ABSTRAK

Peningkatan jumlah populasi lansia di perkotaan Indonesia, termasuk Kota Bandung menjadi latar belakang utama dirancangnya *Senior Activity Club*, sebuah layanan komunitas lansia berbasis pendekatan multidimensi yang menekankan aspek fisik, sosial, dan psikologis. Penelitian ini bertujuan menyusun rencana bisnis yang inklusif dan layak secara ekonomi melalui pendekatan mixed methods, yaitu eksplorasi kualitatif terhadap kebutuhan dan preferensi lansia, serta analisis kuantitatif untuk menilai kelayakan finansial bisnis.

Penelitian dilakukan melalui pendekatan gabungan antara eksplorasi kebutuhan lansia dan keluarga mereka, wawancara dengan calon mitra strategis, serta analisis pasar dan keuangan. Berbagai program dirancang, mulai kegiatan kebugaran, kegiatan seni, kegiatan hobi, konsultasi dan rekreasi. Sumber pendapatan berasal dari keanggotaan, layanan tambahan dan kolaborasi kemitraan.

Analisis finansial menunjukkan bahwa rencana bisnis ini memiliki indikator kelayakan baik dalam skenario optimis, skenario moderat dan skenario realistis. Nilai NPV yang positif berada di atas nol, IRR yang melampaui tingkat biaya modal, serta *payback period* dalam batas waktu yang wajar, memberikan sinyal awal bahwa *Senior Activity Club* berpotensi untuk dikembangkan lebih lanjut, baik dari sisi ekonomi maupun sosial. Rencana aksi telah disusun secara bertahap mulai dari pembentukan tim, pelatihan SDM, uji coba layanan, hingga pengembangan skala. Harapannya, klub ini bukan hanya tempat beraktivitas, tetapi menjadi rumah kedua bagi para lansia sebagai tempat mereka merasa diterima, dihargai, dan tetap bisa tumbuh.

Kata kunci: Lansia, Penuaan Sehat, Komunitas, Perencanaan Bisnis

ABSTRACT

The increasing elderly population in urban areas in Indonesia, including Bandung, is the primary driving force behind the design of the Senior Activity Club, a multidimensional community service for seniors that emphasizes physical, social, and psychological aspects. This research aims to develop an inclusive and economically viable business plan through a mixed-methods approach: qualitative exploration of the needs and preferences of seniors, and quantitative analysis to assess the business's financial viability.

The research was conducted through a combined approach of exploring the needs of seniors and their families, interviews with potential strategic partners, and market and financial analysis. Various programs were designed, including fitness activities, arts activities, hobbies, consultations, and recreation. Revenue sources come from memberships, additional services, and collaborative partnerships.

Financial analysis shows that this business plan has good feasibility indicators in optimistic, moderate, and realistic scenarios. A positive Net Present Value (NPV) above zero, an Internal Rate of Return (IRR) exceeding the cost of capital, and a reasonable payback period (PP) provide early signals that the Senior Activity Club has the potential for further development, both economically and socially. An action plan has been developed in stages, starting from team formation, Human Resources training, service trials, and scale-up. It is hoped that this club will not only be a place for activities, but also become a second home for seniors, a place where they feel accepted, valued, and able to continue growing.

Keywords: Elderly, Healthy Aging, Community, Business Planning