



## INTISARI

Penelitian ini bertujuan untuk merancang rencana bisnis brand parfum lokal bernama LYR yang mengusung konsep eco-friendly sebagai strategi diferensiasi dalam industri wewangian yang semakin kompetitif. Latar belakang penelitian ini didasari oleh meningkatnya kesadaran konsumen terhadap keberlanjutan lingkungan, pergeseran preferensi pasar menuju produk beretika (ethical consumption), serta pertumbuhan signifikan industri personal care dan lifestyle fragrance di Indonesia.

Metodologi penelitian menggunakan pendekatan desain rencana bisnis (*business plan*) dengan integrasi analisis kualitatif dan kuantitatif. Tahapan penelitian meliputi analisis lingkungan eksternal dan analisis lingkungan internal serta perancangan strategi pemasaran menggunakan kerangka Segmenting, Targeting, Positioning (STP) dan Marketing Mix berdasarkan data preferensi customer yang diperoleh. Aspek keuangan dianalisis menggunakan proyeksi arus kas lima tahun, serta pengukuran kelayakan investasi melalui Net Present Value (NPV), Internal Rate of Return (IRR), dan Payback Period (PP).

Hasil penelitian menunjukkan bahwa LYR memiliki prospek bisnis yang menjanjikan di segmen urban millennials dan Gen Z dengan sensitivitas tinggi terhadap nilai keberlanjutan. Diferensiasi utama terletak pada penggunaan bahan alami, kemasan isi ulang (refillable packaging), serta narasi merek yang menekankan hubungan emosional antara identitas personal dan alam melalui tagline “Your Nature, Your LYR.” Analisis keuangan memperlihatkan nilai NPV positif, IRR di atas tingkat diskonto, dan proyeksi Payback Period yang menunjukkan kelayakan finansial pada tahun ketiga operasional.

Secara keseluruhan, penelitian ini berkontribusi terhadap pengembangan literatur mengenai green entrepreneurship dan sustainable branding di sektor industri kreatif, serta memberikan kerangka aplikatif bagi wirausaha lokal dalam merancang model bisnis yang berorientasi pada keberlanjutan ekonomi, sosial, dan lingkungan.

Kata kunci: *rencana bisnis, parfum berkelanjutan, green entrepreneurship, sustainable branding, eco-friendly innovation, strategi pemasaran*



## ABSTRACT

*This study aims to design a comprehensive business plan for LYR, a local fragrance brand that adopts an eco-friendly paradigm as its core differentiation strategy within an increasingly saturated and competitive perfume industry. The rationale underpinning this research is informed by the rising consumer consciousness regarding environmental sustainability, the ongoing shift toward ethical and responsible consumption, and the robust growth trajectory of Indonesia's personal care and lifestyle fragrance markets.*

*Methodologically, the research employs a business plan design framework that integrates qualitative and quantitative analytical approaches. The research stages comprise an assessment of the external business environment, an internal organizational analysis, and the development of marketing strategies using the Segmenting, Targeting, and Positioning (STP) framework as well as the Marketing Mix, derived from empirically collected customer preference data. The financial dimension is examined through a five-year cash-flow projection and an investment feasibility analysis utilizing Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period (PP) metrics.*

*The findings indicate that LYR has promising business prospects within the urban millennial and Gen Z segments, which demonstrate high sensitivity toward sustainability values. Its main differentiation lies in the use of natural ingredients, refillable packaging, and a brand narrative that emphasizes the emotional connection between personal identity and nature, reflected in the tagline "Your Nature, Your LYR." The financial analysis shows a positive NPV, an IRR that exceeds the discount rate, and a projected Payback Period indicating financial feasibility by the third year of operation.*

*Overall, this study contributes to the development of literature on green entrepreneurship and sustainable branding within the creative industry sector, and provides an applicable framework for local entrepreneurs in designing business models oriented toward economic, social, and environmental sustainability.*

*Keywords: business plan, sustainable perfume, green entrepreneurship, sustainable branding, eco-friendly innovation, marketing strategy*