

ABSTRAK

PERANCANGAN KONSEP MODEL BISNIS PENYEDIA WIFI PUBLIK DENGAN PENDEKATAN BLUE OCEAN STRATEGY DAN ANALISIS PREFERENSI MASYARAKAT MENGUNAKAN CHOICE-BASED CONJOINT

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Keterjangkauan layanan internet di Indonesia masih menjadi tantangan dengan ketersediaan Wi-Fi publik umumnya terbatas pada area komersial berbayar dengan kualitas yang belum optimal. Penelitian ini merancang model bisnis inovatif penyedia Wi-Fi publik yang inklusif dan berkelanjutan dengan mengintegrasikan pendekatan Blue Ocean Strategy (BOS) dan Choice-Based Conjoint (CBC). Melalui analisis BOS—meliputi Six Path Framework, Buyer Utility Map, dan ERRC Grid—penelitian ini mengidentifikasi peluang penciptaan pasar baru dengan menghapus biaya akses dan proses transaksi, memperluas cakupan area, serta menambahkan nilai baru berupa platform periklanan digital interaktif sebagai sumber pendapatan. Hasil CBC menunjukkan bahwa model bisnis usulan memiliki preferensi jauh lebih tinggi (71,84%) dibandingkan layanan yang ada (28,16%), dengan akses gratis (39,58%) dan kecepatan jaringan (30,87%) sebagai atribut paling berpengaruh; revisi strategi menegaskan bahwa kecepatan optimal adalah 10 Mbps untuk menghindari biaya operasional yang tidak perlu. Model akhir divisualisasikan melalui Business Model Canvas (BMC), menekankan kolaborasi dengan pemerintah daerah dan pengiklan untuk menyediakan internet gratis, cakupan luas, dan kecepatan stabil, sementara pendapatan berasal dari iklan dan kemitraan bisnis. Integrasi BOS dan CBC terbukti menghasilkan model bisnis Wi-Fi publik yang inovatif sekaligus tervalidasi secara empiris, memberikan dasar strategis kuat untuk implementasi nyata.

Kata Kunci : *Blue Ocean Strategy, Choice-Based Conjoint, Model Bisnis, Wi-Fi Publik, Value Innovation*

ABSTRACT

DESIGNING A BUSINESS MODEL CONCEPT FOR PUBLIC WI-FI PROVIDERS USING THE BLUE OCEAN STRATEGY APPROACH AND COMMUNITY PREFERENCE ANALYSIS WITH CHOICE-BASED CONJOINT

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The affordability of internet services in Indonesia remains a major challenge, as public Wi-Fi access is mostly limited to commercial areas that often require payment and offer suboptimal quality. This study aims to design an innovative, inclusive, and sustainable business model for public Wi-Fi providers by integrating the Blue Ocean Strategy (BOS) approach with empirical validation through Choice-Based Conjoint (CBC). The BOS analysis—consisting of the Six Path Framework, Buyer Utility Map, and ERRC Grid—identifies opportunities to create a new market space by eliminating access fees and transaction processes, expanding coverage areas, and introducing new value through an interactive digital advertising platform as a revenue source. CBC results show that the proposed model has significantly higher user preference (71.84%) compared to current services (28.16%), with free access (39.58%) and network speed (30.87%) being the most influential attributes; further analysis indicates that an optimal speed of 10 Mbps balances user value and operational efficiency. The final model, visualized through the Business Model Canvas, emphasizes partnerships with local governments and advertisers to deliver free internet access, wide coverage, and stable speed, while generating revenue from digital advertising and business collaborations. This research concludes that the integration of BOS and CBC successfully produces a public Wi-Fi business model that is conceptually innovative and empirically validated, offering a strong strategic foundation for real-world implementation.

Keyword : Blue Ocean Strategy, Choice-Based Conjoint, Business Model, Public Wi-Fi, Value Innovation