

INTISARI

Tren jumlah penderita *stroke* di Indonesia meningkat dari 8.3% pada tahun 2007 menjadi 12.1 % tahun 2013. Tim *Center of Rehabilitation Robot and Assistive Technology* UGM telah mengembangkan robot rehabilitasi berbasis teknologi beberapa tahun terakhir untuk anggota gerak bagian atas, anggota gerak bagian bawah, jari jemari, pergelangan tangan dan juga pergelangan kaki. Jumlah kebutuhan terhadap alat kesehatan belum sebanding dengan fasilitas yang ada karena sebesar 90% alat kesehatan yang beredar merupakan impor serta mahal. Tujuan penelitian ini memberikan analisis dan identifikasi kesempatan pasar agar robot rehabilitasi pasien *pasca stroke* dapat sukses ketika melakukan peluncuran serta penetrasi di pasar Indonesia.

Penelitian ini menggunakan metode *market opportunity analysis* dengan *framework* Woodruff and Gardial yang terbagi menjadi 5 fase analisis yakni *environmental analysis*, *market definition analysis*, *customer competitor and supplier analysis*, *market demand forecasting*, serta *evaluation of market opportunity*.

Hasil dari penelitian ini adalah *list of issue* yang berupa *issue* penguatan dan pelemahan pasar alat kesehatan di Indonesia untuk fase satu, terbentuknya dua *cluster* segmentasi dalam fase 2, *profiling customer* yang terbagi menjadi beberapa kelompok yakni kelompok fisioterapis serta dokter dan kelompok pasien *pasca stroke*, hasil *profiling competitor* antara lain PT BT dan PT ID, serta *profiling supplier*. *Supplier* kelompok badan robot terpilih PT A, kelompok perangkat elektrik adalah PT E serta toko komponen bebas di DIY untuk kelompok komponen pendukung. *Forecast demand* pada fase 4 menghasilkan perkiraan permintaan sebesar 8 produk perbulan. Fase 5 menghasilkan analisis internal dan eksternal robot HERRO dan terpilih strategi *aggressive* pada *space matrix* nya.

Kata Kunci: *Market opportunity analysis*, Robot Rehabilitasi Pasien *Pasca Stroke*, HERRO, *Stroke*.

ABSTRACT

Trend in increased number of Indonesia's stroke patients were moving from 8,3% to 12,1% in 2013. UGM's Center of Rehabilitation Robot and Assistive Technology team has developed technology-based rehabilitation robots for post-stroke patients in recent years for several human body part such as upper limb members, lower limbs, fingers, wrists and ankles as well. Based on ministry of health, there is an imbalance between the need of medical equipment and the existing facilities because 90% of the equipment were imported from other countries. The purpose of this study is to provide analysis and comprehensive identification in market opportunity so that the rehabilitation robot can perform a great launching and market penetration in Indonesia.

As for the methods used in this research is market opportunity analysis with a framework proposed by Woodruff and Gardial which explained in 5 following phase analysis; environmental analysis, market definition analysis, customer competitor and supplier analysis, market demand forecasting, and evaluation of market opportunity.

The result of this study explained in 5 phase of MOA Framework. Phase one generate some list of issue, both issues are drivers and threats. Phase two produce 2 segmentation cluster. Phase three generate profiling customer which are divided into physiotherapist/doctor group and post stroke patient group, competitor for HERRO are PT BD and PT ID, and profiling supplier. PT A choosen as a supplier for robot body, PT E choosen as a supplier for electrical device and DIY componen market for the support group. Phase four of the analysis resulting 8 product/month as a forecast demand. The last phase generate internal and external analysis from the product and pick aggressive strategy from the space matrix.

Keywords: *Market opportunity analysis, Post Stroke Rehabilitation Robot, HERRO, Stroke.*