

ABSTRAK DAN KATA KUNCI

Penelitian ini didorong oleh motivasi peneliti untuk menfokuskan dan mengembangkan usaha bunganya, Mikha Floral yang dijalankan berdasarkan hobi peneliti. Konsumen Mikha Floral mayoritas berasal dari kerabat pemiliknya. Dikarenakan masih dijalankan berdasarkan hobi, maka usaha Mikha Floral tidak mempunyai target penjualan, belum menetapkan segmen pelanggan dan proposisi nilainya. Oleh sebab itu peneliti melakukan suatu kajian untuk mengeksplorasi model bisnis yang tepat untuk Mikha Floral, agar usaha bunga tersebut dapat berkembang dan dapat menangkap peluang pasar yang ada. Penelitian eksplorasi model bisnis pada usaha bunga Mikha Floral ini disusun berdasarkan hasil wawancara dengan pelanggan Mikha Floral, supplier, perangkai bunga, serta kuesioner dengan konsumen produk rangkaian bunga. Penelitian ini menggunakan pendekatan peta empati dan kanvas model bisnis. Dari hasil penelitian maka diperoleh rancangan kegiatan utama, segmentasi konsumen, hubungan konsumen, saluran konsumen, sumber daya, jaringan mitra, estimasi pendapatan dan biaya yang dapat mendukung realisasi proposisi nilai pada model bisnis usaha Mikha Floral.

Kata kunci: florist, model bisnis, peta empati, kanvas model bisnis.

ABSTRACT AND KEYWORDS

This research is encouraged by researcher's motivation to focus on and develop her flower business, Mikha Floral, which is still run based on the researcher's hobby. Consumer of Mikha Floral mostly come from the owner's relatives. Because it is still run based on a hobby, Mikha Floral's business does not have a sales target and has not yet determined its customer segment and value proposition. Therefore, the researcher conducted a study to explore the right business model for Mikha Floral, in order to develop the business and seize existing market opportunities. This research, exploration on business models of the Mikha Floral, is compiled based on the results of interviews with Mikha Floral customers, suppliers, flower arrangers, as well as questionnaires with consumers of flower arrangement product. This study uses an empathy map and a business model canvas approach. As a result of the research, main activities, consumer segmentation, customer relations, consumer channels, resources, partner networks, income and cost estimates were designed to support the realization of the value proposition of Mikha Floral's business model.

Keywords: florist, business model, empathy map, business model canvas