

Business coaching untuk Mengembangkan Proses Produksi UMKM Hi Kuliner melalui Inovasi Model Bisnis = Business Coaching to Develop Hi Kuliner Production Processes through Business Model Innovation

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Abstrak

Usaha Mikro, Kecil, dan Menengah (UMKM) dalam perekonomian Indonesia telah diakui memiliki peran strategis dalam penyerapan tenaga kerja dan dalam kontribusinya terhadap Produk Domestik Bruto (PDB). Di tengah populasi UMKM dan kontribusinya yang besar, UMKM sering menghadapi tantangan dalam aspek bisnis fundamental, seperti perencanaan, manajemen operasional, model bisnis, inovasi, dan proses bisnis. Studi kasus dengan pendekatan business coaching ini mengevaluasi model bisnis UMKM saat ini yang didukung dengan hasil analisis lingkungan eksternal dan internal perusahaan. Dalam prosesnya, peneliti usaha Hi Kuliner menggunakan analisis internal VRIO, segmentasi pasar, analisis eksternal PEST, analisis lingkungan eksternal dengan lima kekuatan Porter, dan analisis SWOT terhadap usaha Hi Kuliner dan terhadap model bisnis Hi Kuliner. Peta SWOT telah dilakukan untuk usaha Hi Kuliner dan untuk model bisnis Hi Kuliner. Berdasarkan hasil SWOT model bisnis dengan mempertimbangkan kondisi lingkungan eksternal dan internal perusahaan, peneliti dapat mengidentifikasi kesenjangan usaha yang mengarah pada pengembangan model bisnis baru dengan perbaikan utama diawali pada blok aktivitas kunci. Hasil penelitian dengan pendekatan business coaching ini menekankan pentingnya mengembangkan dan melakukan pembaruan aktivitas kunci yang sesuai dengan bisnis UMKM.

.....Micro, Small, and Medium Enterprises (MSMEs) in the Indonesian economy have been recognized as having a strategic role in employment and in their contribution to Gross Domestic Product (GDP). Despite their large population and contribution, MSMEs often face challenges in fundamental business aspects, such as planning, operational management, business models, innovation, and business processes. This case study with a business coaching approach evaluated the current business model of one small enterprise (subsequently called HK for Hi Kuliner) supported by the results of the analysis of the company's external and internal environment. In the process, we used VRIO internal analysis, market segmentation, PEST external analysis, external environment analysis with Porter's five forces, and Strength-Weakness-Opportunity-Threat analysis of HK business model. SWOT mapping has been done for HK as an enterprise and for HK product's business model. Based on the SWOT results of the business model by considering the external and internal environmental conditions of the company, we can identify business model problems that led to the development of a new business model with the main improvements starting in the key activity blocks. The results of this research with a business coaching approach emphasize the importance of innovating key activities that are suitable for the HK business.