



INTISARI

Wemary adalah sebuah *startup* yang bergerak di bidang pernikahan. Wemary menawarkan sebuah inovasi untuk pernikahan melalui pengembangan layanan website pernikahan integrasi. Peluang bisnis pernikahan sangat menjanjikan, pangsa pasar bisnis pernikahan di Indonesia tumbuh secara signifikan. Penelitian ini bertujuan untuk mengembangkan dan memodifikasi model bisnis Wemary melalui pendekatan kanvas model bisnis. Gambaran bisnis Wemary dituangkan ke dalam kanvas melalui sembilan komponen model bisnis. Penyusunan model bisnis Wemary dilakukan dengan metode kualitatif melalui pengumpulan data primer dengan wawancara kepada pelaku bisnis CV Putra Nugraha Wedding dan survei kepada dua puluh lima calon pelanggan potensial, serta pengumpulan data sekunder melalui kajian literatur. Analisis data yang dilakukan adalah pengembangan model bisnis dari hasil analisis tentang persepsi pelanggan yang didapatkan melalui analisis peta empati. Hasil peta empati menunjukkan beberapa berpendapat layanan ini belum lazim untuk orang tua terkait keterbatasan aksesnya tetapi banyak yang berpendapat layanan ini menarik dan menggoda untuk dicoba. Wemary dianggap mampu menawarkan kemudahan dalam membagikan undangan sehingga implementasi model bisnis ini diharapkan dapat memberikan manfaat sosial bagi pelanggan, memberikan laba optimal bagi perusahaan, serta menguatkan sinergi kemitraan perusahaan.

Kata Kunci : *Startup*, Wemary, Pernikahan, Model Bisnis, Kanvas Model Bisnis



ABSTRACT

Wemary is a startup engaged in the field of wedding. Wemary offers an innovation in integrated wedding website development service. The wedding business chance is very promising because the Indonesian wedding market grows significantly. This aim of research are developing and modifying Wemary's business model through business model canvas approximation. Wemary business description was described in the canvas through nine components of business model. Wemary's business model is created through qualitative method by collecting primary data from interviewing with CV Putra Nugraha Wedding and surveying twenty five potential applicant customer, and collecting secondary data through literacy assesment. Data analysis done was the development of business model from analysis result of the customers' perception which were gathered from empathy map analysis. The data is analyzed through developing business model from the result of customer perception which get through emphaty map analysis. The result of emphaty map shows that a few persons state that this service is not common for elderly yet based on limited access but most of interviewee state this service are interesting and worth to try. Wemary is considered to be able to sent the wedding invitation in a simple way, so the business model implementation is expected to give sosial impact to the customer, give optimal profit, also strenghten the company partnership.

Keywords: Startup, Wemary, Wedding, Business Model, Canvas Business Model