



INTISARI

Banyaknya pendatang baru di Kota Yogyakarta membawa pengaruh terhadap kebutuhan di dalam masyarakat, khususnya bagi ibu hamil dan pasca melahirkan. Kebutuhan-kebutuhan tersebut meliputi penyelenggaraan acara-acara terkait masa kehamilan, kebutuhan terhadap pemenuhan makanan sehari-hari, serta berbagai kebutuhan lainnya selama masa kehamilan hingga pasca melahirkan yang tidak mampu dipenuhi sendiri. Jasa pelayanan bagi ibu hamil dan pasca melahirkan di Kota Yogyakarta memiliki peluang untuk dikembangkan. Terlebih lagi belum ada jasa yang secara khusus hanya menawarkan pelayanan bagi ibu hamil dan pasca melahirkan secara lengkap di Yogyakarta.

Penelitian ini ditujukan untuk merancang model bisnis Rewang Ibu yang ditunjukkan pada segmen tertentu yaitu ibu hamil dan ibu pasca melahirkan. Rancangan model bisnis ini dibuat sebagai bentuk bisnis baru yang belum ada sebelumnya. Penelitian ini termasuk pada jenis penelitian kualitatif yang menggunakan pendekatan narasi dan menggunakan sumber data primer. Data primer diperoleh melalui metode wawancara kepada pemilik usaha, dan survei kepada calon konsumen. Analisis model bisnis dijelaskan menggunakan pendekatan kanvas model bisnis, dan peta empati. Hasil analisis kelayakan bisnis menunjukkan NPV sebesar Rp539.447.366, IRR sebesar 29% , dan *payback period* selama 19 bulan . Hasil analisis menyatakan bahwa model bisnis Rewang Ibu layak untuk diimplementasikan.

Kata kunci: jasa khusus ibu hamil, jasa khusus pasca melahirkan, Rewang Ibu, peta empati, kanvas model bisnis.



ABSTRACT

The large number of newcomers in Yogyakarta City has an influence on the needs in the community, especially for pregnant women and postpartum. These needs include the provision of pregnancy-related events, the need for daily food, as well as various other needs during pregnancy to post-birth that can't be fulfilled alone. Services for pregnant and post-natal women in Yogyakarta City have the opportunity to be developed. Moreover there is no service that specifically only offers services for pregnant women and post-birth as one stop services in Yogyakarta.

This research is aimed to design the business model of Rewang Ibu which is shown in certain segments of pregnant mother and postpartum mother. The design of this business model is created as a new form of business that has not existed before. This research includes the type of qualitative research using narrative approach and using primary data source. Primary data were obtained through interview methods to business owners, and surveys to potential customers. Business model analysis is explained using a business model canvas approach, and empathy map. The result of business feasibility analysis shows NPV of Rp539.447.366, IRR of 29%, and payback period for 19 months. The results of the analysis indicate that Rewang Ibu business model is feasible to be implemented.

Keywords: special services of pregnant women, special services postpartum, Rewang Ibu, empathy map, canvas business model.