



INTISARI

Penelitian ini bertujuan untuk merancang model bisnis platform digital kuliner “Nusantara dalam Rasa” yang berfokus pada pelestarian dan pengembangan kuliner nusantara melalui pendekatan bisnis berbasis teknologi. Latar belakang penelitian ini berangkat dari tantangan masyarakat yang sulit menemukan dan menjangkau kuliner nusantara. Selain itu, pelaku usaha kuliner nusantara yang masih terbatas dalam akses pasar digital dan keterbatasan logistik serta distribusi. Melalui platform yang dirancang, diharapkan dapat tercipta ruang bagi pelaku usaha kuliner nusantara untuk memperluas jangkauan pasar sekaligus menghadirkan nilai tambah bagi konsumen melalui pengalaman kuliner yang autentik.

Metode penelitian menggunakan pendekatan kualitatif dan kuantitatif. Data dikumpulkan melalui survei kepada 85 responden dan wawancara mendalam dengan pelaku usaha kuliner nusantara serta pengembang platform. Analisis data dilakukan dengan menyusun peta empati pelanggan dan pelaku usaha, yang kemudian digunakan sebagai dasar penyusunan kanvas model bisnis. Selanjutnya, dilakukan analisis kelayakan finansial dengan indikator *Net Present Value* (NPV), *Internal Rate of Return* (IRR), dan *Payback Period* (PP).

Model bisnis “Nusantara dalam Rasa” mencakup sembilan blok kanvas dengan fokus pada proposisi nilai berupa pelestarian kuliner nusantara, kanal distribusi melalui platform digital dan media sosial, serta aliran pendapatan dari biaya komisi, langganan premium, dan layanan iklan. Analisis kelayakan finansial menunjukkan prospek positif, dengan nilai NPV sebesar Rp 633.521.887, IRR sebesar 45%, dan Payback Period selama 3 tahun 4 bulan. Hal ini menandakan bahwa model bisnis platform ini layak untuk diimplementasikan, dengan potensi memberikan keuntungan sekaligus dampak sosial berupa pelestarian budaya kuliner Indonesia.

Rencana aksi implementasi model bisnis disusun dalam tiga tahap. Tahap persiapan meliputi riset pasar, pendirian perusahaan, penyusunan SOP, pengembangan platform, kerja sama dengan mitra logistik dan pembayaran, hingga perekrutan pelaku usaha. Tahap pelaksanaan berfokus pada peluncuran platform, strategi promosi digital, kolaborasi dengan influencer, serta pengelolaan operasional harian. Tahap evaluasi dilakukan secara berkelanjutan melalui indikator kinerja finansial dan non-finansial, seperti pertumbuhan jumlah pengguna, tingkat kepuasan pelanggan, serta partisipasi UMKM. Selain itu, penelitian ini juga mengidentifikasi risiko industri, finansial, operasional, teknologi, hukum, serta keamanan data, dengan strategi mitigasi yang relevan agar keberlangsungan platform tetap terjaga.

Kata Kunci: Bisnis Platform, Kuliner Nusantara, Perancangan Model Bisnis



ABSTRACT

This study aims to design a business model for the “Nusantara dalam Rasa” digital culinary platform that focuses on preserving and developing Indonesian cuisine through a technology-based business approach. The background to this research stems from the challenges faced by the public in finding and accessing Indonesian cuisine. Furthermore, Indonesian culinary entrepreneurs still have limited access to digital markets and limited logistics and distribution. Through the designed platform, it is hoped that a space can be created for local businesses to expand their market reach while providing added value to consumers through an authentic culinary experience.

The research method uses a qualitative and quantitative approach. Data was collected through a survey of 85 respondents and in-depth interviews with Indonesian culinary businesses and platform developers. Data analysis was conducted by compiling customer and business operator empathy maps, which were then used as the basis for developing a business model canvas. Subsequently, a financial feasibility analysis was conducted using the Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) indicators. The “Nusantara dalam Rasa” business model comprises nine canvas blocks focusing on value propositions such as preserving Indonesian cuisine, distribution channels through digital platforms and social media, and revenue streams from commission fees, premium subscriptions, and advertising services. The financial feasibility analysis shows positive prospects, with an NPV of IDR 633,521,887, an IRR of 45%, and a payback period of 3 years and 4 months. This indicates that the platform's business model is feasible to implement, with the potential to generate profits and have a social impact in the form of preserving Indonesian culinary culture.

The action plan for implementing the business model is divided into three stages. The preparation stage includes market research, company establishment, SOP development, platform development, collaboration with logistics and payment partners, and recruitment of business actors. The implementation stage focuses on platform launch, digital promotion strategies, collaboration with influencers, and daily operational management. The evaluation stage is carried out continuously through financial and non-financial performance indicators, such as user growth, customer satisfaction levels, and MSME participation. In addition, this study also identifies industrial, financial, operational, technological, legal, and data security risks, with relevant mitigation strategies to ensure the platform's sustainability.

Keywords: Business Model Design, Indonesian Cuisine, Platform Business