

ABSTRAK

Kelompok Wanita Tani (KWT) Dorang Cinta merupakan kelompok usaha berbasis pertanian perkotaan yang bergerak dalam budidaya hidroponik dan pengolahan hasil pertanian. Namun, usaha ini masih menghadapi beberapa kendala, antara lain keterbatasan kapasitas produksi, pemasaran digital yang belum optimal, serta belum adanya sistem pengelolaan usaha yang terintegrasi. Penelitian ini bertujuan untuk mengidentifikasi model bisnis, menganalisis faktor internal dan eksternal, serta merumuskan strategi pengembangan usaha KWT Dorang Cinta. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif dan kuantitatif melalui observasi, wawancara, dan kuesioner. Analisis *Business Model Canvas* (BMC) menunjukkan bahwa KWT Dorang Cinta memiliki segmen pelanggan rumah tangga, masyarakat peduli kesehatan, dan segmen pendidikan dengan nilai utama berupa produk hidroponik bebas bahan kimia serta pemberdayaan perempuan. Analisis SWOT menghasilkan koordinat (0,54; 0,08) yang menempatkan usaha pada Kuadran I (*growth strategy*), sehingga diperoleh empat strategi alternatif, yaitu pengembangan paket bundling produk sehat, program edukasi *urban farming*, integrasi *website* untuk pemasaran digital, dan pemanfaatan bantuan pemerintah untuk pengembangan usaha. Hasil *Quantitative Strategic Planning Matrix* (QSPM) menunjukkan bahwa strategi prioritas adalah pemanfaatan bantuan pemerintah untuk pengembangan kapasitas produksi dan adopsi teknologi dengan nilai *Total Attractive Score* (TAS) sebesar 6,14. Strategi tersebut diharapkan mampu meningkatkan kapasitas produksi, efisiensi usaha, daya saing, dan keberlanjutan KWT Dorang Cinta.

Kata kunci: Strategi pengembangan usaha, *Business Model Canvas* (BMC), SWOT, *Quantitative Strategic Planning Matrix* (QSPM), Kelompok Wanita Tani

ABSTRACT

The Dorang Cinta Women Farmers Group is an urban agriculture-based business group engaged in hydroponic cultivation and agricultural product processing. However, this business still faces several obstacles, including limited production capacity, suboptimal digital marketing, and the absence of an integrated business management system. This study aims to identify the business model, analyze internal and external factors, and formulate a business development strategy for the Dorang Cinta Women Farmers Group. The study used a descriptive method with qualitative and quantitative approaches through observation, interviews, and questionnaires. Business Model Canvas (BMC) analysis shows that the Dorang Cinta Women Farmers Group has customer segments of households, health-conscious communities, and education segments with the main values being chemical-free hydroponic products and women's empowerment. The SWOT analysis produced coordinates (0.54; 0.08) which placed the business in Quadrant I (growth strategy), resulting in four alternative strategies, namely developing healthy product bundling packages, urban farming education programs, website integration for digital marketing, and utilizing government assistance for business development. The results of the Quantitative Strategic Planning Matrix (QSPM) indicate that the priority strategy is utilizing government assistance to develop production capacity and adopt technology, with a Total Attractive Score (TAS) of 6.14. This strategy is expected to increase production capacity, business efficiency, competitiveness, and sustainability of the Dorang Cinta Women Farmers Group.

Keywords: Business development strategy, Business Model Canvas (BMC), SWOT, Quantitative Strategic Planning Matrix (QSPM), Women Farmers Group