



INTISARI

Penelitian ini memiliki tujuan utama yaitu membuat pengembangan model bisnis PTIndofarma (Persero) Tbk yang telah berdiri sejak tahun 1981 dan memakai pendekatan kanvas model bisnis yang tergambar dalam komponen sembilan blok bangunan yaitu Segmentasi Pelanggan, Proposisi Nilai, Saluran, Hubungan Pelanggan, Arus Pendapatan, Sumber Daya Kunci, Aktifitas Kunci, Mitra Kunci dan Struktur Biaya. Analisa mengenai model bisnis PT Indofarma (Persero) Tbk ini dipadukan dengan hasil analisis *Blue Ocean Strategy*. Selanjutnya hasil analisis ini menjadi pedoman utama dalam merumuskan pengembangan model bisnis PT Indofarma (Persero) Tbk ke depan.

Berdasarkan analisa dari kegiatan diskusi kelompok terarah terhadap 14 orang responden manajemen dan karyawan bertempat di kantor pusat PT Indofarma (Persero) Tbk, didapatkan konsep pengembangan model bisnis PT Indofarma (Persero) Tbk pada Segmentasi Pelanggan, Proposisi Nilai, Saluran, Hubungan Pelanggan, Arus Pendapatan, Sumber Daya Kunci, Aktifitas Kunci, Mitra Kunci dan Struktur Biaya. Optimalisasi sumber daya yang dimiliki perusahaan dan efisiensi biaya pokok produksi agar mampu berdaya saing di pasar farmasi

Kata kunci: PT Indofarma (Persero) Tbk, Model Bisnis, Kanvas Model Bisnis, *Blue Ocean Strategy*



ABSTRACT

This research has the main objective of making the development of business model PT Indofarma (Persero) Tbk which has been established since 198. Using the business model canvas approach that illustrated in nine component building blocks are Customer Segmentation, Value Proposition, Channel, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partners and Cost Structure. The analysis of business model PT Indofarma (Persero) Tbk is combined with the results of Blue Ocean Strategy analysis. The analysis becomes the main guidance in formulating the development of business model of PT Indofarma (Persero) Tbk in the future.

Based on the analysis of focus group discussion activities on 14 respondents of Management and employee's at head office PT Indofarma (Persero) Tbk.. Obtained the concept of business model development PT Indofarma (Persero) Tbk on Customer Segmentation, Value Proposition, Channel, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partners and Cost Structure. Optimizing of resources owned by the company and cost efficiency of cost of goods sold in order to be able to compete in the pharmaceutical market.

Keywords: PT Indofarma (Persero) Tbk, Business Model, Canvas Business Model, Blue Ocean Strategy