

ABSTRAK

PENGEMBANGAN SISI PENGGUNA PADA PLATFORM MULTI-SISI DAN PENGARUHNYA TERHADAP KANVAS MODEL BISNIS PERUSAHAAN PT.TKS

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PT.TKS sebuah rintisan digital platform multi-sisi tenaga kerja online menghadapi beberapa kesulitan. Kesulitan yang menjadi fokus utama perusahaan adalah adalah banyaknya hambatan bagi perusahaan PT.TKS untuk meningkatkan database pencari kerja yang dikarenakan berbagai hal.

PT.TKS sudah mengembangkan hubungan kemitraan dengan pemasok tenaga kerja perorangan, namun karena pihak tersebut belum terintegrasi ke dalam sistem platform perusahaan, maka banyak aktivitas bisnis perusahaan seperti pengolahan database, pengiriman database ke sisi pengguna pencari kerja yang masih dilakukan secara manual sehingga mengurangi tingkat keefektifitasannya.

Merujuk pada hal tersebut, PT.TKS berencana untuk mengintegrasikan pemasok tenaga kerja perorangan tersebut ke dalam sistem platform perusahaan, yang mana pihak ini akan disebut sebagai rekan *headhunter*.

Berdasarkan hal tersebut, penelitian ini akan membahas tentang kondisi eksternal perusahaan dan tingkat persaingan yang lebih akurat berdasarkan pada apa yang dihadapi perusahaan setelah menjalankan bisnisnya. Penelitian juga akan membahas kondisi perusahaan dan bagaimana secara bisnis integrasi sisi pengguna baru yaitu sisi rekan *headhunter* ke dalam ekosistem platform yang pada akhirnya memperbaharui kanvas model bisnis perusahaan.

Kata kunci : Platform multi-sisi, digital, lima kekuatan Porter, PESTLE, online, kanvas model bisnis

ABSTRACT

**DEVELOPMENT OF USER SIDES ON
THE MULTI-SIDED PLATFORM
AND ITS EFFECT ON
THE BUSINESS MODEL CANVAS OF PT. TKS**

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PT.TKS is a multi-sided online platform digital rintisan for employment faces several difficulties. The main focus of the company is the many obstacles for PT. TKS to improve the database of job seekers due to many things. The most prominent thing that became a problem for the company in acquiring the job seeker side was the still low level of digital savvy, the widespread geographical location of the job seeker and the psychographical profile of job seekers who were not in line with the company's multi-sided platform profile. PT. TKS has developed partnership with individual labor suppliers, but because these parties have not been integrated into the company's platform system, many company business activities such as database processing, database submission to the job provider are still done manually, thereby reducing their effectiveness. . Referring to this, PT. TKS plans to integrate these individual labor suppliers into the company's platform system, which this party will be referred to as a headhunter partner. Based on this, this study will discuss the external conditions of the company and the more accurate level of competition based on what the company faces after running its business. The research will also discuss the condition of the company and how business-oriented user-side integration is, that is, the peer-to-headhunter side into the platform ecosystem, which ultimately renews the company's canvas business model.

Keyword : *Multisided platform, digital, five forces Porter, PESTLE, online, model business canvas.*