

ABSTRAK

Perkembangan teknologi digital mendorong transformasi pada sektor pendidikan melalui hadirnya platform pembelajaran daring. Platform UMI (Usaha Mandiri Ibu) dirancang sebagai solusi bagi ibu rumah tangga untuk mengembangkan keterampilan wirausaha dari rumah. Namun, karena masih dalam tahap pengembangan, diperlukan perumusan model bisnis yang tepat agar platform dapat berkelanjutan dan efektif. Penelitian ini bertujuan menyusun model bisnis platform UMI menggunakan pendekatan *Business Model Canvas* (BMC) dan analisis SWOT dengan metode kualitatif deskriptif. Data diperoleh melalui wawancara, dokumentasi, dan observasi terhadap prototipe. Analisis dilakukan dengan memetakan sembilan elemen BMC, mengidentifikasi faktor SWOT, serta menyusun Matriks IFAS, EFAS, dan TOWS. Hasil penelitian menunjukkan bahwa model bisnis yang sesuai adalah model freemium berbasis komunitas kewirausahaan. Skor Matriks IFAS sebesar 3,38 menunjukkan kondisi internal yang kuat, dengan keunggulan pada proposisi nilai yang spesifik. Sementara itu, Matriks EFAS sebesar 2,94 menunjukkan peluang besar dari tingginya jumlah UMKM perempuan di Indonesia. Strategi utama meliputi penguatan kemitraan dengan dinas terkait, validasi pendapatan melalui model freemium, serta perluasan saluran distribusi melalui kolaborasi program pemerintah.

Kata kunci: *Business Model Canvas*, SWOT, platform pembelajaran daring, model bisnis.

ABSTRACT

The rapid development of digital technology has transformed the education sector, particularly through the growth of online learning platforms. The UMI (Usaha Mandiri Ibu) platform is designed as a solution for housewives to develop entrepreneurial skills from home. However, as the platform is still in the development stage, an appropriate business model is needed to ensure its sustainability and effectiveness. This study aims to formulate a suitable business model for the UMI platform using the Business Model Canvas (BMC) and SWOT analysis with a descriptive qualitative approach. Data were collected through interviews, documentation, and indirect observation of the application prototype. The analysis involved mapping the nine elements of BMC, identifying SWOT factors, and constructing IFAS, EFAS, and TOWS matrices. The results indicate that a freemium model based on an entrepreneurial community is the most appropriate. The IFAS matrix score of 3.38 shows strong internal conditions, particularly in a well-defined value proposition. Meanwhile, the EFAS score of 2.94 highlights significant opportunities driven by the high number of women-owned MSMEs in Indonesia. Key strategies include strengthening partnerships with local government agencies, validating revenue streams through a freemium approach, and expanding channels through collaboration with government programs.

Keywords: BMC, SWOT, business model, e-learning platform.