

## ABSTRAK

Masalah kucing liar di Indonesia, khususnya di daerah pedesaan, menimbulkan ancaman serius terhadap kesehatan masyarakat, kesejahteraan hewan, dan ekosistem lokal. Penelitian ini bertujuan untuk mengevaluasi efektivitas kolaborasi antara platform layanan kesehatan hewan digital PawLinc dan Badan Usaha Milik Desa (BUMDes) dalam menangani permasalahan tersebut. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan instrumen kuesioner dan data sekunder. Penelitian ini menerapkan tiga kerangka analisis, yaitu Porter's Five Forces untuk menganalisis daya saing industri, Model Tetrapreneur dan Model Praktik Terbaik G2R Tetrapreneur untuk menilai kolaborasi sosial kewirausahaan, serta Tahapan Pengembangan Produk untuk menilai kesiapan produk PawLinc.

Hasil penelitian menunjukkan bahwa ancaman pesaing baru terhadap PawLinc relatif rendah karena hambatan teknologi dan jaringan mitra yang kuat, sementara kekuatan tawar dokter hewan sebagai pemasok tergolong tinggi. Kolaborasi dengan BUMDes dinilai potensial berdasarkan indikator Tetra 1 (Rantai Wirausaha), khususnya dalam aspek distribusi dan akses informasi. Pengembangan produk PawLinc berada pada tahap desain awal dan menunjukkan potensi untuk dikembangkan lebih lanjut melalui pendekatan partisipatif desa. Kolaborasi ini dinilai relevan untuk mendukung pembangunan berkelanjutan di sektor kesehatan hewan, pemberdayaan masyarakat, dan perlindungan lingkungan.

**Kata Kunci:** Kucing Liar, PawLinc, BUMDes, *Porter's Five Forces*, Tetrapreneur, G2R Tetrapreneur, Pengembangan Produk.

## ABSTRACT

The issue of stray cats in Indonesia, especially in rural areas, presents a serious threat to public health, animal welfare, and local ecosystems. This study aims to evaluate the effectiveness of the collaboration between the digital veterinary service platform PawLinc and Village-Owned Enterprises (BUMDes) in addressing this issue. A descriptive quantitative approach was employed using questionnaires and secondary data. The research adopts three analytical frameworks: Porter's Five Forces to examine industry competitiveness, the Tetrapreneur Model and G2R Tetrapreneur Best Practice Model to assess social entrepreneurship collaboration, and the Product Development Stages to evaluate PawLinc's product readiness.

The research results show that the threat of new entrants in the digital pet care industry is relatively low due to high technological barriers and a strong network of partners, while the bargaining power of veterinarians as suppliers is high. The collaboration with BUMDes is considered promising, especially in the areas of logistics and information access, based on Tetra 1 (Chainpreneur). PawLinc's product development is currently at the early design stage and shows potential for further development through a participatory village-based approach. This collaboration is deemed relevant to support sustainable development in the fields of animal healthcare, community empowerment, and environmental conservation.

**Keywords:** *Stray Cats, PawLinc, BUMDes, Porter's Five Forces, Tetrapreneur, G2R Tetrapreneur, Product Development.*