



**FEASIBILITY STUDY WITH BUSINESS METHODSCANVAS MODELS
(CASE STUDY OF AYU SEMINYAK VILLA)**

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Abstract

Villa is a place that is usually used to stay or spend the night by offering a beautiful natural view and tranquility for its residents. Generally, villa rentals are booming when entering weekends or during long holidays. In addition, the lack of financial planning in carrying out their business causes irregular business finances, so that in making business decisions they often face doubts. Villa Ayu Seminyak as a provider of accommodation in the Bali area which aims to help consumers find it easy to get lodging accommodations. This study aims to determine and analyze the business feasibility of Villa Ayu Seminyak in terms of the business canvas and SWOT analysis. The feasibility analysis uses Canva business analysis and SWOT analysis. The analysis used in this study is a qualitative data analysis technique, the data obtained through literature, interviews and documentation conducted at Villa Ayu Seminyak. The results of the study show that from the aspects and analysis carried out at the Villa Ayu Seminyak company, it has met the business criteria and is feasible to run. This research is useful as information on Villa Ayu Seminyak's efforts to improve the quality of the company in a sustainable manner.

Keywords: Feasibility Study, Business Canvas Method, Villa Ayu

INTRODUCTION

In the current era of globalization, the business world is progressing very rapidly, seeing the many emerging competitors requires every company to continue to develop and create strategies and have new business models in order to continue to maintain and increase customer loyalty. The Business Model Canvas is one of the tools used to help business people see more clearly and up-to-date about the profile of a business that is currently or has been running. (Agustina, 2022). Use the Business Model Canvas to allow business participants not only to focus on the marketing department and products of the business they are in, with a business model, business people can focus on all elements in building a business.

Small and Medium Enterprises (SMEs) are a sector that makes a significant contribution to driving Indonesia's economic growth. This is because SMEs absorb a large workforce and are close to ordinary people. However, SMEs in Indonesia still face various problems including promotion, marketing and sales of the products they produce. Therefore, e-commerce is worth a try in helping Indonesian SMEs develop.

Villa Ayu Seminyak is a micro SME business located on Jalan Drupadi III No. 7 Seminyak Bali. Villa Ayu Seminyak is a place that is usually used to stay or spend the night by offering beautiful natural views and tranquility for its residents. Generally, villa rentals are booming when entering weekends or during long holidays. In addition, the lack of financial planning in carrying out their business

causes irregular business finances, so that in making business decisions they often face doubts.

Table 1
Perbandingan harga penyewaan villa dan media promosi yang digunakan Villa Ayu dan pesaing disepertaran wilayah Seminyak

No	Nama Villa	Harga/malam (Rp)	Media Promosi
1	Calm Villa	475.640	Instagram, Traveloka dan Agoda
2	Alami Luxury Villa	663.109	Instagram, Facebook, Agoda, Traveloka
3	Sandi Agung Villa	575.000	Instagram, tik-tok dan Traveloka
4	Kamil Villas	552.592	Instagram, facebook dan Agoda
5	Villa Ayu	355.269	Instagram dan Traveloka

Comparing the prices for renting villas around the Seminyak area, Villa Ayu is classified as the cheapest compared to other villas. However, when viewed from the promotional media used by Villa Ayu, they have not used a lot of social media and tend to be inconsistent and the advertisements provided are also less attractive and monotonous, this has caused Villa Ayu to be less well known by many people and does not attract consumer interest.

The research was conducted at UKM Villa Ayu Seminyak. Problems faced by Villa Ayu Seminyak, a study of business strategy is expected by comparing expenses and income, such as availability of funds, costs of capital, the ability of the business to repay these funds within a predetermined period of time and assessing whether the business will be able to continue to grow (Saptopriyono, 2020). In subsequent developments, consumers are the main determining factor in the success or failure of a company in marketing its products. Companies must be able to identify early on what the current and future consumer needs and expectations are. In a small business the financial aspect is very important to evaluate and develop, this is because financial management is very decisive for the company's progress and resilience in the dynamics of the economy.

Based on the various phenomena and research results, the authors are interested in conducting research with the title "Feasibility Study Using the Canvas Model Business Method (Case Study of Villa Ayu Seminyak).

LITERATURE REVIEW

1. Villas

A villa is a temporary residence that is also used as a vacation spot and is generally located outside an area that offers beautiful views, a cool atmosphere and is located on the outskirts of town, on the beach, in mountainous areas, lakes or waterfalls. Villa is known as a real estate development which generally refers to a luxurious house or residence. A villa is a small house outside the city or in the mountains which is a vacation home used only during holidays. (Encyclopedia Britannic, 1961: 152).

2. Business Feasibility Study

Business feasibility study is research and assessment whether or not a project can be implemented successfully (profitably). According to Sunyoto

(2014), a business feasibility study is a study of a business plan that not only analyzes whether or not a business is feasible to build, but also when it is operationalized routinely in order to achieve maximum profit for an unspecified time. Thus, a feasibility study which is also often referred to as a feasibility study is a consideration in making a decision whether to accept or reject a planned business plan and whether to stop or maintain a business that is already being carried out.

3. The Business Canvas Method

Startup companies, before starting their business, should have a business plan that can help the company make a decision. The business model canvas is a strategic tool used to define a business model and is used as an illustration of the rationale for capturing, creating, and providing value in an organization (Indriantini et al., 2019).

BMC is one of the media used to support the achievement of the industrial sector development strategy (Fitriani et al., 2020). Business model canvas, complicated business concepts are then defined simply through 9 kinds of views, namely: 1.Customer Segments, 2.Value Propositions, 3.Channels, 4.Customer Relationships, 5.Revenue Streams, 6.Key Resources, 7.Key Activities, 8.Key Partnerships and 9.Cost Structure.

4. SWOT analysis

The SWOT analysis technique is basically a technique for identifying various conditions that form the basis for strategic planning. After identifying the problems faced theoretically, it is necessary to build an agreement between stakeholders regarding "what is desired in the future" on these issues. What components or elements need to be further improved, reduced or even replaced, requires an analysis process that is mostly based on the SWOT condition map of the issue. SWOT stands for Strengths, Weaknesses, Opportunities and Treats. SWOT analysis is a systematic identification of various factors to formulate company strategy. This analysis is based on logic that can maximize Strengths, Opportunities (Opportunities), but simultaneously can minimize Weaknesses (Weaknesses), and Treats (Threats).

5. IFAS EFAS Strategy Matrix

Finding the value of the IFASEFAS matrix is to determine the value of internal and external factors and the next step after identifying the factors is calculating the weights and ratings which serve as the basis for determining the company's position in business. This is important to know as the company's basis for carrying out business strategies that are in accordance with company conditions (Wiagustini and Permatawati, 2015). Determination of weight is based on the numbers 0 - 1, namely the accumulation of strengths and weaknesses and the accumulation of opportunities and threats. While determining the rating based on the level of influence of these factors on the company. Ratings from 1 - 4, the most influential has a rating of 1, while a rating of 4 is the least influential. Determination of the rating is based on discussions with the owner of the company. The weight and score of each element is added up. Strengths are added up with weaknesses, while opportunities are added up with threats (Saragih, 2014).

6. Price

Price is the most important consideration factor before consumers buy a product, usually consumers will buy something according to their abilities. According to Kotler and Armstrong (2016: 324) Price is the amount of money issued for a product or service, or the amount of value exchanged by consumers to obtain benefits or ownership or use of a product or service.

7. Promotion

Promotion is an activity that communicates to the product to persuade target consumers to buy a product. According to Sunyoto (2012) promotion is one of the variables in the marketing mix that is very important for companies to implement market products. Promotional activities not only function as a communication tool between companies and consumers, but also as a tool to influence consumers in buying or using products according to their needs and desires.

METHODOLOGY

This research design includes qualitative research. Business feasibility is reviewed from the aspects studied and the analysis of the business canvas method and SWOT analysis. This research was conducted at Villa Ayu in Seminyak which is located at Jalan Petitenget, Seminyak Bali, Kec. Kuta, Badung City, Bali Province, Bali 80361. The research time is 4 months March-July 2023. The data collection method in this study was carried out in several ways, including observation, interviews and documentation. Data analysis techniques in this study were carried out qualitatively. Qualitative data processing is used to analyze non-financial aspects which include legal aspects, market and marketing aspects, technical and technological aspects, and environmental aspects.

EMPIRICAL RESULTS

1. Villa Ayu Seminyak's business feasibility in terms of a business canvas

Price is the main factor for consumers to choose the product to buy, consumers will generally think about whether the price offered is in accordance with the benefits they get. Consumers from Villa Ayu pay more attention to efficiency and the price offered, where price greatly influences service quality and availability. The greater the cost offered, the more benefits and features you get. Villa Ayu in Seminyak has good prospects, but seen from tourist visits and the growth of various types of lodging service businesses.

Based on the sales promotion carried out by the Villa Ayu company in Seminyak, this is a common promotional method carried out by other villa companies, such as promoting and advertising through social media, price discounts, adequate advertising to attract consumers to rent a villa from Villa Ayu. Villa Ayu as a business actor, still has various obstacles in its functional aspects. So a business model analysis is carried out with the Business Model Canvas approach, which consists of 9 main blocks.

2. The business feasibility of Villa Ayu Seminyak is reviewed by SWOT analysis

Based on market and marketing aspects, environmental aspects, technical and technological aspects, price studies, sales promotions and SWOT



analysis studied, Villa Ayu in Seminyak is very able to compete with other villas that have the same product because prices are much cheaper and quality facilities are provided by Villa Ayu. The main weakness of Villa Ayu lies in key resources, where Villa Ayu has very limited resources that can hinder the company from facing business competition and many bigger and more experienced competitors. This can hinder Villa Ayu in finding consumers and can affect the number of consumers to rent villas at Villa Ayu. However, the strength of Villa Ayu is that it is flexible with the price offered being much cheaper with the complete facilities provided.

CONCLUSION

From the results of the research and discussion conducted, the following conclusions can be drawn:

1. Based on the feasibility of Villa Ayu Seminyak's business in terms of the business canvas, Villa Ayu is located in key resources, where Villa Ayu has very limited resources that can hinder the company from facing business competition and many bigger and more experienced competitors.
2. Based on a price study, Villa Ayu, which is an inn company, certainly has a product selling price that is cheaper than other villas.
3. Based on the sales promotion carried out by the Villa Ayu company in Seminyak, this is a common promotional method carried out by other villa companies, such as promoting and advertising through social media, price discounts, adequate advertising to attract consumers to rent a villa from Villa Ayu.
4. Based on the SWOT analysis studied, Villa Ayu in Seminyak is very capable of competing with other villas that have the same product because the price is much cheaper and the quality facilities provided by Villa Ayu.

RECOMMENDATION

Based on the results and discussion of the research, suggestions that can be given for Villa Ayu in Seminyak include:

1. With various aspects that have been researched, Villa Ayu has met the criteria as a company that is worthy of development, but as time goes on, changes will certainly arise and push this company to be better prepared to deal with it in the future. Thus Villa Ayu is expected to start increasing its marketing intensity. In terms of online promotion, Villa Ayu can create websites with interesting content. Meanwhile, for offline or in-person promotions, Villa Ayu can make brochures to be given to those in need.
2. To innovate, Villa Ayu can provide a choice of stay packages that can attract consumers to choose to rent Villa Ayu as a temporary place to stay. Villa Ayu can also carry out periodic evaluations every few months or once a year. This is to see how far Villa Ayu's business has developed, whether it has been going well.

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