

SYARIFUDDIN NPM. 18.03.3.1.1.00100. Analisis Model Bisnis Dengan Pendekatan Model Bisnis Canvas Produk Jamu di UKM Rato Ebhu Bangkalan. Pembimbing **Dr. Burhan, S.TP., M.T.** dan **Banun Diyah Probowati, S.TP., M.Si.**

ABSTRAK

Jamu tradisional merupakan ramuan yang berbahan baku dari tumbuhan dari daun, akar, bunga, tangkai, kulit dan bunga. Salah satu jenis jamu yaitu jamu Madura berbahan baku cabe jamu. Produk jamu tradisional berbahan baku cabe jamu salah satunya adalah jamu kuat pria (helbeh). Tujuan penelitian ini adalah untuk memetakan elemen-elemen Model Bisnis Canvas, untuk menentukan *value proposition* yang akan ditawarkan produsen kepada konsumen, untuk memberikan rekomendasi berupa strategi keunggulan kompetitif melalui *value proposition* kepada perusahaan dengan analisis SWOT. Hasil pemetaan 9 blok Model Bisnis Canvas *Customer Segment* meliputi laki-laki umur 20 tahun ke atas, Domisili Bangkalan, Ekonomi menengah ke bawah. *Customer Relationships* meliputi menjalin hubungan yang baik dengan pembeli, mempertahankan kualitas jamu. *Value Proposition* meliputi produk berbentuk kapsul, memiliki sertifikasi halal dan DEPKEK RI NIB, bahan baku cabe jamu berkualitas. *Key Activities* meliputi proses produksi dan pemasaran. *Key Partners* meliputi toko pembelian bahan baku dan kemasan (botol plastik). *Channels* meliputi pemasaran media online dan penjualan di tokonya langsung. *Key Resources* meliputi alat alat produksi yang dimiliki, modal perusahaan, dan sertifikat yang dimiliki. *Cost Structure* meliputi biaya produksi, hasil penjualan dan keuntungan. *Revenue Streams* meliputi pendapatan selama 1 tahun, harga produk jamu. Analisis SWOT yang diperoleh yaitu berupa strategi (S-O), (1) Mempertahankan dan meningkatkan kualitas jamu berbahan baku cabe jamu (2) Membuat formulasi (jamu bubuk) supaya masa simpannya lebih tahan lama.

Kata Kunci: Analisis Swot, Model Bisnis Canvas, *Value Proposition*

SYARIFUDDIN NPM. 18.03.3.1.1.00100. *Business Model Analysis Using the Canvas Business Model Approach for Herbal Medicine at UKM Rato Ebhu Bangkalan. Under the guidance Dr. Burhan, S.TP., M.T. and Banun Diyah Probowati, S.TP., M.Si*

ABSTRACT

Traditional herbs are ingredients made from plants from leaves, roots, flowers, stalks, skins and flowers. One type of herbal medicine is herbal medicine Madura made from chili herbs as raw. One of the traditional herbal medicine products made from chili herbs is herbal medicine for men (helbeh). The purpose of this study is to master the elements of the Business Model Canvas, to determine the value proposition that producers will offer to consumers, to provide recommendations in the form of competitive advantage strategies through the company's value proposition with SWOT analysis. The results of the mapping of 9 blocks of the Canvas Customer Segment Business Model include men aged 20 years and over, domiciled in Bangkalan, middle to low economy. Customer Relationships include good relationships with buyers, maintaining the quality of herbal medicine. The Value Proposition includes products in the form of capsules, having halal certification and the Ministry of Health of the Republic of Indonesia NIB, quality herbal chili raw materials. Key Activities include production and marketing processes. Key Partners includes stores purchasing raw materials and packaging (plastic bottles). Channels include online marketing media and direct in-store sales. Key Resources include production equipment owned, company capital, and certificates owned. Cost structure includes production costs, sales and profits. Revenue Stream includes income for 1 year, the price of herbal products. The SWOT analysis obtained is in the form of strategies (S-O), (1) maintaining and improving the quality of herbs made from chili herbs (2) Making formulations (jamu powder) so that their shelf life is more durable.

Keywords: *Analysis SWOT, Bussiness Model Canvas, Value Proposition*