

ABSTRACT

The use of technology in the digital era is used by companies as a means of carrying out business processes. PT. Infokes Indonesia is a platform provider in health information system called Infokes and collaborates with the Health Office, Puskesmas, Satkes, and Hospitals in Indonesia. A good business ecosystem is when all actors in the business network contribute to each other according to their roles. At the present there is no research that analyzes the Value Stream Mapping at PT. Infokes Indonesia. Value Stream Mapping analysis shows the essence of the company's business in matters related to actors, money sources, and the structures of the firm offering. The purpose of this study is to analyze the business ecosystem of PT. Infokes Indonesia using Value Stream Mapping and describes the company's business model using Business Model Canvas and provides business modeling recommendations based on the results of Value Stream Mapping analysis to develop ePuskesmas. This study uses triangulation techniques by combining interview, observation, and documentation techniques. Based on the results of the Value Stream Mapping analysis, it can be seen that the payments made for the ePuskesmas product or platform are centered on Admedika. Then, it is necessary to direct the flow of information data from the Puskesmas, Health Office, Admedika, and PT. Infokes Indonesia by transcribing users in a transparent and real time manner to avoid risk. Based on the Business Model Canvas that has been analyzed with Value Stream Mapping, PT. Infokes Indonesia has several things that need to be considered such as the Key Partner building blocks, Key Activations, Value Propositions, Customer Segments, Cost Structure, Revenue Stream funds for optimal development of ePuskesmas products.

Keywords : Value Stream Mapping; Business Model Canvas Business Ecosystem; Platform, Evaluation and Strategic Planning