



INTISARI

PT Talito Berkah Abadi (yang lebih dikenal dengan sebutan Talito Tour and Travel), merupakan perusahaan kecil yang bergerak dalam bisnis *tour and travel agent* yang ada di Jakarta. Konsep perusahaan *tour and travel agent* yang ingin ditawarkan oleh Talito Tour and Travel adalah sebagai *one stop shopping tour and travel agent*.

Sejak berdiri di tahun 2014 sampai dengan saat ini, Talito Tour and Travel telah mengalami perkembangan usaha yang cukup baik. Hal ini dapat dilihat dari semakin bertambahnya jumlah komunitas pencinta jalan-jalan yang masuk ke dalam “Talito’s Member Group”, dimana anggota yang tergabung didalamnya merupakan pelanggan eksisting Talito Tour and Travel yang seringkali melakukan *repeated order*. Namun demikian jika dilihat dari kinerja keuangan perusahaan, tingkat penjualan Talito Tour and Travel dinilai belum stabil, kurangnya kontrol terhadap struktur harga (baik harga pokok maupun biaya administrasi dan umum), sehingga laba bersih yang diterima perusahaan di setiap bulannya cenderung mengalami penurunan (masih mengalami pertumbuhan yang negatif). Persaingan antar sesama *tour and travel agent* yang semakin meningkat dan penentuan aktivitas bisnis yang tidak terfokus pada pendapatan perusahaan, mengakibatkan kinerja Talito Tour and Travel dinilai belum maksimal.

Tugas akhir ini membahas modifikasi model bisnis bagi Talito Tour and Travel menggunakan *Nine Building Blocks*, yang juga telah disesuaikan dengan apa yang diharapkan oleh konsumen dari sebuah perusahaan *tour and travel agent*. Penelitian ini mengacu pada *Value Proposition, Customer Segment, Customer Relationship, Channel, Key Resource, Key Partnership, Cost Structure, dan Revenue Stream*. Variabel diteliti dengan menggunakan penelitian yang berupa pelaksanaan *Focus Group Discussion* (FGD) bersama-sama dengan manajemen inti dan melakukan penyebaran kuesioner kepada 30 konsumen yang telah menggunakan jasa Talito Tour and Travel.

Hasil FGD digunakan untuk memetakan *Nine Building Blocks* eksisting yang sebenarnya telah dimiliki oleh Talito Tour and Travel. Kuesioner terbagi atas dua jenis, yaitu Kuesioner Pengukur Tingkat Kepuasan dan Kuesioner Pengukur Tingkat Persetujuan, yang diolah menggunakan metode penghitungan manual Skala Likert.

Modifikasi, penambahan ataupun pengurangan, terhadap model bisnis eksisting bertujuan untuk membentuk model bisnis yang sesuai dengan kebutuhan konsumen dan perusahaan sehingga Talito Tour and Travel dapat meningkatkan pendapatan, mempertahankan eksistensi bisnis, dan melakukan pengembangan usaha.

Kata Kunci: Modifikasi, Model Bisnis, PT Talito Berkah Abadi (Talito Tour and Travel), *Nine Building Blocks*, *Focus Group Discussion* (FGD), Skala Likert



ABSTRACT

PT Talito Berkah Abadi (*better known as Talito Tour and Travel*), is a small company engaged in the business of tour and travel agent in Jakarta. The concept of this tour and travel company is to offer a one stop shopping tour and travel agent.

Since 2014 until today, Talito Tour and Travel has been progressing pretty good effort. It can be seen from the increasing number of its traveling communities (*better known as The Talito's Member Group*), in which members are joined in an existing customer Talito Tour and Travel often do repeated order. However, if seen from the company's financial performance, the level of Talito Tour and Travel's sales deemed not stable, lack of control over the pricing structure (both the cost and general and administrative costs), so that the net income earned in each month tended to decrease (*still experiencing negative growth*). Competition among tour and travel agents are increasing and the determination of business activity that is not focused on corporate earnings, resulting in performance Talito Tour and Travel assessed not maximized.

This thesis explores a modified business model for Talito Tour and Travel using the Nine Building Blocks, which have also been adapted to what was expected by consumers on a company tour and travel agent. This research based on Value Propotion, Customer Segment, Customer Relationship, Channel, Key Resources, Key Partnership, Cost Structure, and Revenue Stream. Variables examined using studies that form the implementation of the Focus Group Discussion (FGD) together with the core management and distributing questionnaires to 30 consumers who have used the services Talito Tour and Travel.

FGD is used to determine the existing Nine Buiding Blocks are actually owned by Talito Tour and Travel. The questionnaire is divided into two types, namely The Satisfaction Level Meter questionnaires and The Agreement Level Meter questionnaires, which is processed using manual counting method Likert Scale.

Modification, addition or subtraction, the existing business model aims to establish a business model that fits the needs of consumers and businesses so Talito Tour and Travel can increase revenues, retain existing business, and business development.

Keywords : Modification, Business Model, PT Talito Berkah Abadi (Talito Tour and Travel), Nine Building Blocks, Focus Group Discussion (FGD), Likert Scale.