

ABSTRAK

Perkembangan industri kreatif yang tumbuh di Yogyakarta tiap tahunnya meningkat. Adanya sumber daya yang memadai dan dukungan dari pemerintah serta bidang pendidikan mampu mendorong pengembangan industri tersebut. Wayang kulit adalah salah satu hasil produksi kerajinan di sektor industri kreatif dan menjadi sebuah warisan budaya Indonesia yang diakui oleh dunia. Namun karena adanya wabah virus Covid-19 mengakibatkan perekonomian dunia memburuk, dampak dari adanya pandemi ini hampir dirasakan oleh semua sektor karena adanya pembatasan aktivitas masyarakat. Hal yang sama juga dirasakan oleh para perajin produksi wayang kulit yang sumber pendapatan utamanya berasal dari penjualan wayang ke wisatawan mancanegara dan domestik.

Penelitian ini bertujuan untuk menganalisis resiliensi bentuk model bisnis industri kerajinan wayang kulit dalam menghadapi tantangan di era pandemi global akibat adanya wabah virus Covid-19. Kanvas model bisnis digunakan untuk memudahkan dalam menggambarkan dan menganalisis rancangan sebuah model bisnis. Metode pengumpulan data diperoleh dengan data primer dan sekunder. Data primer diperoleh melalui wawancara individu dengan pemilik usaha Sagio Griya Ukir Kulit. Data sekunder didapatkan dari kajian literatur dan artikel terkait industri wayang kulit.

Hasil penelitian menunjukkan bahwa terdapat perubahan bentuk model bisnis yang dipengaruhi oleh elemen pelanggan sehingga berefek kepada elemen *value proposition* dan mitra utama. Namun pada masa pandemi tidak ada perubahan pada elemen aktivitas dan sumber daya utama yang dimiliki Sagio Griya Ukir Kulit. Ini berarti kegiatan model bisnisnya tetap berjalan meskipun menghadapi tantangan di tengah wabah pandemi Covid-19. Dengan demikian, secara tidak langsung Sagio Griya Ukir Kulit menerapkan konsep resiliensi ke model bisnisnya karena dapat beradaptasi meskipun terjadi perubahan yang bersumber dari faktor lingkungan eksternal bisnisnya.

Kata kunci: Industri Kreatif, Wayang Kulit, Resiliensi, Model Bisnis

ABSTRACT

The development of the creative industry that grows in Yogyakarta is increasing every year. There are adequate resources and support from the government, as well as the education sector that is able to encourage the industry. Leather puppet is one of the handicraft products in the creative industry sector and is an original Indonesian cultural heritage recognized by the world. However, due to the Covid-19 virus outbreak, the world economy has deteriorated, the impact of this pandemic has been felt by almost all sectors due to restrictions on community activities. The same is also felt by leather puppet production craftsmen whose main source of income from the sale of puppets to foreign and domestic tourists.

This study discusses to analyze the resilience of the business model of the leather puppet industry in facing challenges in the global pandemic era due to the Covid-19 virus outbreak. The business canvas model is used to make it easier to describe and design a business model. The method of collecting data is obtained from primary and secondary data. Primary data was obtained through individual interview with business owner Sagio Griya Ukir Kulit. Secondary data were obtained from literature reviews and articles related to the leather puppet industry.

The results show that there was a change in the shape of the business model which was influenced by the customer element, so that it had an effect on the value proposition and key partnerships element. However, during the pandemic there was not change in the key activities and key resources element owned by Sagio Griya Ukir Kulit. It means that the business model activities keep going though facing challenges the Covid-19 virus outbreak. Thus, Sagio Griya Ukir Kulit indirectly applies the concept of resilience to its business model, because it can adapt despite changes originating from the environmental factors of business.

Keywords: Creative Industry, Leather Puppet, Resilience, Business Model