

## ABSTRAK

Peningkatan jumlah kendaraan bermotor di Kabupaten Bantul mencerminkan tingginya kebutuhan akan layanan perawatan kendaraan seperti cuci motor dan mobil. Namun, sebagian besar penyedia jasa belum memberikan pengalaman yang nyaman bagi pelanggan selama masa tunggu. Di sisi lain, billiard semakin populer di kalangan generasi muda, namun masih sering diasosiasikan dengan lingkungan yang kurang ramah keluarga. Ketimpangan ini menjadi peluang untuk mengintegrasikan dua layanan dalam satu konsep yang sehat, produktif, dan menyenangkan.

Penelitian ini bertujuan merancang model bisnis Unity Zone sebagai integrasi layanan hiburan billiard dan cuci kendaraan bermotor. Pendekatan yang digunakan adalah *mixed methods* melalui wawancara pelaku usaha dan survei berbasis Peta Empati terhadap konsumen di Daerah Istimewa Yogyakarta. Analisis dilakukan menggunakan kerangka Business Model Canvas (BMC) yang mencakup sembilan elemen utama.

Unity Zone menghadirkan layanan terpadu cuci kendaraan dan hiburan billiard dalam satu tempat yang nyaman, bersih, dan bebas rokok serta alkohol. Pelanggan dapat mengisi waktu tunggu dengan aktivitas positif dalam suasana ramah keluarga. Promosi dilakukan melalui media sosial dan kerja sama dengan komunitas serta konten kreator lokal. Hubungan pelanggan dijaga melalui layanan ramah, program loyalti, dan sistem membership. Pendapatan diperoleh dari layanan inti, penjualan paket bundling, makanan-minuman, serta kolaborasi event dan UMKM lokal.

Analisis kelayakan finansial menunjukkan bahwa seluruh skenario (optimis, normal, dan pesimis) menghasilkan NPV positif, IRR di atas suku bunga acuan, dan *payback period* yang singkat. Hal ini membuktikan bahwa Unity Zone layak dikembangkan sebagai usaha inovatif dan berkelanjutan. Rencana aksi terbagi ke dalam tahap persiapan, eksekusi, dan evaluasi lanjutan untuk menjamin kelangsungan dan pertumbuhan bisnis.

*Kata Kunci: Model Bisnis, Unity Zone, Business Model Canvas, One-Stop Service, Cuci Kendaraan, Billiard, Kelayakan Finansial, Peta Empati.*

## ABSTRACT

*The increasing number of motorized vehicles in Bantul Regency indicates a growing need for vehicle maintenance services such as car and motorcycle washing. However, most service providers fail to offer a pleasant waiting experience for customers. Meanwhile, billiards is gaining popularity among young people but is still often associated with environments that are not family-friendly. This mismatch presents an opportunity to integrate the two services into a healthy, productive, and enjoyable concept.*

*This research aims to design the Unity Zone business model, integrating billiard entertainment and motor vehicle washing services. The study uses a mixed-methods approach, combining interviews with business owners and empathy map-based surveys of consumers in the Yogyakarta Special Region. The analysis adopts the Business Model Canvas (BMC) framework, covering nine essential components.*

*Unity Zone offers a one-stop service that combines vehicle washing and billiard entertainment in a clean, comfortable, smoke-free, and alcohol-free setting. Customers can spend their waiting time engaging in positive activities in a family-friendly environment. Promotion strategies include social media marketing and collaborations with communities and local content creators. Customer relationships are maintained through friendly service, loyalty programs, and a membership system. Revenue streams include core services, bundled packages, food and beverage sales, and collaborations with events and local SMEs.*

*Financial feasibility analysis shows that under all scenarios (optimistic, normal, and pessimistic), the business generates positive NPV, IRR exceeding benchmark rates, and short payback periods, indicating that Unity Zone is a financially viable, innovative, and sustainable business. The action plan is divided into preparation, execution, and evaluation stages to ensure business continuity and growth.*

*Keywords: Business Model, Unity Zone, Business Model Canvas, One-Stop Service, Vehicle Wash, Billiards, Financial Feasibility, Empathy Map.*