

ABSTRAK

ANALISIS MODEL BISNIS DENGAN PENDEKATAN BUSINESS MODEL CANVAS (BMC)

(Studi kasus pada PT. AKA Mendunia Sejahtera)

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Penelitian ini bertujuan untuk menganalisis proses bisnis serta model bisnis canvas dari usaha PT. AKA Mendunia Sejahtera. Penelitian ini menggunakan pendekatan studi kasus dan metode deskriptif, dengan teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data dilakukan menggunakan Sembilan blok Business Model. Hasil penelitian menunjukkan bahwa perusahaan memiliki proses bisnis yang efektif, dengan *value propotion* berupa harga lebih murah, pemesanan unit terpercaya, dan kondisi serta kualitas kendaraan prima. *Customer Segment* yang terdiri dari mayoritas mahasiswa, wisatawan, dan jenis konsumen lainnya seperti penduduk lokal dan masyarakat umum. *Customer relationship* diciptakan melalui bantuan personal dan melalui media sosial seperti *whatapps*, *Instagram*, dan telepon, kemudian pemberian diskon serta bingkisan yang berlangganan pada perusahaan. *Channels* meliputi *word of mouth* dan pemanfaatan teknologi media internet seperti *google maps*, *instagram*, *website*, dan *whatsapp*. *Key Activities* meliputi penerimaan order kendaraan, pengambilan data konsumen, jaminan, dan survey, pengiriman unit dan serah terima unit kendaraan, pemantauan mobil menggunakan GPS, pengembalian unit mobil, proses kebersihan mobil, *service* berkala, penanganan kecelakaan unit, *body repair*, penanganan kasus gadai mobil dan kehilangan. *Key Resource* berupa dua kantor garasi, 14 mobil rental, 3 telepon seluler, laptop dan internet/ *wifi*. *Key partnerships* meliputi mitra bisnis penyedia kendaraan, lembaga pembiayaan *bank*, *showroom* kendaraan, perusahaan asuransi, bengkel rekanan, sesama pembisnis rental mobil, dan grosir *sparepart*. *Cost structure* meliputi angsuran kendaraan, *maintenance* kendaraan, gaji karyawan, biaya sewa garasi, pembagian *fee* titipan kendaraan, gaji karyawan, biaya pemasaran, tagihan telepon, Listrik, dan internet, biaya kecelakaan lalu lintas dan mobil insiden kasus. *Revenue streams* diperoleh melalui persewaan unit kendaraan.

Kata kunci : *Business Model Canvas (BMC)*

ABSTRACT

BUSINESS MODEL ANALYSIS WITH THE BUSINESS MODEL CANVAS (BMC) APPROACH *(Case study on PT. AKA Mendunia Sejahtera)*

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This research aims to analyze the business process and canvas business model of PT AKA Mendunia Sejahtera. This research uses a case study approach and descriptive method, with data collection techniques including observation, interviews, and documentation. Data analysis was carried out using the Nine Business Model blocks. The results showed that the company has an effective business process, with value propotion in the form of lower prices, reliable unit reservations, and excellent vehicle condition and quality. Customer segments consist of the majority of students, tourists, and other types of consumers such as local residents and the general public. Customer relationships are created through personal assistance and through social media such as whatapps, Instagram, and telephone, then giving discounts and gifts that subscribe to the company. Channels include word of mouth and utilization of internet media technology such as google maps, instagram, website, and whatsapp. Key Activities include receiving vehicle orders, taking consumer data, guarantees, and surveys, sending units and handing over vehicle units, monitoring cars using GPS, returning car units, cleaning car processes, periodic services, handling unit accidents, body repair, handling car pawn cases and loss. Key resources include two garage offices, 14 rental cars, 3 cellular phones, laptops and internet/wifi. Key partnerships include vehicle provider business partners, bank financing institutions, vehicle showrooms, insurance companies, partner workshops, fellow car rental businesses, and spare parts wholesalers. Cost structure includes vehicle installments, vehicle maintenance, employee salaries, garage rental fees, vehicle entrustment fee distribution, employee salaries, marketing costs, telephone, electricity, and internet bills, traffic accident costs and car incident cases. Revenue streams are obtained through vehicle unit rentals.

Keywords: Business Model Canvas (BMC)