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Perancangan Model Bisnis Digital Content Distribution Network (DCDN) Melalui Platform ClipPro Berbasis Tiktok di Indonesia
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INTISARI

Industri pemasaran digital di Indonesia mengalami pertumbuhan pesat seiring dominasi TikTok sebagai platform distribusi konten utama. Namun, distribusi konten organik melalui jaringan *clipper* masih berjalan secara informal, tanpa perjanjian hukum yang mengikat, tanpa perlindungan hak kekayaan intelektual, dan tanpa transparansi data performa. Kondisi ini menciptakan risiko bagi merek maupun *clipper* serta menghambat skalabilitas ekosistem. Penelitian ini bertujuan merancang model bisnis *Digital Content Distribution Network* (DCDN) melalui platform ClipPro yang mampu menghubungkan merek dengan *clipper* secara profesional, legal, dan transparan berbasis TikTok.

Metode penelitian yang digunakan adalah pendekatan kualitatif deskriptif dengan dukungan data kuantitatif. Pengumpulan data dilakukan melalui wawancara mendalam dengan lima informan (dua dari sisi merek dan tiga dari sisi *clipper*), observasi sistematis terhadap ekosistem distribusi konten, serta studi dokumentasi. Rancangan model bisnis disusun menggunakan kerangka Kanvas Model Bisnis (*Business Model Canvas*) sembilan elemen, dilengkapi dengan analisis tata kelola dan analisis kelayakan finansial dalam tiga skenario.

Hasil penelitian menunjukkan bahwa model bisnis DCDN ClipPro layak secara finansial dalam skenario optimis, dengan *Net Present Value* (NPV) yang positif, *Internal Rate of Return* (IRR) sebesar 38%, dan *payback period* selama 2,2 tahun, serta mencapai titik impas pada tahun kedua operasional. Keunggulan utama model ini terletak pada integrasi tiga elemen yang belum dimiliki oleh entitas sejenis secara bersamaan, yaitu legitimasi hukum melalui Perjanjian Kerja Sama tiga pihak, perlindungan hak kekayaan intelektual, dan transparansi pembagian nilai melalui *dashboard* terpusat. Dengan demikian, DCDN ClipPro dapat menjadi solusi distribusi konten digital yang efisien, legal, dan berkelanjutan bagi ekosistem pemasaran digital di Indonesia.

Kata Kunci: Clipper, Distribusi Konten Digital, Kanvas Model Bisnis, Model Bisnis, Platform Dua Sisi, TikTok

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ABSTRACT

The digital marketing industry in Indonesia has experienced rapid growth alongside the dominance of TikTok as the primary content distribution platform. However, organic content distribution through clipper networks still operates informally, without binding legal agreements, intellectual property protection, or performance data transparency. This condition creates risks for both brands and clippers and hinders the scalability of the ecosystem. This study aims to design a Digital Content Distribution Network (DCDN) business model through the ClipPro platform that connects brands with clippers professionally, legally, and transparently based on TikTok.

The research method employed is a descriptive qualitative approach supported by quantitative data. Data collection was conducted through in-depth interviews with five informants (two from the brand side and three from the clipper side), systematic observation of the content distribution ecosystem, and documentation studies. The business model was designed using the nine-element Business Model Canvas framework, complemented by governance analysis and a financial feasibility assessment under three scenarios.

The results show that the DCDN ClipPro business model is financially feasible under the optimistic scenario, with a positive Net Present Value (NPV), an Internal Rate of Return (IRR) of 38%, and a payback period of 2.2 years, reaching the break-even point in the second year of operation. The main advantage of this model lies in the integration of three elements not simultaneously possessed by similar entities, namely legal legitimacy through a tripartite Cooperation Agreement, intellectual property protection, and value-sharing transparency through a centralized dashboard. Therefore, DCDN ClipPro can serve as an efficient, legal, and sustainable digital content distribution solution for the digital marketing ecosystem in Indonesia.

Keywords: Clipper, Digital Content Distribution, Business Model Canvas, Business Model, Two-Sided Platform, , TikTok