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ABSTRAK

Kesadaran masyarakat terhadap pola hidup sehat meningkatkan kebutuhan akan camilan yang aman, bergizi, dan sesuai dengan kebutuhan konsumen. Penelitian ini bertujuan menganalisis persepsi konsumen terhadap camilan di pasar, mengidentifikasi *customer jobs*, *customer pains*, dan *customer gains*, serta menyusun *Value Proposition Canvas* dan *Lean Canvas* sebagai rancangan model bisnis awal produk camilan sehat. Penelitian ini menggunakan penelitian deskriptif kuantitatif dengan pendekatan *customer development*. Data dikumpulkan melalui wawancara menggunakan panduan kuesioner semi terstruktur terhadap 90 mahasiswa perempuan Universitas Trunodjoyo Madura berusia 20–25 tahun yang dipilih secara *purposive sampling*, kemudian dianalisis secara deskriptif kuantitatif. Hasil penelitian menunjukkan bahwa responden menginginkan camilan yang aman, enak, praktis, terjangkau, dan mudah diperoleh. *Value Proposition Canvas* menghasilkan proposisi nilai berupa camilan sehat berbahan nabati dengan kandungan gizi yang lebih seimbang, cita rasa gurih, dan harga yang terjangkau. Selanjutnya, *Lean Canvas* menunjukkan bahwa produk camilan sehat berpotensi dikembangkan dengan mahasiswa perempuan Universitas Trunodjoyo Madura sebagai segmen konsumen utama.

Kata Kunci: Camilan Sehat, Persepsi Konsumen, *Lean Canvas*, *Value Proposition Canvas*

Rania Luthfianita Miarso. Student ID 220321100088. *Analysis of a Healthy Snack Business Model Using the Lean Canvas Approach (Students of Universitas Trunodjoyo Madura)*. Supervised by Dr. Mardiyah Hayati, S.P., M.P.

ABSTRACT

Increasing public awareness of healthy lifestyles has created a greater demand for snacks that are safe, nutritious, and meet consumer needs. This study aimed to analyze consumer perceptions of snacks available in the market, identify customer jobs, customer pains, and customer gains, and develop a Value Proposition Canvas and Lean Canvas as an initial business model for a healthy snack product. This study employed a descriptive quantitative research design using a customer development approach. Data were collected through interviews guided by a semi-structured questionnaire involving 90 female students of Universitas Trunodjoyo Madura aged 20–25 years selected through purposive sampling and were analyzed using descriptive quantitative analysis. The results showed that respondents expected healthy snacks that are safe, tasty, practical, affordable, and easily accessible. The Value Proposition Canvas generated a value proposition for a plant-based healthy snack with more balanced nutritional content, a savory taste, and an affordable price. Furthermore, the Lean Canvas indicated that the proposed healthy snack product has the potential to be developed with female students of Universitas Trunodjoyo Madura as the primary customer segment.

.Keywords: Healthy Snacks, Customer Perception, Lean Canvas, Value Proposition Canvas