

ABSTRAK

Kebutuhan mendesak terhadap moda transportasi yang menjamin keamanan serta kenyamanan bagi perempuan di Kabupaten Bangkalan menjadi latar belakang utama dalam penelitian ini. Adanya isu kerentanan di ruang publik, yang diperkuat dengan norma sosiokultural masyarakat Madura mengenai batasan interaksi gender, menuntut adanya inovasi layanan transportasi yang spesifik. Studi ini bertujuan untuk mengeksplorasi perancangan model bisnis layanan ojek *online* khusus perempuan dengan identitas "Lady-Go", sekaligus mengkaji secara komprehensif tingkat kelayakan investasinya. Penelitian ini selaras dengan agenda *Sustainable Development Goals* (SDGs), khususnya Goal 5 (Kesetaraan Gender), Goal 8 (Pekerjaan Layak dan Pertumbuhan Ekonomi), serta Goal 11 (Kota dan Komunitas yang Berkelanjutan). Pendekatan kuantitatif deskriptif diterapkan dengan mengadopsi *Business Model Canvas* (BMC) sebagai kerangka utama dalam memetakan arsitektur bisnis. Integrasi analisis dilakukan melalui studi kelayakan yang mencakup dimensi pasar, sosiokultural, teknis, hingga finansial. Data primer diperoleh melalui survei terhadap 100 responden perempuan di wilayah Bangkalan, di mana instrumen penelitian telah melalui tahapan uji validitas dan reliabilitas untuk menjamin akurasi data. Temuan penelitian mengonfirmasi bahwa konsep bisnis Lady-Go memiliki tingkat adaptabilitas yang tinggi terhadap kebutuhan pasar serta relevansi kuat dengan norma lokal. Secara finansial, proyek ini dinyatakan layak melalui indikator *Net Present Value* (NPV) yang positif, perolehan *Internal Rate of Return* (IRR) sebesar 58,87%, serta *Payback Period* selama 1 tahun 9 bulan 26 hari. Sebagai langkah strategis operasional, penelitian ini merekomendasikan sinergi antara platform digital dengan komunitas lokal guna memastikan keberlanjutan usaha dalam ekosistem digital di Bangkalan.

Kata Kunci: Ojek *Online* Khusus Wanita, *Business Model Canvas*, Studi Kelayakan Bisnis, Bangkalan, Transportasi Berbasis Gender.

ABSTRACT

The urgent need for transportation modes that ensure safety and comfort for women in Bangkalan Regency serves as the primary background for this study. The issue of vulnerability in public spaces, reinforced by Madurese sociocultural norms regarding gender interaction boundaries, necessitates specific transportation service innovations. This study aims to explore the design of a women-only online ojek business model under the identity "Lady-Go" and comprehensively assess its investment feasibility. Furthermore, this research aligns with the United Nations Sustainable Development Goals (SDGs), particularly Goal 5 (Gender Equality), Goal 8 (Decent Work and Economic Growth), and Goal 11 (Sustainable Cities and Communities). A descriptive quantitative approach was applied by adopting the Business Model Canvas (BMC) as the main framework for mapping the business architecture. Integrated analysis was conducted through a feasibility study covering market, sociocultural, technical, and financial dimensions. Primary data was obtained through a survey of 100 female respondents in Bangkalan, where the research instrument underwent validity and reliability testing to ensure data accuracy. The findings confirm that the "Lady-Go" business concept possesses a high degree of adaptability to market needs and strong relevance to local norms. Financially, this project is declared feasible based on a positive Net Present Value (NPV), an Internal Rate of Return (IRR) of 58.87%, and a Payback Period of 1 year, 9 months, and 26 days. As an operational strategic step, this research recommends synergy between digital platforms and local communities to ensure business sustainability within the digital ecosystem in Bangkalan.

Keywords: *Women-Only Online Motorcycle Taxi, Business Model Canvas, Business Feasibility Study, Bangkalan, Gender-Based Transportation.*