

ABSTRAK

RANCANGAN MODEL BISNIS KAFE KUCING “PURRADISE”

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Adanya pandemi Covid-19 telah memberikan dampak negatif terhadap kegiatan bisnis di Indonesia, tak terkecuali industri minuman seperti kafe. Untuk dapat menghadapi situasi tersebut, diperlukan strategi dan inovasi yang tepat. Salah satu inovasi yang dapat diusung adalah dengan menerapkan konsep kafe kucing. Kafe kucing menawarkan pengalaman baru dan berbeda karena para pengunjung dapat bermain dengan kucing sembari menikmati hidangan yang disediakan. Meskipun jumlah kafe kucing di Indonesia sendiri belum terlalu banyak dan masih terbilang baru, banyak di antaranya yang berhasil bertahan di tengah pandemi.

Tujuan penelitian ini adalah untuk merancang model bisnis dan menganalisis kelayakan bisnis dari Kafe Kucing Purradise. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan alat analisis konten, analisis data eksploratif dan analisis statistik deskriptif. Pengumpulan data menggunakan metode wawancara dan survei yang didasarkan pada sembilan blok bangunan kanvas dan peta empati. Hasil penelitian menunjukkan Kafe Kucing Purradise layak untuk dijalankan karena memiliki nilai NPV positif sebesar Rp1.853.148.436, nilai IRR sebesar 62% dan *payback period* selama 3,39 tahun.

Kata kunci: rancangan model bisnis, kanvas model bisnis, peta empati, kafe kucing

ABSTRACT

BUSINESS MODEL DESIGN OF PURRADISE CAT CAFE

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The Covid-19 pandemic has brought some negative impacts on business activities in Indonesia, including the beverage industries such as cafe. To deal with this situation, the right strategy and some innovations are needed. One of the innovations that can be carried out is by bringing the concept of cat cafe. The cat cafe offers a new and different experience because customers can play with cats while they are enjoying their meal. Although there are not many of cat cafes in Indonesia and the concept is relatively new, many of them have survived through the pandemic.

The purpose of this research is to design a business model and analyze the business feasibility of Purradise Cat Cafe. The research method is descriptive qualitative using the tools of content analysis, exploratory data analysis and descriptive statistical analysis. Interview and survey methods are used for data collection which are based on canvas's nine building blocks and empathy maps. The results showed that Purradise Cat Cafe is feasible to run because it has a positive NPV value of Rp1,853,148,436, an IRR value of 62% and a payback period of 3.39 years.

Key words: business model design, business model canvas, empathy map, cat cafe