

ABSTRAK

RANCANGAN MODEL BISNIS KAOS SABLON KUSTOMISASI DAN LAYANAN *DROPSHIP* “DROPSHIP.IN”

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Saat ini Indonesia mengalami peningkatan perdagangan daring yang didominasi oleh permintaan pakaian jadi. Hal tersebut dilatarbelakangi oleh gaya hidup masyarakat yang mengikuti tren pakaian terbaru, namun tidak menginginkan motif pakaian yang sama dengan orang lain. Perusahaan harus bisa memenuhi tuntutan tersebut dengan melakukan kustomisasi.

Dalam melakukan perdagangan secara daring, sebanyak 33,76% pelaku usaha mengalami kendala permodalan. Pelaku usaha yang mengalami kendala permodalan dapat menggunakan model bisnis *dropship* tanpa melakukan persediaan barang. Namun pelaku usaha *dropship* juga masih mengalami kendala seperti kurangnya kemampuan mendesain kaos, variasi kemasan dari penyedia yang masih kurang, dan pemasaran secara daring yang belum efektif. Berdasarkan hal tersebut terdapat peluang untuk menyediakan kaos sablon kustomisasi dan layanan *dropship*.

Tujuan dari penelitian ini yaitu menganalisis model bisnis pesaing serta merancang model bisnis Dropship.In. Metode penelitian menggunakan kualitatif deskriptif dengan metode pengumpulan data wawancara dan survei. Wawancara dilakukan dengan pemilik bisnis kaos sablon kustomisasi untuk mendapatkan data mengenai model bisnis. Wawancara juga dilakukan dengan pelaku usaha *dropship* untuk mendapatkan data peta empati. Survei dilakukan kepada calon pelanggan potensial untuk memvalidasi data peta empati. Hasil penelitian menunjukkan bahwa Dropship.In layak untuk dijalankan karena NPV bernilai positif sebesar Rp372.708.570, IRR sebesar 54%, dan pengembalian modal dalam satu tahun lima bulan.

Kata kunci: *dropship*, *dropshipper*, kustomisasi, bisnis daring, sablon, model bisnis

ABSTRACT

BUSINESS MODEL DESIGN OF CUSTOM PRINTED T-SHIRTS AND DROPSHIPPING SERVICE “DROPSHIP.IN”

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Online shopping activity in Indonesia is increasing recently with ready-to-wear clothes is one of the most purchased item. This is caused by the people's current lifestyle that has forced them to keep up with the latest clothing trends, but they also do not want to have the same style with the others. Shirt companies must be able to meet these demands by making a custom printed t-shirts. On the other hand, there is 33.76% of online business owners do not have enough funds to run their business. Those business owners should try to use the dropship business model because they do not need to think about their operational inventory. However, there are still some common problems for dropshippers to face such as the lack of ability to make a good t-shirts design, lack of packaging variations, and ineffective online marketing. Hence, there is an opportunity to provide customized printing t-shirts and dropshipping services.

The purpose of this study is to analyze the competitors' business model and to design the business model for Dropship.In. The research method used is descriptive qualitative and the data is collected by using interview and survey method. Interviews are conducted with the custom printed t-shirt business owners to learn about their business model. Interviews are also conducted with dropshippers to collect data by using empathy map. A survey is distributed to potential customers in order to validate the result of empathy map. The study shows that Dropship.In is feasible to run because the NPV has a positive value of Rp372.708.570, an IRR value of 54%, and payback period in one year and five months.

Key words: dropship, dropshipper, customization, online shopping, t-shirt printing, business model