

ABSTRACT

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As the one necessary aspect of human needs, property becomes so important. Because of that, markets of property will exist in any condition in terms of fulfilling a sense of security in the aspect of human life. In Indonesia, the property industry is one of many industries that grow so fast because of many factors like shelter needs, infrastructure, and high population density. Followed with Indeks Harga Properti Residensial Indonesia (IHPR) which continue to increase by the time followed by development of the times. In 2020, the property industry will be blocked by extraordinary conditions which is pandemic of Covid-19. This extraordinary condition forced property business entrepreneurs to innovate. To make a good innovation is required every entrepreneur to have a Structure of Intellect (SOI) that is reinforced with Sustainable Business Model (SBM). Innovation must be accompanied with observation or external and internal analysis that adapt with market conditions in the future. In external analysis, innovation must be adjusted with customer market needs through PESTLE analysis. After doing external analysis, innovation can be adjusted with internal conditions by doing a rough picture of Business Model Canvas (BMC). After entrepreneurs get a thinking framework through external and internal conditions, innovation will be filtration with SWOT analysis. In this case, an organization must be put at attention to the strategy that will be done before an execution to consumer market.

Keywords : Property, Residential Property, Covid-19 Pandemic, Innovation, Structure of Intellect, Sustainable Business Model, External Analysis, Internal Analysis, PESTLE Analysis, Business Model Canvas, SWOT Analysis

ABSTRAK

Properti merupakan salah satu kebutuhan manusia. Oleh karena itu pasar properti akan terus ada karena manusia butuh tempat tinggal untuk memenuhi rasa aman. Di Indonesia, industri properti merupakan salah satu faktor industri yang berkembang karena kebutuhan tempat tinggal, infrastruktur, dan kenaikan penduduk. Diikuti dengan data Indeks Harga Properti Residensial Indonesia yang terus meningkat diikuti dengan perkembangan jaman. Tahun 2020 industri properti dibendung dengan kondisi luar biasa yaitu pandemic Covid-19. Keadaan luar biasa ini memaksa para pelaku usaha untuk berinovasi. Dalam berinovasi diperlukan Structure of Intellect yang diperkuat dengan Sustainable Business Model (SBM). Inovasi harus diiringi pengamatan atau analisis external maupun internal untuk menyesuaikan kondisi pasar kedepannya. Dalam analisis external, inovasi harus disesuaikan dengan keinginan pasar konsumen melalui PESTLE Anaysis. Setelah analisis external didapatkan, inovasi tersebut dapat disesuaikan dengan keadaan Internal dengan melakukan gambaran kasar melalui Business Model Canvas. Setelah mendapatkan kerangka berfikir melalui dengan keadaan external dan internal, Inovasi harus difiltrasi dengan SWOT Analysis. Dalam hal ini, suatu organisasi harus memperhatikan strategi yang akan dilakukan sebelum eksekusi menuju pasar konsumen.

Kata Kunci : Properti, Properti Residensial, Kondisi Luar Biasa, Pandemi Covid-19, Inovasi, Structure of Intellect, Sustainable Business Model, Analisa Ekternal, Analisa Internal, Analisa PESTLE, Business Model Canvas, Analisa SWOT.