



INTISARI

Studi ini memiliki tujuan utama untuk menyusun rancangan model bisnis bagi “HOMELAND”, yaitu sebuah perusahaan yang menyediakan jasa pelayanan terintegrasi bagi ekspatriat yang bekerja di Indonesia. Adapun jasa yang disediakan oleh “HOMELAND” mencakup pelayanan jasa perpajakan, jasa imigrasi dan jasa orientasi.

Penyusunan rancangan model bisnis dilakukan dengan pendekatan kanvas model bisnis yang tergambarkan dalam komponen Sembilan blok bangunan yaitu segmentasi pelanggan, proposisi nilai, saluran, hubungan pelanggan, arus pendapatan, sumberdaya kunci, aktivitas kunci, rekanan utama dan struktur biaya. Kanvas model bisnis tersebut disusun menggunakan analisis persepsi pemain pasar yang ada melalui analisis peta empati, yang meliputi: Apa yang pelanggan lihat?, Apa yang pelanggan dengar?, Apa yang pelanggan pikir dan rasakan?, Apa yang pelanggan ucapkan dan lakukan?, Apa yang pelanggan takutkan? , dan Apa yang pelanggan inginkan?.

Berdasarkan hasil wawancara dan observasi yang dilakukan oleh peneliti kepada divisi pajak dan divisi imigrasi dari PricewaterhouseCoopers Indonesia yang diaplikasikan pada peta empati maka disusunlah kanvas model bisnis dari “HOMELAND”. Berdasarkan kanvas model bisnis tersebut, “HOMELAND” memiliki proposisi nilai yang terfokus pada pemberian jasa yang terintegrasi yang memiliki nilai personalisasi, cepat dan efisien.

Kata kunci : model bisnis, kanvas model bisnis, peta empati, jasa ekspatriat



ABSTRACT

The objective of this study is to design the business model for “HOMELAND”, a company who provides integrated services for the expatriates who are working in Indonesia. “HOMELAND” provides the tax services, immigration services and orientation services for its customer.

The business model was designed using the business model canvas approach which are captured under the nine building blocks component, i.e. customer segment, value proposition, channel, customer services, revenue stream, key resources, key activity, key partnership and cost structure. This business model canvas itself was developed based on the existing company’s perspective analysis which are obtained using the empathy map analysis, i.e. What does she see? What does she hear? What does she think and feel? What does she say and do? What is her pain? and What is her gain?

Based on the interview and observation done by the researcher to tax division as well as immigration division of PricewaterhouseCoopers Indonesia which have been applied to the empathy map, “HOMELAND”’s business model canvas has been designed. Referring to this business model canvas, “HOMELAND” has the value proposition which are focused to the integrated services provider who has personalization, fast and efficient as its value.

Keyword: business model, business model canvas, empathy map, expatriate services.