

ABSTRACT

Information gap can be placed as an indicator of poverty. "The gap info" shows the inability to access and use information that will impact on the welfare of a person. Many experiences in developing countries shows that access to information is needed by society, which among other objectives in order to know the selling price of the product, be it agriculture, fishing and other businesses. By knowing the selling price information to enable local communities get a higher income. Because of the high selling value, then the community itself increase income.

An example is the potential of natural resources in Seruyan District where oceanic and fishery sector is expected to be developed to encourage economic growth benefit for the community. However, the use and management of marine resources and fisheries is still not optimal, this is caused by various constraints, including weak institutions, low human resources and lack of field officers who can provide information about fisheries techniques. Based on the fact that, telecenter is expected to be as one solution to overcome the information gap that occurred in the district Seruyan. However, according to Indonesia Telecenter Network almost every telecenter in Indonesia have the same problem, namely how the telecenter can continue to operate and achieve independence. Based on these experiences, then this research will aim to determine the telecenter business model to describe the income and expenditures.

Business model will be made by looking at the condition of the area and fishing communities in the Seruyan district so that it can be determined customer value, revenue sources, profit site, and scope. Price determined by looking at and considering the type of service tariffs that already exists. Implementation and connected activities is determined based on customer value and revenue sources. Sustainability are determined by the feasibility study, and capabilities views of the value of cash flow out.

Created a business model that has ten components, including customer value, revenue sources, profit site, scope, price, implementation, connected activities, cost structure, sustainability, and capabilities. The target customer telecenter is a community (especially fisher), organizations, and industry/UKM. By looking at the characteristics of the customers, then customer value will focus on four things, namely location, product features, service, and low price. Revenue sources includes services offered by the telecenter. Based on research by looking at the problems faced by customers, then obtained with 17 service with fee which is adjusted based on the type of services that already exist. Profit site says the pressure of competition faced by telecenter. Scope said the number of market segments and demand for each service. Connected activities to said activity performed by the telecenter in the introduction phase. Implementation will discuss the organizational structure of the telecenter employees. Cost structure stated amount of CAPEX and OPEX. Based on a feasibility study has been done obtained that the NPV = Rp 1.568.435, and IRR > 20%, and PBP < 4 years, so a good business model to be implemented.

Research results obtained from the ten components of a business model that mutually affect each other. Then, on the business scenario shows that telecenter revenues and expenditures continue to rise, where for 4 years operating revenues greater than expenses.

Keywords: Telecenter, business model, fishermen