

Marcella Maydita. NPM 22.03.3.1.1.00096. Perancangan Model Bisnis Canvas dalam Strategi Pengembangan Produk Sabun Cair Berbahan Dasar Minyak Jelantah. Di bawah bimbingan **Dr. Burhan, S.TP., M.T.** dan **Dr. Supriyanto, S.TP., MP.**

ABSTRAK

Limbah minyak jelantah rumah tangga yang belum dimanfaatkan secara optimal berpotensi menimbulkan pencemaran lingkungan. Salah satu alternatif pemanfaatannya adalah mengolah minyak jelantah menjadi sabun cuci piring yang memiliki nilai ekonomi. Penelitian ini bertujuan untuk merancang model bisnis berkelanjutan pada pengembangan produk sabun cuci piring berbahan dasar minyak jelantah dengan tambahan minyak atsiri jeruk menggunakan pendekatan Triple Layered Business Model Canvas (TLBMC), serta menganalisis keterkaitan antara aspek ekonomi, sosial, dan lingkungan dalam model bisnis yang dirancang. Metode penelitian yang digunakan adalah deskriptif kualitatif. Data diperoleh melalui kuesioner, wawancara dengan pelaku usaha sabun cair, serta studi literatur. Analisis dilakukan dengan memetakan sembilan elemen pada pilar ekonomi, sosial, dan lingkungan TLBMC. Hasil penelitian menunjukkan bahwa model bisnis yang dirancang memiliki segmen pasar rumah tangga, mahasiswa, dan UMKM dengan nilai tawar berupa produk ramah lingkungan berbahan minyak jelantah yang dipadukan dengan minyak atsiri jeruk. Saluran distribusi dilakukan melalui marketplace, media sosial, toko kelontong, dan pameran kewirausahaan. Pada pilar ekonomi, total biaya produksi sebesar Rp140.702 per batch dengan potensi keuntungan sekitar Rp30.000 per batch. Pada pilar sosial, model bisnis berpotensi meningkatkan kesadaran masyarakat terhadap pengelolaan limbah, membuka peluang pendapatan tambahan, serta mendorong partisipasi masyarakat dalam ekonomi sirkular. Pada pilar lingkungan, pemanfaatan minyak jelantah sebagai bahan baku mampu mengurangi pencemaran lingkungan melalui konsep reuse dan menghasilkan produk yang bernilai guna. Keterkaitan ketiga pilar menunjukkan bahwa manfaat lingkungan dari pengolahan limbah dapat menciptakan nilai ekonomi dan manfaat sosial secara berkelanjutan.

Kata Kunci: Minyak jelantah, Sabun cuci piring, Triple Layered Business Model Canvas, Ekonomi sirkular

Marcella Maydita. NPM 22.03.3.1.1.00096. Designing a Canvas Business Model in a Product Development Strategy for Liquid Soap Made from Used Cooking Oil. Under the guidance of **Dr. Burhan, S.TP., M.T.** and **Dr. Supriyanto, S.TP., MP.**

ABSTRAK

Household used cooking oil waste that has not been optimally utilized has the potential to cause environmental pollution. One alternative utilization is to process used cooking oil into dishwashing soap that has economic value. This study aims to design a sustainable business model for developing a dishwashing soap product made from used cooking oil with the addition of orange essential oil using the Triple Layered Business Model Canvas (TLBMC) approach, and to analyze the relationship between economic, social, and environmental aspects in the designed business model. The research method used is descriptive qualitative. Data were obtained through questionnaires, interviews with liquid soap entrepreneurs, and literature studies. The analysis was carried out by mapping nine elements in the economic, social, and environmental pillars of the TLBMC. The results show that the designed business model has a market segment of households, students, and MSMEs with a bargaining value in the form of environmentally friendly products made from used cooking oil combined with orange essential oil. Distribution channels are carried out through marketplaces, social media, grocery stores, and entrepreneurship exhibitions. In the economic pillar, the total production cost is IDR 140,702 per batch with a potential profit of around IDR 30,000 per batch. In the social pillar, the business model has the potential to raise public awareness of waste management, create additional income opportunities, and encourage community participation in the circular economy. In the environmental pillar, utilizing used cooking oil as a raw material can reduce environmental pollution through the concept of reuse and produce valuable products. The interconnectedness of the third pillar demonstrates that the environmental benefits of waste processing can create sustainable economic and social value.

Kata Kunci: Used cooking oil, Dishwashing soap, Triple Layered Business Model Canvas, Circular economy