RINGKASAN EKSEKUTIF

Penelitian ini bertujuan pertama menganalisis *design thinking*, *lean canvas*, *entrepreneurial process* pada potensi perencanaan pengembangan bisnis dengan Pelayanan lengkap yang terintegrasi dalam satu kawasan hunian di Rumah kos *Triple* D Bandung Timur. Kedua, untuk menyusun perencanaan bisnis yang terintegrasi, mencakup aspek pemasaran, operasional, sumber daya manusia, digitalisasi, inovasi, dan manajemen risiko. Ketiga, menganalisis kelayakan berdasarkan analisis kelayakan finansial *(NPV, IRR, Payback Period, dan Profitability Index)* serta pendekatan kewirausahaan *Model Timmons.*

Metode penelitian yang dilakukan, menggunakan pendekatan *deskriptif* kualitatif dengan data primer yang dikumpulkan melalui observasi dan wawancara mendalam terhadap *customer* sebagai penghuni kos saat ini dan sekitarnya di area Bandung Timur, serta data sekunder dari literatur ilmiah, laporan riset terdahulu, dan dokumen pemerintah, hingga data BPS.

Dari hasil penerapan *Design Thinking* dan *Lean Canvas*, terlihat jelas bahwa konsumen penghuni kos di kota Bandung Timur sangat membutuhkan pelayanan yang lengkap dalam satu kawasan hunian kos yang terintegrasi, pemetaan segmentasi konsumen, *value proposition*, strategi distribusi, hingga membangun keunggulan bersaing. Sementara itu, *entrepreneurial process* menekankan pentingnya peluang pasar, pengelolaan sumber daya, dan kekuatan tim untuk mendorong inovasi berkelanjutan. Rancangan *business plan* rumah kos pun disusun secara komprehensif, mencakup strategi pemasaran digital melalui *marketplace,* peningkatan efisiensi operasional lewat digitalisasi, pengembangan sumber daya manusia, serta inovasi material ramah lingkungan. Tak hanya itu, mitigasi risiko finansial, operasional, dan pemasaran juga diperhitungkan secara matang.

Hasil analisis finansial menunjukkan bahwa usaha rumah kos *Triple* D sangat layak dijalankan, dengan indikator kuantitatif yang kuat: NPV positif sebesar Rp 10.332 miliar, IRR > 10% (jauh di atas tingkat diskonto), Payback Period sekitar 3 tahun 8 bulan, serta Profitability Index berada pada tingkat menguntungkan (PI > 1). Lebih jauh, Model Timmons menegaskan bahwa pasar Rumah kos *Triple* D di kota Bandung memiliki prospek besar karena aspek *opportunity, resources,* dan *team* dapat terpenuhi: peluang pasar yang luas, ketersediaan sumber daya, serta dukungan tim yang kompeten dalam inovasi dan pemasaran digital.

Kata Kunci: Pengembangan *Business Plan, Rumah kos Triple D, Design Thinking, Lean Canvas, Model Timmons.*

EXECUTIVE SUMMARY

Study This aim First analyze *design thinking*, *lean canvas*, *entrepreneurial process* on potential planning development business *Triple* D boarding house with Service complete in One area integrated boarding house in East Bandung city. Second, to compile planning integrated business, including aspect marketing, operations , resources Power human, digitalization, innovation, and management risk. Third, analyze eligibility based on analysis eligibility financial *(NPV, IRR, Payback Period, and Profitability Index)* as well as approach entrepreneurship *Timmons Model.*

The research method used was approach *descriptive* qualitative with the primary data collected through observation and interviews deep to *customer* as current boarding house residents This and surrounding in the East Bandung area, and secondary data from literature scientific, report research previous, and documents government, to BPS data.

From the results implementation *Design Thinking* and *Lean Canvas*, it can be seen clear that consumer Boarding house residents in East Bandung city are in dire need complete service in One area integrated boarding house, mapping segmentation consumers, *value proposition,* distribution strategy, to build superiority compete. Meanwhile that is, *entrepreneurial process* emphasize importance market opportunities, management source power and strength team For push innovation sustainable. Design a boarding house *business plan was also* prepared in a way comprehensive, covering digital marketing strategies through *marketplace,* improvement efficiency operational past digitalization , development source Power humans, as well as environmentally friendly material innovation environment. Not only that, mitigation risk financial, operational and marketing are also taken into account in a way ripe.

Analysis results financial show that business *Triple* D boarding house is very decent run, with indicator strong quantitative : positive NPV amounting to Rp. 10.322 billion, IRR > 10 % (far above level discount), Payback Period is around 3 years 8 months, and the Profitability Index is at the level profitable (PI > 1). More far, Timmons' model confirms that the *Triple D* boarding house market in the city Bandung has prospects big Because aspect *opportunity, resources,* and *team* can fulfilled : broad market opportunities, availability source power, as well as support competent team in innovation and digital marketing .

Keywords: Development *Business Plan, Triple D boarding house, Design Thinking, Lean Canvas, Timmons Model.*