

**Rancangan Bisnis Majalah Sekolah *Online* dengan *Business Model Canvas*  
dan Evaluasi *Technology Acceptance Model***

**Tesis**

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## LEMBAR PENGESAHAN TESIS

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Rancangan Bisnis Majalah Sekolah *Online* dengan *Business Model Canvas* dan  
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## ABSTRAK

**Feby Anugrah Saputra**, Tesis, 2021, Rancangan Bisnis Majalah Sekolah *Online* dengan *Business Model Canvas* dan Evaluasi *Technology Acceptance Model*.

**Abstrak:** Penelitian ini dilatar belakangi oleh teknologi dan kewirausahaan, di mana teknologi ini berkembang sangat pesat sehingga setiap pengguna nya dapat merasakan kemudahan serta kegunaan dari berkembang nya teknologi ini. Di zaman sekarang banyak sekali bisnis yang berkembang dengan memanfaatkan teknologi sebagai alat bisnis mereka. *Startup* merupakan perusahaan rintisan yang bergerak dibidang teknologi, dari mulai belanja *online*, transportasi *online* hingga bermedia sosial dapat dilakukan di dalam *smartphone*. Namun ada juga pihak yang tidak bertanggung jawab yang menjadikan media sosial sebagai alat untuk kepentingan diri sendiri sehingga berakibat negatif bagi pengguna lain. Dengan demikian peneliti membuat sebuah rancangan bisnis media sosial berbentuk majalah sekolah *online* yang hanya dapat digunakan oleh pelajar atau siswa. Untuk menyelesaikan penelitian ini peneliti menggunakan pendekatan *plan, do, check, dan act* yang di mana pendekatan tersebut digunakan untuk memastikan kualitas secara utuh dari mulai pemasok hingga pelanggan dengan *grand theory business model canvas* dan *technology acceptance model*. Metode penelitian yang digunakan pun adalah kuantitatif deskriptif dengan desain penelitian *sequential exploratory* dimana data dikumpulkan secara kualitatif dan data kuantitatif digunakan untuk menjelaskan hubungan di antara kedua nya. Dalam hasil penelitian terdapat analisis kekuatan, kelemahan, peluang dan ancaman. Pemetaan dari ke sembilan segmentasi *business model canvas* dan mengevaluasi kegunaan, kemudahan, sikap dan minat dari rancangan aplikasi majalah sekolah *online* dengan *technology acceptance model*. Kesimpulan setelah melakukan berbagai kajian dan uji coba terhadap *prototype* aplikasi majalah sekolah *online*, masih banyak kekurangan baik itu dalam kemudahan dalam pengoprasian dan penambahan fitur. Sehingga agar suatu bisnis aplikasi dapat berjalan baik, diperlukan kreativitas dan inovasi secara berkala agar aplikasi yang dibuat tidak tertinggal oleh kompetitor.

Kata Kunci : *Business Model Canvas, Technology Acceptance Model, Startup*

## **ABSTRACT**

**Feby Anugrah Saputra**, Tesis 2021, *Online School Magazine Business Design with Business Model Canvas and Evaluation of Technology Acceptance Model.*

**Abstract:** This research is motivated by technology and entrepreneurship, where this technology is developing very rapidly so that every user can feel the convenience and usefulness of this technology development. In this day and age, many businesses are developing using technology as their business tool. Startups are technology startups, from online shopping, online transportation to social media, which can be done on a smartphone. However, there are also irresponsible parties who make social media a tool for their own interests so that it has negative consequences for other users. Thus the researcher made a social media business design in the form of an online school magazine that can only be used by students or students. To complete this research, the researchers used a plan, do, check, and act approach in which this approach was used to ensure complete quality from suppliers to customers with the grand theory business model canvas and the technology acceptance model. The research method used is also a descriptive quantitative with a sequential exploratory research design where data is collected qualitatively and quantitative data is used to explain the relationship between the two. In the research results there is an analysis of strengths, weaknesses, opportunities and threats. Mapping the nine business model canvas segments and evaluating the usability, ease, attitude and interest of the online school magazine application design with the technology acceptance model. The conclusion after conducting various studies and trials of the online school magazine application prototype, there are still many shortcomings, both in ease of operation and addition of features. So that in order for an application business to run well, creativity and innovation are needed periodically so that the application made is not left behind by competitors.

*Keywords: Business Model Canvas, Technology Acceptance Model, Startup*

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