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Analisis Strategi Inovasi Model Bisnis Berbasis Circular Economy pada Industri Coffee Shop: Studi Kasus Kopi Nako Daur Baur
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Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Industri *coffee shop* di Indonesia berkembang sangat pesat dan menghadirkan peluang ekonomi yang besar, tetapi juga menimbulkan persoalan lingkungan akibat meningkatnya limbah plastik sekali pakai dari aktivitas konsumsi. Dalam konteks ini, Kopi Nako Daur Baur hadir dengan inovasi model bisnis yang menerapkan prinsip *circular economy* melalui pengolahan limbah gelas plastik menjadi produk baru bernilai ekonomi. Berdasarkan hal tersebut, penelitian ini bertujuan untuk menganalisis penerapan strategi inovasi model bisnis berbasis *circular economy*, bentuk *Business Model Innovation* yang dikembangkan, serta dukungan *Circular Economy Framework* terhadap efektivitas strategi dan keberlanjutan model bisnis Kopi Nako Daur Baur.

Penelitian ini menggunakan pendekatan kualitatif deskriptif yang berfokus pada Kopi Nako Daur Baur untuk memahami strategi inovasi model bisnis berbasis c*ircular economy* dalam konteks industri *coffee shop*. Pengumpulan data dilakukan melalui wawancara, observasi, dan analisis dokumen. Kemudian semua data dianalisis menggunakan model Miles, Huberman, dan Saldana yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa strategi inovasi model bisnis berbasis *circular economy* pada Kopi Nako Daur Baur berkembang dari gerakan internal berbasis tanggung jawab lingkungan menjadi model bisnis yang terstruktur. Kopi Nako Daur Baur mengintegrasikan pengelolaan limbah plastik ke dalam sistem penciptaan nilai melalui prinsip *design out waste and pollution* serta *keep products and materials in use*. Transformasi tersebut melahirkan bentuk *Business Model Innovation* yang mencerminkan dimensi *novelty, lock-in, complementarities,* dan *efficiency*, sehingga mampu menciptakan nilai ekonomi, lingkungan, dan berdampak sosial. Implementasi *circular economy* berkontribusi langsung terhadap efektivitas strategi bisnis melalui peningkatan efisiensi operasional, perluasan inovasi produk, dan pembukaan sumber pendapatan baru berbasis material daur ulang. Penerapan model bisnis sirkular tersebut juga memperkuat keberlanjutan usaha pada dimensi ekonomi, ekologis, dan sosial, serta menempatkan Kopi Nako Daur Baur sebagai representasi model bisnis inovatif yang mampu mengubah limbah menjadi sumber keunggulan kompetitif jangka panjang.

Kata Kunci: Model Bisnis, Inovasi Bisnis, Circular Economy, *Business Model Innovation*, *Coffee Shop*

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ABSTRACT

The coffee shop industry in Indonesia has grown rapidly and created significant economic opportunities, but it has also generated environmental problems due to the increasing volume of single-use plastic waste resulting from consumption activities. In this context, Kopi Nako Daur Baur presents a business model innovation that applies circular economy principles through the processing of plastic cup waste into new products with economic value. Based on this background, this study aims to analyze the implementation of a circular economy-based business model innovation strategy, the form of Business Model Innovation developed, and the support of the Circular Economy Framework for the strategic effectiveness and business sustainability of Kopi Nako Daur Baur.

This study employs a descriptive qualitative approach focusing on Kopi Nako Daur Baur to understand its circular economy-based business model innovation strategy within the coffee shop industry context. Data were collected through interviews, observations, and document analysis. All data were then analyzed using the Miles, Huberman, and Saldana model, which consists of data reduction, data display, and conclusion drawing.

The results show that the circular economy-based business model innovation strategy at Kopi Nako Daur Baur evolved from an internal movement grounded in environmental responsibility into a structured business model. Kopi Nako Daur Baur integrates plastic waste management into its value creation system through the principles of design out waste and pollution and keep products and materials in use. This transformation has generated a form of Business Model Innovation that reflects the dimensions of novelty, lock-in, complementarities, and efficiency, enabling the company to create economic, environmental, and social value. The implementation of circular economy directly contributes to business strategy effectiveness through improved operational efficiency, expanded product innovation, and the creation of new revenue streams based on recycled materials. The implementation of this circular business model also strengthens business sustainability across economic, ecological, and social dimensions, positioning Kopi Nako Daur Baur as a representation of an innovative business model capable of transforming waste into a source of long-term competitive advantage.

Keywords: *Business Model, Business Innovation, Circular Economy, Business-Model Innovation, Coffee Shop*