

ABSTRAK

BUMDes Argo Pandan Klinto merupakan BUMDes yang memiliki usaha mengelola bawang merah menjadi produk bawang goreng sebagai upaya untuk meningkatkan nilai tambah dari hasil pertanian desa. Tetapi model bisnis yang diterapkan saat ini masih perlu dikembangkan agar mampu meningkatkan daya saing dan keberlanjutan usaha. Penelitian ini bertujuan menganalisis model bisnis menggunakan *Business Model Canvas* (BMC) dan merumuskan strategi pengembangan produk menggunakan *Multidimensional Scaling* (MDS). Hasil analisis *Business Model Canvas* (BMC) menunjukkan bahwa usaha telah memiliki segmen pelanggan yang beragam, saluran pemasaran melalui penjualan langsung dan media digital, hubungan pelanggan melalui bonus pembelian dan layanan COD, serta didukung sumber daya, aktivitas, kemitraan, dan struktur biaya yang jelas. Analisis *Multidimensional Scaling* (MDS) menunjukkan atribut unggul produk meliputi harga yang bersaing, harga sesuai kualitas, rasa gurih, tidak tengik, dan gaya tulisan pada kemasan. Sementara itu, atribut yang menjadi prioritas pengembangan adalah kerenyahan, warna produk yang tidak hangus, model kemasan yang lebih menarik, dan pencantuman tanggal kedaluwarsa. Strategi pengembangan yang diusulkan meliputi standarisasi proses produksi, pengendalian kualitas, penyempurnaan kemasan, serta penguatan identitas produk khas. Penelitian ini mendukung *Sustainable Development Goals* yaitu industri, inovasi dan infrastruktur karena berfokus pada pengembangan usaha pengolahan hasil pertanian desa menjadi produk bernilai tambah.

Kata Kunci: BUMDes, bawang goreng, strategi pengembangan produk, *business model canvas*, *multidimensional scaling*.

ABSTRACT

Argo Pandan Klino Village-Owned Enterprise (BUMDes) is a village-owned enterprise (BUMDes) that processes shallots into fried shallots as an effort to increase the value of village agricultural products. However, the current business model still needs to be developed to increase competitiveness and the desire to do business. This study aims to analyze the business model using the Business Model Canvas (BMC) and formulate a product development strategy using Multidimensional Scaling (MDS). The results of the BMC analysis indicate that the business has diverse customer segments, marketing channels through direct sales and digital media, customer relationships through purchase bonuses and cash on delivery services, and is supported by resources, activities, partnerships, and a clear cost structure. The MDS analysis shows that the product's superior attributes include competitive prices, price according to quality, savory taste, not rancid, and stylish writing on the packaging. Meanwhile, attributes that are prioritized for development are crispiness, product color that does not burn, a more attractive packaging model, and the inclusion of an expiration date. The proposed development strategy includes standardizing the production process, quality control, improving packaging, and strengthening the product's distinctive identity. This research supports the Sustainable Development Goals of industry, innovation, and infrastructure because it focuses on developing businesses that process village agricultural products into value-added products.

Keywords: Village-Owned Enterprises (BUMDes), fried onions, product development strategy, business model canvas, multidimensional scaling, industry, innovation, infrastructure..