kalangan komunitas musik, pelajar seni, dan generasi muda yang peduli pada isu keberlanjutan. Hal ini membuka peluang bisnis untuk mengintegrasikan bahan baku limbah berkualitas dengan kreativitas artisan instrumen musik melalui sebuah platform digital.

Penelitian ini bertujuan untuk merancang model bisnis Karya Nada, sebuah platform kustomisasi yang mempertemukan penyedia bahan baku limbah furnitur, artisan instrumen musik, dan konsumen dalam satu ekosistem yang terhubung. Penelitian dilakukan dengan metode wawancara mendalam bersama pelaku pengolahan limbah furnitur, artisan instrumen musik, dan penyedia platform teknologi, serta pengumpulan data melalui survei kuesioner berbasis Peta Empati terhadap calon konsumen. Data dianalisis menggunakan pendekatan Kanvas Model Bisnis (BMC), yang mencakup sembilan elemen utama: segmen pelanggan, proposisi nilai, saluran, hubungan pelanggan, sumber daya kunci, aktivitas kunci, kemitraan kunci, arus pendapatan, dan struktur biaya.

Hasil penelitian menghasilkan model bisnis yang kritis dan komprehensif dengan proposisi nilai utama berupa bahan baku premium berbasis limbah, fitur kustomisasi digital, storytelling asal bahan, serta penyelenggaraan workshop edukatif. Karya Nada juga dirancang memiliki saluran distribusi *hybrid* melalui aplikasi mobile, website, dan event offline untuk membangun komunitas kreatif. Analisis kelayakan finansial berdasarkan skenario normal, optimis, dan pesimis menunjukkan hasil NPV positif, IRR di atas suku bunga acuan, dan payback period yang cepat. Selain itu, rencana aksi, strategi mitigasi risiko, matriks kinerja, dan tahapan evaluasi disusun untuk memastikan keberlanjutan bisnis. Penelitian ini diharapkan dapat memberikan kontribusi nyata bagi pengembangan bisnis berbasis keberlanjutan dan ekonomi sirkular di Indonesia.

Kata Kunci: Model Bisnis, Karya Nada, Kanvas Model Bisnis, Peta Empati, Instrumen Musik Berbasis Limbah.

ABSTRACT

The creative industry in Indonesia is experiencing rapid growth, including the furniture waste processing sector, which holds great potential to be transformed into high-value products. However, many furniture waste processing businesses still face challenges in expanding their marketing reach, building broader networks, and utilizing digital channel effectively. On the other hand, the demand for unique, personalized, and environmentally friendly musical instruments is increasing, especially among music communities, art students, and environmentally conscious youth. This creates a business opportunity to integrate high-quality recycled materials with the creativity of musical instrument artisans through a digital platform.

This study aims to design the business model of Karya Nada, a customization platform that connects recycled furniture material suppliers, musical instrument artisans, and end consumers within an integrated ecosystem. The research was conducted through in-depth interviews with key stakeholders, including furniture waste processors, musical instrument artisans, and technology platform providers, along with the distribution of empathy map-based questionnaires to prospective customers. The collected data were analyzed using the Business Model Canvas (BMC) framework, which covers nine core elements: customer segment, value proposition, channel, customer relationship, key resources, key activities, key partnership, revenue streams, and cost structure.

The findings of this study result in a critical and comprehensive business model, with core value propositions such as premium recycled materials, interactive digital customization features, material storytelling, and educational workshops. Karya Nada is designed with hybrid distribution channel via mobile applications, websites, and offline events to foster a creative community. The financial feasibility analysis under normal, optimistic, and pessimistic scenarios demonstrates positive NPV, an IRR exceeding the benchmark interest rate, and a short payback period. Additionally, an action plan, risk mitigation strategies, performance measurement matrix, and evaluation stages have been formulated to ensure the business's sustainability. This research is expected to contribute significantly to the development of sustainable and circular economy-based creative businesses in Indonesia.

Keywords: Business Model, Karya Nada, Business Model Canvas, Empathy Map, Recycled Musical Instruments.