

JUDUL: PERANCANGAN DAN PENGEMBANGAN START-UP SEPORUTO

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ABSTRAK

Di zaman sekarang yang serba modern ini dimana segala kebutuhan sudah serba *online* dan bergantung pada koneksi internet. Dikarenakan signifikannya transisi zaman digitalisasi, APJII menyatakan bahwa penetrasi internet kuartal dua pada tahun 2019-2020 sebesar 73.7% yang berarti peluang perusahaan rintisan berbasis teknologi yang dikenal dengan istilah start-up sangatlah besar. Seporuto adalah start-up reservasi lapangan olahraga secara online dan terintegrasi yang akan beroperasi di Kota Surabaya. Start-up merupakan perusahaan rintisan berbasis teknologi yang masih mencari model bisnis ditengah kondisi market yang dinamis sehingga memiliki resiko yang cukup tinggi, maka dari itu perlunya studi kelayakan untuk mengetahui kelayakan bisnis serta resiko yang akan dihadapi. Tujuan penelitian ini adalah untuk menghasilkan *prototype* operasional serta meninjau studi kelayakan start-up. Dimulai dengan mengidentifikasi masalah serta solusi yang realistis kemudian diuji dengan melakukan *problem-solution fit* melalui kuisioner, menghadirkan *prototype* lalu menguji validitasnya dengan *product-market fit* via *focus group discussion*, wawancara maupun kuisioner. Setelah semua data terkumpul dilanjutkan dengan mengidentifikasi bisnis model menggunakan *Lean Business Model Canvas* dan diuji kelayakannya berdasarkan aspek pasar, teknis, manajemen, hukum dan finansial. Proyeksi studi kelayakan selama 10 tahun, dimana aspek pasar yang telah ditinjau membuktikan bahwa *demand* yang ada lebih besar dari pada *supply*. Aspek teknis menganalisa mengenai alur operasioanl, penentuan teknologi dan lokasi usaha. Kemudian aspek manajemen membahas mengenai struktur organisasi, manajemen perusahaan serta *man power planning*. Aspek hukum membahas mengenai badan usaha serta syarat berdirinya perusahaan dan terakhir aspek finansial untuk mengetahui kelayakan bisnis secara finansial melalui analisa *Net Present Value (NPV)*, *Interest Rate of Return (IRR)*, serta *Discounter Payback Period (DPP)*. NPV yang diperoleh dari analisa finansial sebesar Rp94.852.141 berarti $NPV > 0$, perhitungan IRR sebesar 13% dimana MARR hanya 10.06% membuktikan bahwa $IRR > MARR$. Terakhir DPP yaitu durasi yang diperlukan perusahaan untuk balik modal selama 114 bulan. Dari analisa terkahir dapat disimpulkan dan dibuktikan bahwa pengembangan start-up Seporuto ini masih dapat dikatakan layak untuk dijalankan.

Kata kunci: Start-up, Lean Business Canvas, Studi Kelayakan, NPV, IRR, DPP

TITLE: SEPORUTO START-UP DEISGN AND DEVELEOPMENT

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ABSTRACT

In this modern era, all needs are entirely delivered online and depend on internet connection. Due to the significant transition of the digitalization era, APJII stated that the second quarter internet penetration in 2019-2020 was 73.7%, which means the opportunity of a technology-based company known as start-ups to develop is vast. Start-ups are technology-based start-up companies that are still looking for a business model amid dynamic market conditions to have a high enough risk. Therefore a feasibility study is needed to determine the feasibility of the business and the risks to be faced. Seporuto is an online and integrated sports field reservation start-up that will operate in Surabaya. This study aimed to produce an operational prototype and review a start-up feasibility study. It starts with identifying real problems and solutions, then testing them by conducting problem-solution fit through questionnaires, presenting prototypes, and testing their validity with product-market fit via focus group discussions, interviews, and questionnaires. After all data has been collected, it is continued by identifying the business model using the Lean Business Model Canvas and testing its feasibility based on market, technical, management, legal, and financial aspects. The feasibility study was projected for ten years, where the market aspect had been reviewed, proofed that the existing demand was greater than the supply. Technical aspects analyzed the operational flow, determination of technology, and business location. Then the management aspect discussed the organizational structure, company management, and manpower planning. The legal aspect discussed the business entity and the conditions for the establishment of the company and finally, the financial study was done to determine the financial feasibility of a business through analysis of Net Present Value (NPV), Interest Rate of Return (IRR), and Discounted Payback Period (DPP). The NPV obtained from the financial analysis was Rp.94,852,141, which means $NPV > 0$, the calculated IRR was 13%, where the MARR is only 10.06%, proving that IRR was greater than MARR. Finally, DPP which is the duration required for the company to pay back, was 110 months. From the last analysis, it can be concluded and proven that the development of Seporuto start-up is feasible.

Keywords: *Start-up, Lean Business Canvas, Studi Kelayakan, NPV, IRR, DPP*