

ABSTRACT

LivingHome is a startup in the field of property rental management that provides an online platform to provide solutions to people's problems in renting property. In its business processes, LivingHome startup has many possible risks that threaten the startup to fail to achieve its goals, therefore in its operational activities it is necessary to implement risk management, so that startups can mitigate identified risks that arise in the future. The risk management process carried out at LivingHome startup, especially in the UI/UX development stage, follows the ISO 31000: 2018 standard, because it is considered more in line with the current needs of LivingHome startup. This process includes from communication and consultation to identify risks to risk review.

The results of the risk assessment show that there are 3 risks with a moderate level, namely incompatibility with user needs, use of copyrighted elements without the owner's permission, and development delays. In addition, there were 4 risks with a minor level, namely misinformation, loss of design consistency, changes in needs and objectives, and bugs. It is hoped that this risk analysis can help startups take precautions against the risks that have been identified.

Keywords: *Risk Management, Risk, ISO 31000:2018, Startup*