

Strategic Formulation Analysis of Digital Legal Consultant Services, “Bilik Hukum”

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ABSTRACT

Bilik Hukum is a digital legal advisory service solution. It is easier and more practical to get help with legal matters.

Thanks to digital applications and websites that connect you with experts in your field, no matter where you are or what time it is. For this study, the division's strategy is to use various tools to create a more advanced and competent business. This research examines how the value proposition canvas, Porter's Five Forces, PEST, CPM, IE Matrix, and the Lean Business Canvas can be used to help a company remain viable in the face of challenges and opportunities both inside and outside the company.

Keywords: Value Proposition Canvas, Porter's Five Forces, PEST, IE Matrix dan Lean Business Canvas

1. INTRODUCTION

According to the Directorate General of the General Judiciary Agency 2020's Report on the Implementation of Activities, civil lawsuits are expected to total 36,664 in 2020, with the remaining cases in 2019 totaling 11,237, resulting in a caseload of 47,937 matters. In 2020, 32,741 issues out of the total caseload were successfully resolved. According to the Directorate General of the General Judiciary Agency's Report on the Implementation of Activities for 2020, a total of 134,344 criminal lawsuits have been filed, leaving a backlog of 23,594 cases in 2019, resulting in a

burden of 157,938 criminal lawsuits in 2020, with 136,100 of those cases being successfully resolved.

According to the initial survey results of 30 respondents, 64 percent of the respondents have faced the law, and 36 percent of the respondents have never met the law, based on results. Legal access in Indonesia is difficult for 80 percent of those polled, and 88 percent said the cost of legal consultations and assistance is prohibitive. A total of 28 out of 30 people who took the survey said they agreed and wanted to make use of the app and website for legal advice and assistance.

By 2021, Indonesian internet users are expected to number 63 million, with 95% of them using the internet to access social media sites like Facebook and Twitter. To help alleviate the community's need for effective and efficient legal assistance consulting services at a reasonable cost, the public needs to know more about legal services and how they can be provided. To meet the people's expectations, consulting services are expected to ease the process of understanding and obtaining clear solutions so that public expectations can be completed following the applicable legal domain and cannot be separated from protecting the public's privacy.

Digital-based applications and websites that provide professional

companions and consultants in their fields make legal consultation easier and more practical. As a result, it can assist those who lack basic legal knowledge but still require consultation and assistance. The public can access legal services at any time and in any location for a standard fee, and they can be used until the case is resolved, making the use of time more efficient and effective for the community. The Bilik Hukum's app and website provide legal advice and assistance to anyone in the community who needs it, regardless of where they live. "Bilik Hukum or Legal Room" is accessible to the public because it is digital to use through available apps or websites.

2. MATERIALS AND METHOD

Identify Problems and Opportunities

As a solution for digital legal consulting and assistance services, the "Bilik Hukum" analyzes customer jobs, customer gains, and opportunities and problems for customers (Osterwalder et al., 2015). VPC (value proposition of canvas) analysis is also essential because it focuses on organizational values, sharpening the organization's ability to serve customers profitably by focusing on activities (Subhan et al., 2022)

Business Solutions

Providing Bilik Hukum can add value to customers' eyes and simplify the design of the desired service thanks to the value proposition of canvas (Setiyawati et al., 2021). Pain relievers, gain creators, and products and services based on the proportion of values make up Bilik Hukum's value proposition for canvas. There are pain relievers that explain how to alleviate the customer's burden, a gain creator that describes how the product or service provides benefits to customers and products and services that are developed based on the value proposition (Osterwalder et al., 2015)

Vision and Mission

A company's vision and mission are critical to its success. A vision and mission

statement can serve as a roadmap for a company's future. When we have a clear idea of where we're going, how we're going to get there, or who we're going to be, we have a vision. Vision is the driving force; it opens new paths to success (Setiyawati et al., 2021). The mission statement is the second most commonly used tool because they see it as valuable for integrating the organization. They keep everyone focused on the goal and work together to achieve it. Getting back on track (Akeem et al. 2016)

External Factor Analysis

There are many ways to look at data in external factor analysis. It is anticipated that independent research into the Bilik Hukum's growth strategies will help foster creativity and new ideas (Jones et al., 2021). The Law Room developed external analysis models such as Porter's Five Forces Model and PEST Analysis. Product development, substitute products, supplier strength, purchasing power, and competition among similar firms were all considered in Porter's analysis to determine a company's environmental conditions (Candra, 2013). Using PEST analysis, the company's opportunities and threats from political, economic, social, and technological forces are then considered" (Sammut-Bonnici & Galea, 2014).

Internal Factor Analysis

Internal factor analysis is also necessary for the development of a company and external factor analysis. This analysis can generate a competitive advantage (Subhan et al., 2022). Additionally, identifying customer needs and competitiveness through internal analysis reveals what a business needs to stay in business (Grant, 2005). Because of this, the Bar Association conducts internal research consisting of needs analysis, competition, resource assessment, competitive advantage, and strength-weakness analysis. Consequently (Setiyawati et al., 2021).

Strategic Planning

There must be a strategy in place after evaluating the above business solutions. The most critical task is to determine the company's strategy in light of its vision and mission, as well as the findings of internal and external analyses (Subhan et al., 2022). As a result of this stage, companies can set goals and create a SWOT, IE matrix, QSPM, and the Lean Business Capital Canvas (Jones et al., 2021; Setiyawati et al., 2021).

3. RESULT & DISCUSSION

Identify Problems and Opportunities

a. Customer Jobs

When we talk about customer pain and benefits, we're referring to what our customers are trying to accomplish in their work, as well as the risks, barriers, and poor outcomes they face (Subhan et al., 2022). Data According to the Supreme Court's General Judiciary Board, the number of legal issues is steadily rising, particularly in criminal and civil cases. This is due to a lack of public awareness and understanding of relevant laws and regulations. In light of this, many people seek out legal assistance and consultation services to obtain relevant information about the law at a reasonable cost so that they are aware of its existence.

b. Customer Pains

Indonesians have a limited understanding of the legal system. Because of this, it can be seen in the way law enforcement is applied, as well as Indonesia's legal culture. When it comes to law enforcement in Indonesia, people tend to be afraid of making legal mistakes because of the country's presumption of innocence law.

c. Customer Gains

The lack of public knowledge about legal services necessitates the need for effective and efficient legal assistance consulting services that professionals in their fields can handle at reasonable prices. Consultancy services are expected to make

it easier for the public to understand and obtain clear solutions. Public expectations can be met following the applicable legal domain and cannot be separated from maintaining the public's private information confidential.

Business Solutions

a. Pain Relievers

The use of information technology can make it easier for people everywhere to have access to affordable consultations whenever they want. Laws and regulations must be taught and disseminated to ensure equal access to justice for all citizens, and legal aid institutions play a vital role in this effort. Socialization and education can also make it easier for the community to locate professionals in their fields who can assist them in dealing with legal issues. The public and law enforcement officials alike can see and understand how the law is being implemented.

b. Gain Creator

Apps and websites that provide professional companions and consultants in their fields make legal consultation easier and more convenient. As a result, it can assist those ill-equipped to handle legal matters on their own and require guidance and assistance. The public can access legal services at any time and in any location for a standard fee, and they can be used until the case is resolved, making the use of time more effective and efficient.

c. Product and Service

Everyone can access the Bilik Hukum as a digital-based application and website. Because the internet network has already been established in nearly all regions of Indonesia, this application and website can be accessed from a smartphone or PC, even if there isn't a law office nearby. Our goal is to provide legal advice and assistance to anyone and everyone who needs it, and we do this through our Bilik Hukum's app and website.



Figure 1.1. Law Booth Application and Website Business Flow

"Bilik Hukum" is accessible to the public because it is digital and can be accessed through available applications or websites, making it accessible to all. There are various legal services to choose from on this Bilik Hukum's app and website so that

people don't have to worry about the quality of the service. Using the Bilik Hukum Application and Website, people of all walks of life can learn about Indonesia's applicable laws and regulations to understand their legal issues better.

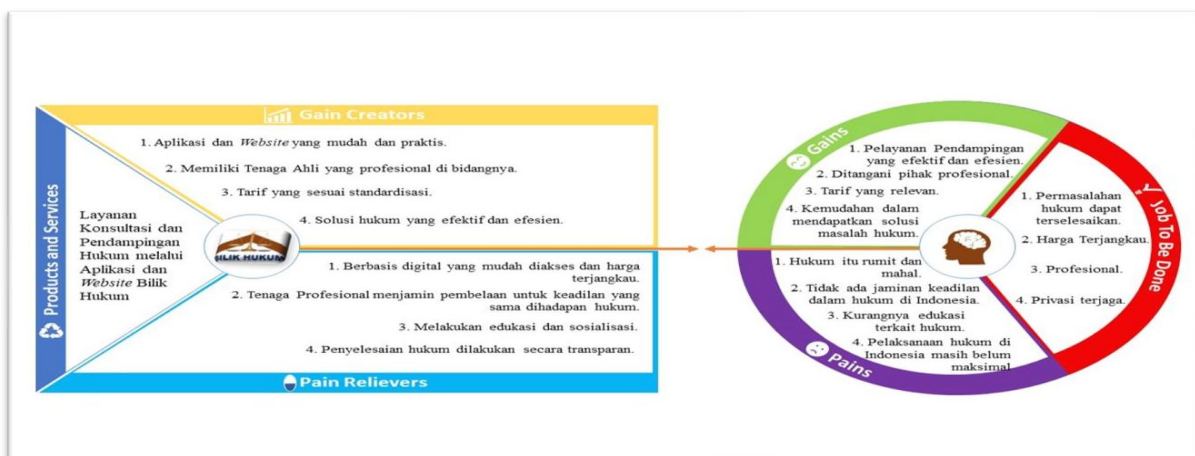


Figure 1.2. Value Proposition Canvas Bilik Hukum

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External Factor Analysis



Figure 2.1 Framework External Factor

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accessed through available applications or websites, making it accessible to all. There are various legal services to choose from on this Bilik Hukum's app and website so that people don't have to worry about the quality of the service. Using the Bilik Hukum Application and Website, people of all walks of life can learn about Indonesia's

applicable laws and regulations to understand their legal issues better.

a. Competitive Forces

Based on the above analysis, the results of Porter's Five Forces analysis are as follows:

Table 1. Measurement Result Porter's Five Result

Forces	Weight	Index	Value
Threats of New Entrants			
Enterprise Economies of Scale	0.2	2	0.4
Capital Requirements	0.4	1	0.4
Branding Image	0.4	1	0.4
Total	1.2		
Bargaining Power of Buyers			
Consumer Pricing	0.3	2	0.6
Quality and Service	0.4	3	1.2
Competition between Competitors	0.3	2	0.6
Total	2.4		
Threat of Substitute Products			
Customer Tendency to Choose Substitute Services	0.6	2	1.2
Ease of Using Applications and Websites	0.4	2	0.8
Total	2.0		
Bargaining Power of Suppliers			
Availability of replacement IT company	1	1	1
Total	1.0		
Rivalry Among Existing Firm			
Product Differentiation	0.6	1	0.6
Business Growth	0.4	2	0.8
Total	1.4		

Porter's Five Forces have a total average value of 1.6, which can be seen from the discussion results. The low level of competition in this industry can be deduced from the industry's overall average value. In light of this, the Bilik Hukum's must be introduced to the community to build a market.

PEST Analysis

Political, Economic, Social, and Technological (PEST) analysis is a method

of assessing the external business environment in terms of these four fields. Analysis of a business unit's or organization's market is done using PEST analysis (Mecham et al., 2015) Using the External Factor Evaluation Matrix (EFE) is a way to examine the external environment as well as to identify opportunities and threats that exist for the Bilik Hukum in each side of Politics, Economics, Social, and Technology (PEST). The EFE is explained in the following table:

Table 2. External Factor Analysis – EFE

Opportunity	Threat
In accordance with Indonesia's 5th precept, the government encourages the development of digital-based law enforcement. Politically, there are those who need affordable access to legal advice and representation via the internet. An increase in criminal and civil cases so that more people require legal assistance and consultation. People who don't understand the law, so that the Law Chamber becomes a place to teach people about it. Increasing numbers of Internet users are being fueled by the Internet of Things (IoT) (internet of thing).	Electronic transactions and the protection of personal data in electronic systems are subject to regulations issued by the Ministry of communication and information. Income and economic status are not evenly distributed among the general population. (Economics) The general public's ignorance of the relevant procedural rules. A gulf exists between the intentions of the law's creators and its actual application in society. (Social) Internet access in Indonesia varies widely. The server is under attack from a hacking flaw. (Technology)

(Sources: Authors Discussions)

Internal Factor Analysis

Using a staged approach, this internal analysis begins with a demand analysis, moves on to a competitive assessment, and concludes by evaluating resources and capabilities. A firm's ability to design profitable strategies, build and maintain competitive advantages, and conduct a strength and weakness analysis is

greatly enhanced by having an understanding of the organization's resources and capabilities. To summarize and evaluate the company's internal factors, the Internal Factor Evaluation (IFE) Matrix is used to identify the company's strengths and weaknesses. The Bilik Hukum has the following advantages and disadvantages:

Table 3. Internal Factor Analysis – IFE

Strength	Weaknesses
Price Standardization(R1)	Legal Procedure Education (C2)
Problem Solving by Legal Professionals in each Region (C1)	Quality of Application Features (C3)
User Friendly Website (R2)	
Customer Privacy(R3)	
Finance (R6)	
E-payment Technology (R4)	
Excellent Services (C5)	
Partnership (R5)	

Strategic Planning

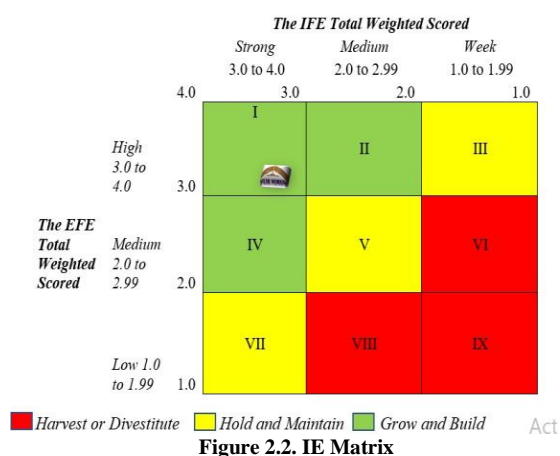
a. Competitive Profile Matrix

CPM (Competitive Profile Matrix) Bilik Hukum has critical success factors to compare with competitors including:

Table 4. Competitive Profile Matrix

Critical Success Factors	Weight	BILIK HUKUM		BPHN		LAWGO		MYLAWYER	
		Rating	Score	Rating	Score	Rating	Score	Rating	Score
Harga Terjangkau	0,15	4	0,60	3	0,45	3	0,45	3	0,45
Kualitas Pelayanan	0,15	4	0,60	3	0,45	3	0,45	3	0,45
User Friendly	0,15	3	0,45	2	0,30	3	0,45	4	0,60
Partnership	0,15	3	0,45	3	0,45	3	0,45	2	0,30
Teknologi	0,15	3	0,45	3	0,45	4	0,60	3	0,45
Efisiensi Penggunaan	0,15	3	0,45	3	0,45	3	0,45	4	0,60
Market Share	0,11	3	0,33	4	0,44	3	0,33	3	0,33
	1,00		3,33		2,99		3,18		3,18

b. IE Matrix



action for the company. The IE Matrix of the Bilik Hukum's business will look like the image below because the Bilik Hukum's business has an internal factors evaluation value of 3.36 and an external factors evaluation value of 3.16. The Bilik Hukum's is located in cell I of the internal-external Matrix. As a result, the Bilik Hukum's business model is in a state of growth and expansion. The best strategy for this company is to focus on product development and market penetration.

Bilik Hukum Lean Canvas

Problems that face today include a high number of legal cases and an inability to access and locate the legal experts needed by customers to resolve their legal issues.

The IE Matrix is a strategic management tool used to assess current conditions and determine the best course of

The public's perception of legal aid services is expensive and difficult to obtain. When it comes to finding answers to legal problems, the Bilik Hukum's provides an application and website with a 24-hour chatbot, making it much easier for the public to find answers to their legal questions. Additional Bilik Hukum key metrics include the number of customers who use the app and website, the amount of income and Profit made from those customers, and the total number of legal cases handled by the company in question. To make matters worse, Bilik Hukum services have an unfair advantage because the Bilik Hukum's employs professionals and works with Legal Aid Institutions throughout the country to reach a broader audience with clear solutions to legal issues and equitable distribution of national rates for their use. Then the Bilik Hukum's unique value propositions, such as consultation and selection of assistance through applications and consulting services, and legal assistance that can be handled throughout Indonesia, are mentioned.

Bilik Hukum's clientele includes people from all walks of life who are in desperate need of legal assistance but have limited resources in terms of time and money. Social media and word-of-mouth marketing, and holding law-related seminars or webinars are also channels from the Bilik Hukum's Application and Website. Gaining Profit, service development, and more modern advertising media are revenue streams from the Bilik Hukum Application and Website. Employee salaries, advertising and promotion costs, operational costs, licensing fees, and system maintenance costs are all included in the Bilik Hukum Application and Website's cost structure.

4. CONCLUSION

Porter's Five Forces have a total average value of 1.6, which can be seen from the discussion results. The low level of competition in this industry can be deduced from the industry's overall average value. In light of this, the Bilik Hukum's must be

introduced to the community to build a market. It will look like the diagram depicted below for the Bilik Hukum's of Commerce's business model. The Bilik Hukum's is located in a cell I of the internal-external Matrix. As a result, the Bilik Hukum's's business model is in a state of growth and expansion. The best strategy for this company is to focus on product development and market penetration. In light of the analysis, the Bilik Hukum's is expected to continue growing and competing in the marketplace.

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