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# Business Coaching Untuk Mengurangi Risiko Operasional Usaha Melalui Pengembangan Model Bisnis Inovatif. Studi Kasus: Usaha Produk Ayam Aliong = Business Coaching to Reduce Operational Risk Through Developing Innovative Business Model. Case Study of a Medium Enterprise "Ayam Aliong"

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Abstrak

Tujuan penelitian ini adalah untuk mendampingi manajemen usaha Ayam Aliong (skala menengah) untuk mengurangi risiko operasional usaha melalui pengembangan model bisnis inovatif. Peneliti menggunakan metode Business Coaching (BC) dengan kerangka Kanvas Model Bisnis. Pengumpulan data dan periode penelitian akan dilakukan dari bulan Desember 2022 hingga Maret 2023. Pada Kanvas Model Bisnis Ayam Aliong terdapat kelemahan pada key activities dan key resources. Untuk key activities lebih dikarenakan kurangnya karyawan Ayam Aliong akan risiko operasional sehingga nantinya akan dilakukan pemetaan dan mitigasi risiko operasional melalui metode matriks risiko. Salah satu risiko operasional yang akan peneliti tindak lanjuti adalah tingkat kematian ayam di kandang Ayam Aliong yang cukup berbiaya tinggi dan untuk risiko ini, peneliti mengajukan Standard Operational Procedur (SOP), yang berhubungan dengan key resources, agar dapat meminimalisir angka kematian. Dengan meneliti Ayam Aliong, Diharapkan dapat membantu Ayam Aliong mengelola masalah risikonya dan memitigasi risikonya sendiri serta dapat mengembangkan model bisnisnya kedepan.

.....The purpose of this research is to assist the business management of Ayam Aliong (medium scale) to reduce business operational risk through the development of innovative business model. Researcher uses the Business Coaching (BC) method with the Business Model Canvas framework. Data collection and the research period will be carried out from December 2022 to March 2023. In Ayam Aliong’s Business Model Canvas, there are weaknesses in key activities and key resources. For key activities, it is more due to the lack of Ayam Aliong employees in detecting operational risks so that operational risk mapping and mitigation will be carried out later through the risk matrix method. One of the operational risks that researcher will follow up on is the mortality rate of chickens in Ayam Aliong cage which is quite costly and for this risk, researcher proposes a Standard Operating Procedure (SOP), which is relate to key resources, in order to minimize mortality. By researching Ayam Aliong, it is hoped that it can help Ayam Aliong manage its risk problems, mitigate its own risks and be able to develop its business model in the future.