

PENGEMBANGAN BISNIS DENGAN PENDEKATAN *BUSINESS MODEL CANVAS* (BMC) PADA USAHA SEBLAK MAMIH

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ABSTRAK

Penelitian ini mengulas tentang pengembangan bisnis pada usaha Seblak Mamih yang bertujuan untuk menggambarkan kondisi, pengembangan, dan kelayakan pada usaha Seblak Mamih. Jenis penelitian ini adalah kualitatif deskriptif. Adapun instrumen penelitiannya adalah observasi dan studi pustaka. Sumber data penelitian ini hasil dari wawancara *owner* Seblak Mamih. Penelitian pengembangan usaha Seblak Mamih ini adalah menggunakan metode sembilan elemen *Business Model Canvas* (BMC) dengan fokus pembahasan pada elemen *value proposition*, *channel*, dan *key resources*. Analisis SWOT, Matriks TOWS, analisis lingkungan industri metode *porter's five forces model*, dan keuangan (PP, NPV, PI). Berdasarkan analisis yang telah dilakukan, diketahui bahwa usaha kuliner Seblak Mamih harus melakukan strategi pengembangan. Strategi yang harus dilakukan dilakukan berdasarkan Matriks SWOT dan *Business Model Canvas* (BMC) dimana strategi yang didapatkan yaitu dengan melakukan peningkatan inovasi dan kualitas, dan pelaksanaan penetapan strategi pada blok *channel* yaitu melakukan kolaborasi untuk pengembangan usaha, serta memberikan *value* berdasarkan *value proposition*.

Kata Kunci: Analisis Bisnis, SWOT, Matriks TOWS, *Business Model Canvas* & Strategi Pengembangan, Analisis Lingkungan Industri Metode *Porter's Five Forces Model*, Aspek Finansial.

BUSINESS DEVELOPMENT USING THE BUSINESS MODEL CANVAS (BMC) APPROACH IN SEBLAK MAMIH BUSINESSES

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ABSTRACT

This research reviews business development in the Seblak Mamih business which aims to describe the conditions, development and feasibility of the Seblak Mamih business. This type of research is descriptive qualitative. The research instruments are observation and literature study. The data source for this research is the result of an interview with the owner Seblak Mamih. Seblak Mamih's business development research uses the nine-element Business Model Canvas (BMC) method with a discussion focus on the value proposition, channel and key resources elements. SWOT analysis, TOWS Matrix, industrial environmental analysis, Porter's five forces model method, and finance (PP, NPV, PI). Based on the analysis that has been carried out, it is known that the Seblak Mamih culinary business must carry out a development strategy. The strategy that must be carried out is based on the SWOT Matrix and Business Model Canvas (BMC), where the strategy obtained is by increasing innovation and quality, and implementing strategy determination on the channel block, namely by collaborating for business development, as well as providing value based on the value proposition.

Keywords: Business Analysis, SWOT, TOWS Matrix, Business Model Canvas and Development Strategy, Industrial Environmental Analysis Porter's Five Forces Model Method, Financial Aspects.