

ANALISA KELAYAKAN UMKM JABODETABEK DALAM MENGADOPSI *PRODUCT SERVICE SYSTEM* DENGAN METODE *BUSINESS MODEL CANVAS* (BMC) DAN *LANDSCAPE PRODUCT SERVICE SYSTEM* (PSS)

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ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) memiliki peran penting dalam perekonomian Indonesia, namun masih menghadapi tantangan dalam meningkatkan daya saing sehingga diperlukan inovasi model bisnis melalui penerapan *Product Service System* (PSS). Penelitian ini bertujuan menganalisis kondisi penerapan PSS pada UMKM di wilayah Jabodetabek, mengevaluasi tingkat kelayakan berdasarkan kondisi eksisting dan kondisi yang diinginkan, mengidentifikasi jenis dan kuadran PSS yang berpotensi diadopsi, serta merumuskan strategi pengembangan menggunakan *Business Model Canvas* (BMC). Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif melalui penyebaran kuesioner berbasis *Landscape Product Service System* dan wawancara terhadap 20 UMKM yang mewakili lima kategori usaha, yaitu *Food and Beverage*, *Fashion*, *Retail*, *Otomotif*, dan *Cleaning Services*. Hasil penelitian menunjukkan bahwa sebagian besar UMKM masih berada pada kategori *Product-Oriented PSS*, sementara kategori *Cleaning Services* memiliki tingkat kesiapan PSS yang lebih tinggi dibandingkan kategori lainnya. Analisis kelayakan menunjukkan bahwa Kuadran 7 (*Product Pooling*) merupakan kuadran yang paling banyak dinilai layak untuk diterapkan, diikuti oleh Kuadran 3 (*Advice & Consulting*), Kuadran 2 (*Product Related Service*), dan Kuadran 8 (*Outsourcing*). Oleh karena itu, penerapan PSS perlu dilakukan secara bertahap sesuai tingkat kesiapan masing-masing UMKM dengan memanfaatkan BMC sebagai alat strategis untuk mendukung transformasi menuju model bisnis yang lebih berorientasi pada layanan dan berkelanjutan.

Kata kunci: *Product Service System*, UMKM, *Landscape PSS*, *Business Model Canvas*, Kelayakan PSS.

***FEASIBILITY ANALYSIS OF JABODETABEK MSME IN
ADOPTING THE PRODUCT SERVICE SYSTEM USING THE
BUSINESS MODEL CANVAS (BMC) METHOD AND PRODUCT
SERVICE SYSTEM (PSS) LANDSCAPE***

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ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in Indonesia's economy but continue to face challenges in improving their competitiveness, highlighting the need for business model innovation through the implementation of a Product-Service System (PSS). This study aims to analyze the current implementation of PSS among MSMEs in the Greater Jakarta area (Jabodetabek), evaluate its feasibility by comparing existing and desired conditions, identify the most promising PSS types and quadrants for adoption, and formulate development strategies using the Business Model Canvas (BMC). This research employed a descriptive qualitative approach through questionnaires based on the Product-Service System Landscape and interviews with 20 MSMEs representing five business sectors: Food and Beverage, Fashion, Retail, Automotive, and Cleaning Services. The results indicate that most MSMEs remain in the Product-Oriented PSS category, while the Cleaning Services sector demonstrates the highest level of PSS readiness. The feasibility analysis shows that Quadrant 7 (Product Pooling) is the most feasible for implementation, followed by Quadrants 3 (Advice & Consulting), 2 (Product Related Service), and 8 (Outsourcing). Therefore, PSS implementation should be carried out gradually according to the readiness level of each MSME, with the Business Model Canvas serving as a strategic tool to support the transformation toward more service-oriented and sustainable business models.

Keyword: *Product-Service System, MSMEs, PSS Landscape, Business Model Canvas, PSS Feasibility.*