

INTISARI

Penelitian ini bertujuan merancang model bisnis layanan pendampingan untuk orang tua dengan anak berkebutuhan khusus (ABK), yang berfokus pada dukungan emosional, psikologis, edukatif, dan sosial. Data dikumpulkan melalui survei terhadap 66 orang tua ABK dan wawancara mendalam, yang dianalisis menggunakan peta empati untuk menggali kebutuhan utama mereka. Metode yang digunakan adalah analisis kuantitatif dan kualitatif.

Hasil survei menunjukkan mayoritas orang tua menghadapi tekanan emosional tinggi, terutama terkait pengasuhan dan keterbatasan akses layanan. Kebutuhan akan dukungan psikologis dan sosial yang berkelanjutan menjadi temuan utama. Berdasarkan hasil ini, model bisnis dirancang menggunakan *Business Model Canvas* (BMC), mencakup komponen layanan konseling, pelatihan pengasuhan, komunitas orang tua, dan platform digital untuk akses daring. Analisis kelayakan finansial pada skenario normal diperoleh NPV sebesar Rp479.495.448 menunjukkan investasi layak secara finansial, dengan BCR sebesar 7,44 artinya proyek efisien, IRR sebesar 39 persen dan *payback period* selama 6,46 tahun. Pada skenario optimis diperoleh NPV sebesar Rp1.813.716.527 jauh lebih tinggi dibandingkan skenario normal, dengan BCR sebesar 36,47 artinya proyek sangat efisien, IRR sebesar 97 persen dan *payback period* selama 4,28 tahun. Sementara pada skenario pesimis diperoleh NPV sebesar Rp147.709.103 lebih rendah dibandingkan skenario normal, dengan BCR sebesar 2,40 artinya proyek masih efisien, IRR mendekati 13,19 persen dan *payback period* selama 8,97 tahun.

Tindak lanjut yang disarankan meliputi penguatan kolaborasi dengan mitra strategis seperti sekolah inklusif dan rumah sakit, serta pengembangan platform digital untuk memperluas jangkauan layanan. Evaluasi dan peningkatan berkelanjutan juga penting untuk memastikan efektivitas dan keberlanjutan layanan di masa depan.

Kata kunci: model bisnis, anak berkebutuhan khusus, peta empati, *Business Model Canvas*

ABSTRACT

This study aims to design a business model for assistance services for parents with children with special needs (ABK), focusing on emotional, psychological, educational, and social support. Data was collected through a survey of 66 parents of ABK and in-depth interviews, which were analyzed using empathy maps to explore their main needs. The methods used were quantitative and qualitative analysis.

The survey results showed that the majority of parents faced high emotional pressure, especially related to parenting and limited access to services. The need for ongoing psychological and social support was a key finding. Based on these results, a business model was designed using the Business Model Canvas (BMC), covering components of counseling services, parenting training, parent communities, and a digital platform for online access. The financial feasibility analysis in the normal scenario obtained an NPV of IDR479,495,448, indicating that the investment is financially feasible, with a BCR of 7.44, meaning that the project is efficient, an IRR of 39 percent, and a payback period of 6.46 years. In the optimistic scenario, the NPV is IDR1,813,716,527, which is much higher than in the normal scenario, with a BCR of 36.47, meaning that the project is highly efficient, an IRR of 97 percent, and a payback period of 4.28 years. Meanwhile, in the pessimistic scenario, the NPV is IDR147,709,103 project is still efficient, with a BCR of 2.40, an IRR of 13.19 percent, and a payback period of 8.97 years.

Recommended follow-up actions include strengthening collaboration with strategic partners such as inclusive schools and hospitals, as well as developing a digital platform to expand service coverage. Continuous evaluation and improvement are also important to ensure the effectiveness and sustainability of services in the future.

Keywords: business model, children with special needs, empathy map, Business Model Canvas