

ABSTRAK

PENGEMBANGAN MODEL BISNIS BERBASIS LANGGANAN PADA KONSULTAN DESAIN ARSITEKTUR DAN INTERIOR “WELLNODES STUDIO”

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Sektor konstruksi di Indonesia tengah menghadapi kontraksi pertumbuhan, persaingan yang semakin ketat, serta ketidaksesuaian antara beban kerja konsultan dengan imbal jasa yang diterima akibat praktik penekanan fee dan negosiasi harga yang merugikan konsultan. Di sisi internal, Wellnodes Studio masih sangat bergantung pada pola pembayaran berbasis proyek yang menimbulkan kerentanan terhadap stabilitas arus kas dan menyulitkan perusahaan dalam melakukan perencanaan jangka panjang. Berdasarkan situasi tersebut, penelitian ini bertujuan untuk merancang dan mengembangkan model bisnis berbasis langganan pada Wellnodes Studio yang dapat memberikan solusi terhadap masalah yang ada dalam sektor ini.

Penelitian ini dirancang untuk mengembangkan model bisnis berbasis langganan pada Wellnodes Studio dengan memanfaatkan pendekatan kualitatif deskriptif dan data kuantitatif. Data diperoleh melalui wawancara, observasi, serta analisis terhadap praktik eksisting pada model bisnis sejenis di industri kreatif. Penelitian ini mengidentifikasi sembilan elemen utama pada *Lean Business Canvas* yang mendasari rancangan model bisnis baru. Berdasarkan hasil perhitungan kelayakan finansial, model bisnis berbasis langganan pada Wellnodes Studio menunjukkan prospek yang positif dalam berbagai asumsi skenario. Dalam skenario normal, perhitungan menunjukkan NPV sebesar Rp201.291.229,23, dengan IRR sebesar 38% dan payback period selama 2,10 tahun. Skenario optimis menghasilkan NPV Rp697.111.982,27, IRR sebesar 89%, dan payback period selama 4 bulan. Sedangkan dalam skenario pesimis, NPV mencapai Rp14.353.451,71, dengan IRR 13% dan payback period 3,8 tahun.

Hasil perhitungan kelayakan bisnis menunjukkan bahwa pengembangan model bisnis berbasis langganan pada konsultan desain arsitektur dan interior dapat menjadi solusi yang efektif bagi pelaku usaha di sektor serupa. Model ini akan dilengkapi dengan desain platform berbasis website yang berfungsi sebagai sarana interaksi dan transaksi antara konsultan dan klien. Dengan demikian, model bisnis berbasis langganan ini dapat dipandang sebagai alternatif strategis yang memungkinkan studio memperoleh aliran pendapatan rutin, meningkatkan efisiensi operasional, serta memperkuat hubungan jangka panjang dengan klien.

Kata Kunci: Konsultan Arsitektur, Berbasis Langganan, Model Kanvas Lean

ABSTRACT

SUBSCRIPTION-BASED BUSINESS MODEL DEVELOPMENT FOR THE ARCHITECTURE AND INTERIOR DESIGN CONSULTANT “WELLNODES STUDIO”

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The construction sector in Indonesia is currently facing growth contraction, increasing competition, and discrepancies between consultants' workloads and the fees they receive, largely due to fee suppression practices and unfavorable price negotiations that disadvantage consultants. Internally, Wellnodes Studio, an architectural consulting firm based in Yogyakarta, remains heavily dependent on project-based payment schemes, which create vulnerabilities in cash flow stability and hinder the company's ability to conduct long-term planning. Based on these circumstances, this study aims to design and develop a subscription-based business model for Wellnodes Studio that can provide solutions to the existing challenges in the sector.

This research is designed to develop a subscription-based business model at Wellnodes Studio by employing a descriptive qualitative approach complemented with quantitative data. Data were collected through interviews, observations, and comparative analysis of existing practices and similar business models in the creative industry. Using the Lean Business Canvas framework, the study identifies nine key elements as the foundation for the new business model design. Based on financial feasibility calculations, the subscription-based business model at Wellnodes Studio demonstrates positive prospects under various scenario assumptions. In the normal scenario, the results show an NPV of IDR 201,291,229.23, an IRR of 38%, and a payback period of 2.10 years. The optimistic scenario yields an NPV of IDR 697,111,98.,27, an IRR of 89%, and a payback period of 4 months. Meanwhile, in the pessimistic scenario, the NPV reaches IDR 14,353,451.71, with an IRR of 13% and a payback period of 3.8 years.

The results of the business feasibility analysis indicate that the development of a subscription-based business model for architectural and interior design consulting firms can serve as an effective solution for similar enterprises in the sector. This model will be supported by the design of a web-based platform functioning as an interaction and transaction medium between consultants and clients. Consequently, the subscription-based business model can be regarded as a strategic alternative that enables studios to secure recurring revenue streams, enhance operational efficiency, and strengthen long-term client relationships.

Keywords: Architectural Consulting, Subscription-Based, Lean Business Canvas.