

Analisis Business Model Canvas (BMC) Sistem Operasi Skema Blockchain Equity Crowdfunding Pada Ekosistem Bisnis Renewable Energy di Indonesia = Business Model Canvas (BMC) Blockchain Equity Crowdfunding Scheme Operation System Analysis on Renewable Energy Business Ecosystem in Indonesia

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Abstrak

Permasalahan utama pada pengembangan teknologi renewable energy di Indonesia terletak pada nilai investasi awal yang cenderung tinggi dibandingkan teknologi fosil. Penelitian ini bertujuan untuk membuat suatu business model canvas penerapan teknologi renewable energy dengan skema blockchain equity crowdfunding yang diharapkan mampu diterapkan di Indonesia. Penelitian ini bersifat kualitatif dengan menggunakan data primer berupa wawancara langsung dengan responden, melakukan pengamatan langsung pada aktifitas bisnis yang terjadi, dan mencari data sekunder dari berbagai sumber untuk memperkuat data dari responden. Jumlah responden yang peneliti gunakan sebanyak 10 orang yang dikumpulkan dari berbagai pihak ahli di setiap bidang pada ekosistem bisnis blockchain dan renewable energy. Analisis yang digunakan adalah memasukkan data dari berbagai sumber tersebut kedalam 9 blok Business Model Canvas (BMC) yang selanjutnya pada setiap blok dilakukan analisis Strength, Weakness, Opportunity, dan Threat. Dari hasil penelitian tersebut harapannya menjadi masukan yang dapat digunakan untuk pengembangan strategi bisnis bagi perusahaan yang ingin menerapkan skema blockchain equity crowdfunding pada bisnis renewable energy, serta menjadi bahan pertimbangan investor maupun user agar berani mengambil keputusan dalam berinvestasi pada ekosistem bisnis renewable energy

.....The main problem in the development of renewable energy technology in Indonesia lies in the initial investment value that tends to be high compared to fossil technology. This study aims to create a business model canvas for the application of renewable energy technology with the blockchain equity crowdfunding scheme that is expecting could be implemented in Indonesia. This research is qualitative in nature by using primary data in the form of direct interviews with respondents, making direct observations on business activities that occur, and looking for secondary data from various sources to strengthen data from respondents. The number of respondents that the researchers used was ten people collected from several experts in each field in the blockchain business ecosystem and renewable energy. The analysis used is to enter data from various sources into nine blocks of Business Model Canvas (BMC), which is performing on each block analysis of Strength, Weakness, Opportunity, and Threat. From the results of this research, it is hoping that it will be an input that can be used for developing business strategies for companies that want to implement the blockchain equity crowdfunding scheme in the renewable energy business, as well as being taken into consideration by investors and users to have the courage to make decisions in investing in the renewable energy business ecosystem