

ABSTRAK

Makanan tradisional merupakan makanan yang diwariskan secara turun-temurun dan memiliki fungsi sebagai identitas masyarakat. Salah satu makanan tradisional yang cukup populer di Tuban yaitu dumbeg yang pemasarannya masih dilakukan secara offline. Sehingga menjadikan dumbeg kurang dikenal masyarakat luas terutama adalah generasi muda yang lebih tertarik dengan makanan modern. Oleh sebab itu diperlukan model bisnis untuk mengembangkan usaha dumbeg. Strategi pengembangan bisnis yang efisien dan mudah dipahami yaitu Business Model Canvas (BMC). Tujuan dari penelitian ini yaitu untuk mengetahui penerapan BMC pada usaha dumbeg dan menentukan strategi pengembangan bisnis. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode SWOT. Penerapan BMC pada bisnis makanan tradisional dumbeg terdapat 4 customer segment, 8 value propositions, 2 channels, 3 customer relationships, 4 revenue streams, 3 key resources, 5 key activity, 5 key partners, dan 3 cost structure. Strategi bisnis yang dilakukan masih secara langsung dan media komunikasi yang digunakan hanya whatsapp/telp. Hasil analisis SWOT berada pada kuadran I dengan strategi SO, diantaranya meningkatkan kualitas dumbeg dan sistem pelayanan yang baik, melakukan pendaftaran usaha dan label/merek, melakukan promosi dengan memanfaatkan media sosial, mengoptimalkan sumber daya yang dimiliki, melakukan kerja sama dengan supermarket ataupun pedagang-pedagang dilokasi wisata, aktif mengikuti pameran atau festival produk, dan menambah modal. Strategi tersebut digunakan untuk perbaikan setiap elemen BMC. Sehingga terdapat 6 customer segments, 12 value propositions, 4 channels, 6 customer relationships, 5 revenue streams, 4 key resources, 9 key activities, 7 key partners, and 4 cost structures

Kata Kunci: Model bisnis canvas, Dumbeg, Analisis SWOT, Strategi pengembangan bisnis.

Darmini. NPM. 20.03.3.1.1.00037. *Business Model Canvas Dumbeg Industrial in Plumpang District, Tuban Regency. Supervised by Mrs. Dr. Banun Diyah Probowati, S.TP., M.Si. and Mrs. Dian Farida Asfan, S.T., M.T.*

ABSTRACT

Traditional food is food that is passed down from generation to generation and has a function as a community identity. One of the traditional foods that is quite popular in Tuban is dumbeg, the marketing of which is still done offline. This makes dumbeg less known to the wider public, especially the younger generation who are more interested in modern food. Therefore, a business model is needed to develop the dumbeg business. An efficient and easy-to-understand business development strategy, namely Business Model Canvas (BMC). This research aims to determine the application of BMC to Dumbeg businesses and determine business development strategies. This research uses a descriptive qualitative approach with the SWOT method. The application of BMC to the dumbeg traditional food business has 4 customer segment, 8 value propositions, 2 channels, 3 customer relationships, 4 revenue streams, 3 key resources, 5 key activity, 5 key partners, dan 3 cost structure. The business strategy carried out is still direct and the communication media used is only WhatsApp/telephone. The results of the SWOT analysis are in quadrant I with the SO strategy, including improving the quality of goods and a good service system, registering businesses and labels/brands, carrying out promotions using social media, optimizing existing resources, collaborating with supermarkets or traders at tourist locations, actively participating in product exhibitions or festivals, and increase capital. This strategy is used to improve each BMC element. The BMC improvement has 6 customer segments, 12 value propositions, 4 channels, 6 customer relationships, 5 revenue streams, 4 key resources, 9 key activities, 7 key partners, and 4 cost structures.

Keywords: *Business model canvas, Dumbeg, SWOT analysis, business development strategy.*