



INTISARI

Captain Jack Coffee – Cibubur didirikan oleh CAAIP (Corps Alumni Akademi Ilmu Pelayaran) atau STIP (Sekolah Tinggi Ilmu Pelayaran) yang berdomisili di wilayah Cibubur dan sekitarnya. Sejak mulai beroperasi di bulan Mei 2016 sampai dengan saat ini, Captain Jack Coffee Cibubur mengalami penurunan perkembangan usaha. Hal ini dapat dilihat dari kinerja keuangan yang menunjukkan tingkat penjualan tidak stabil, cenderung turun, kurang kontrol terhadap struktur harga, sehingga laba bersih mengalami penurunan (masih mengalami pertumbuhan negatif). Persaingan sesama *food & beverages* yang semakin meningkat dan penentuan aktivitas bisnis yang tidak terfokus pada pendapatan kafe mengakibatkan kinerja Captain Jack Coffee Cibubur dinilai belum maksimal.

Tesis ini memiliki tujuan utama yaitu menyusun pengembangan model bisnis yang berbasis lokal market pada Captain Jack Coffee Cibubur dengan pendekatan kanvas model bisnis yang tergambar dalam komponen Sembilan blok bangunan yaitu Segmentasi Pelanggan, Proposisi Nilai, Saluran, Hubungan Pelanggan, Sumber Pendapatan, Sumber Daya Utama, Aktifitas Utama, Mitra Kerja Utama dan Struktur Biaya. Analisis tentang model bisnis Captain Jack Coffee Cibubur ini dipadukan dengan hasil analisis tentang persepsi pelanggan yang didapatkan melalui analisis Peta Empati yang terdiri dari : Apa Yang Pelanggan Lihat?, Apa Yang Pelanggan Dengar?, Apa Yang Pelanggan Pikir dan Rasakan?, Apa Yang Pelanggan Ucapkan dan Lakukan?, Apa Yang Pelanggan Takutkan?, Apa Yang Pelanggan Inginkan?. Analisis tentang persepsi pelanggan yang didapat melalui peta empati ini selanjutnya menjadi pedoman utama dalam merumuskan pengembangan model bisnis yang berbasis lokal market pada Captain Jack Coffee Cibubur ke depan.

Berdasarkan survey terhadap 30 responden pelanggan kafe, didapatkan konsep pengembangan model bisnis yang secara operasional digambarkan pada empat kategori yaitu *Redesign of Product, Built-up Relation with Existing Customer, Recruitment and Employee Training, dan Managing Website*.

Kata Kunci : Model Bisnis, Captain Jack Coffee Cibubur, Kanvas Model Bisnis, Peta Empati.



ABSTRACT

Captain Jack Coffee - Cibubur was founded by CAAIP (Alumni Corps of Shipping Academy) or STIP (Maritime Higher Education) domiciled in Cibubur and surrounding areas. Since it began operations in May 2016 up to the present day, Captain Jack Coffee Cibubur is experiencing a decline in business growth. This can be seen from the financial performance shows the level of unstable sales, tend to go down, less control of the price structure, so that net income decreased (still experiencing negative growth). Increased competition among food & beverages and the determination of business activities that are not focused on coffee revenue resulted in the performance of Captain Jack Coffee Cibubur is considered not maximal.

This thesis has the main objective of formulating the development of local market-based business model on Captain Jack Coffee Cibubur with business model canvas approach depicting components of Nine building blocks: Customer Segmentation, Value Proposition, Channel, Customer Relationship, Revenue Source, Main Resources, Main Activity, Main Partner and Cost Structure. The analysis of the Captain Jack Coffee Cibubur business model is combined with the analysis of customer perceptions obtained through the analysis of the Empathic Map which consists of: What Customer See ?, What Customer Listens, What Customer Considers and Feel? What Customer Speaks and Do It ?, What Customer Is Afraid ?, What Do Customers Want ?. The analysis of customer perceptions obtained through this empathy map furthermore becomes the main guideline in formulating the development of local market based business model on Captain Jack Coffee Cibubur in the future.

Based on a survey of 30 respondents to cafe customers, the concept of developing a business model is operationally described in four categories, namely Redesign of Product, Built-up Relations with Existing Customers, Recruitment and Employee Training, and Managing Website.

Keywords : Business Model, Captain Jack Coffee Cibubur, Canvas Business Model, Empathy Map