

ABSTRAK

Tujuan: Penelitian ini memiliki tiga tujuan yaitu: Mengetahui operasi bisnis angkringan tradisional saat ini. Mencari faktor-faktor penting dalam suatu jaringan bisnis. Menghasilkan perancangan dan pengembangan model bisnis sosial yang memberikan dampak positif secara sosial ekonomi bagi para pelaku bisnis angkringan tradisional, konsumen serta masyarakat.

Desain dan Metode Penelitian: Penelitian ini menggunakan desain kualitatif atau interpretivis. Pengumpulan data primer memanfaatkan metode wawancara dan observasi, Validitas data menggabungkan triangulasi sumber data dan triangulasi metode. Analisis data dengan metode analisis konten.

Temuan: Terdapat 4 faktor penting tambahan dalam pengembangan dan atau perencanaan suatu jaringan bisnis, yaitu; digitalisasi dalam bentuk aplikasi guna efisiensi transaksi melalui akses sumberdaya dan segmen pasar (ekosistem digital), kampanye kesadaran merek, melahirkan peluang bisnis dan pembelajaran berkelanjutan.

Dalam operasional bisnis angkringan tradisional (BAT), satu pekerja/jam dapat melayani 2.5 hingga 10 konsumen, artinya per konsumen membutuhkan waktu layanan antara 6 menit hingga 24 menit, dan setelah dipotong biaya bahan baku, perkonsumen memberikan kontribusi pendapatan antara 2.500 Rupiah hingga 5.000 Rupiah (sebelum biaya pekerja).

Keterbatasan Penelitian: Penelitian ini memiliki keterbatasan karena hanya menggunakan satu metode, yaitu kualitatif dan hanya melibatkan 5 narasumber serta hanya dilakukan di dua Kota, yaitu: Yogyakarta dan Sleman, DIY, Indonesia, serta memakai pendekatan kanvas model bisnis sosial (SBMC).

Implikasi Penelitian: implementasi 7 faktor penting dalam jaringan bisnis dapat memberikan dampak positif terhadap, kinerja organisasi, pencapaian visi misi, serta strategi pada suatu organisasi jaringan bisnis. Orisinalitas: kontribusi orisinalitas penelitian terletak pada temuan 4 faktor penting dalam suatu jaringan bisnis yaitu: Digitalisasi (ekosistem digital), Kampanye kesadaran merek. Melahirkan peluang bisnis. Pembelajaran berkelanjutan.

Kata Kunci: model bisnis sosial, public brand, merek publik, social business model canvas (SBMC), BMC, angkringan, identitas.

ABSTRACT

Objective: This research has three objectives: To describe understand the current operations of traditional angkringan businesses. To identify critical factors within a business network. To design and develop a social business model that provides a positive socio-economic impact for traditional angkringan businesses, consumers, and the community.

Research Design and Methods: This research employed a qualitative or interpretivist design. Primary data collection utilized interview and observation methods. Data validity combined triangulation of data sources and methods. Data analysis employed content analysis methods.

Findings: There are four important factors in developing and/or planning a business network; digitizing applications to streamline transactions through access to resources and market segments (digital ecosystems), brand awareness campaigns, generating business opportunities, and continuous learning.

In the operation of a traditional angkringan business (BAT), one worker/hour can serve 2.5 to 10 consumers, meaning that each consumer requires a service time of between 6 minutes to 24 minutes, and after deducting the cost of raw materials, each consumer contributes income of between 2,500 Rupiah to 5,000 Rupiah (before labor costs).

Research Limitations: Only using qualitative methods, involving 5 sources from two cities Yogyakarta and Sleman, DIY, Indonesia. Using sosial business model canvas (SBMC) approach.

Research Implications: Implementation of seven important factors in a business network can have a positive impact on organizational performance, achievement of vision, mission, and strategy in a business network organization.

Originality: The research's original contribution lies in its discovery of four important factors within a business network: digitalization (digital ecosystem), brand awareness campaigns, business opportunity generation, and continuous learning.

Keywords: social business model, public brand, social business model canvas (SBMC), BMC, angkringan, identity.