ABSTRACT

Various e-commerce companies are busy evaluate themselves up in an increasingly fierce competition era with innovation constantly developing their businesses in order to get consumers' attention. PT Metraplasa is developing a feature for Indonesian Migrant Workers who are working abroad, namely Blanja for Migrant Workers. This feature is to facilitate Migrant Workers who work abroad to buy the needs for the family in Indonesia. The customer validation process was passed by PT Metraplasa to validate the feature development plan for prospective customers in Taiwan. In its implementation, the Blanja team has not yet identified the possibility of risk events, as a result the customer validation process has been delayed and also has not achieve the targets.

Constraints faced by the company when carrying out this process become the background for start risk management process, because the company still have the customer validation process that will be carried out with Indonesia migrant worker in other countries. Thus, this research was conducted to do risk management in the customer validation process. The study is start by conducting a risk assessment, and obtained five risks that are divided into categories of low, medium and high. The risks that will be given treatment are two medium risk and also one high risk. The final result of this research is in the form of a risk treatment proposal and a new process proposal for the implementation of a treatment plan by involving the improvement of process components such as rules, human resources, activities, and facilities and infrastructure

Keywords: risk assessment, risk treatment, customer validation, process