

# **BUSINESS MODEL DESIGN FOR BELAJAR DARI MEREKA: AN EDTECH PLATFORM**

Thesis

As a partial fulfillment to achieve a Master Degree

Study Program in Master of Business Administration



Submitted by  
**Daniel Alexander**  
23/530776/PEK/30255

to  
**FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS GADJAH MADA  
2026**



## STATEMENT OF AUTHENTICITY OF WRITTEN THESIS

I, the undersigned, state that this written thesis entitled:

### **BUSINESS MODEL DESIGN FOR BELAJAR DARI MEREKA: AN EDTECH PLATFORM**

and presented for examination on March 06, 2026, is my own work.

I hereby solemnly state that this thesis does not contain, in whole or in part, the work of any other person, in the form of plagiarized or copied phrases or symbols showing the ideas or thoughts of another writer presented as if they were my own; nor does it contain, in part or in whole, writing that I have copied, plagiarized or taken from the writing of another person without recognizing the original author.

In the event that, knowingly or otherwise, I have undertaken the above, I shall withdraw the thesis I have presented as my own work. If, henceforth, it is proven that I copied or plagiarized the work of another person presenting it as if it were my own, the degree and diploma awarded by the university **shall be revoked**.

Yogyakarta, March 06, 2026

Signed

**Daniel Alexander**

1st Witness, the thesis advisor and member of the thesis examination team:

**Boyke Rudy Purnomo, S.E., M.M., Ph.D., CFP,**

2nd Witness, the member of the thesis examination team :

**Ike Janita Dewi, Dr., M.B.A.,**

3rd Witness, the member of the thesis examination team :

**Prof. Nurul Indarti, Sivilokonom., Cand.Merc., Ph.D.,**

## AUTHORIZATION

# **BUSINESS MODEL DESIGN FOR BELAJAR DARI MEREKA: AN EDTECH PLATFORM**

prepared and compiled by

**Daniel Alexander**

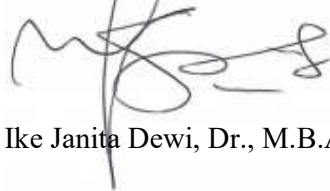
23/530776/PEK/30255

Has been defended before the Board of Examiners

On March 06, 2026

Board of Examiners

Examiner I



Ike Janita Dewi, Dr., M.B.A.,

Examiner II



Prof. Nurul Indarti, Sivilokonom.,  
Cand.Merc., Ph.D.,

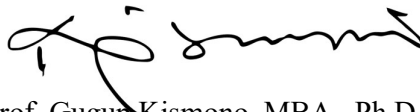
Examiner III/Advisor



Boyke Rudy Purnomo, S.E., M.M., Ph.D., CFP,

The Thesis has been accepted  
as a partial fulfillment to achieve a Master of Business Administration degree  
**Yogyakarta, March 06, 2026**

Director of Master of Business Administration Program

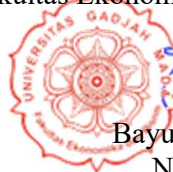



Prof. Gugup Kismono, MBA., Ph.D.  
NIP 196307051989111001

Mengetahui,

Wakil Dekan Bidang Akademik

Fakultas Ekonomika dan Bisnis Universitas Gadjah Mada



  
Bayu Sutikno, SE., M.S.M., Ph.D.  
NIP 197805202005011002