

ABSTRACT

BUSINESS MODEL ANALYSIS IN UWAW PERFUME BUSINESS USING THE BUSINESS MODEL CANVAS (BMC) APPROACH

By

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Uwaw Perfume is one of the Micro, Small, and Medium Enterprises (MSMEs) engaged in the refill perfume business in Bandar Lampung City. This business offered various perfume aroma variants at affordable prices, but it still faced fluctuations in sales turnover and the underutilization of digital marketing. This study aimed to analyze the business model of Uwaw Perfume using the Business Model Canvas (BMC) approach and to formulate business development strategies. The study used a descriptive method with a qualitative approach through interviews, observations, documentation, and literature studies. The analysis was conducted based on the nine elements of the Business Model Canvas (BMC), namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. The results showed that Uwaw Perfume had advantages in its wide variety of perfume aromas, choices of perfume essence concentrations, affordable prices, and good customer service. Marketing channels were carried out through physical stores and social media platforms such as Instagram, TikTok, and Facebook. Business revenue was obtained from refill perfume sales and franchise partnerships. Based on the analysis results, the business development strategies that could be implemented included improving digital marketing, strengthening customer relationships, and optimizing operational management to enhance business competitiveness.

Keywords: business model, business model canvas, MSMEs, refill perfume, Uwaw Perfume.

ABSTRAK

ANALISIS MODEL BISNIS PADA USAHA UWAW PARFUME DENGAN PENDEKATAN *BUSINESS MODEL CANVAS* (BMC)

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Uwaw Parfume merupakan salah satu Usaha Mikro, Kecil, dan Menengah (UMKM) yang bergerak di bidang penjualan parfum isi ulang di Kota Bandar Lampung. Usaha ini menawarkan berbagai varian aroma parfum dengan harga terjangkau, namun masih menghadapi fluktuasi omzet penjualan dan belum optimalnya pemasaran digital. Penelitian ini bertujuan untuk menganalisis model bisnis Uwaw Parfume menggunakan pendekatan *Business Model Canvas* (BMC) serta merumuskan strategi pengembangan usaha. Penelitian menggunakan metode deskriptif dengan pendekatan kualitatif melalui wawancara, observasi, dokumentasi, dan studi pustaka. Analisis dilakukan berdasarkan sembilan elemen *Business Model Canvas* (BMC), yaitu *customer segments*, *value propositions*, *channels*, *customer relationships*, *revenue streams*, *key resources*, *key activities*, *key partnerships*, dan *cost structure*. Hasil penelitian menunjukkan bahwa Uwaw Parfume memiliki keunggulan pada banyaknya varian aroma parfum, pilihan konsentrasi biang parfum, harga yang terjangkau, serta pelayanan yang baik kepada pelanggan. Saluran pemasaran dilakukan melalui toko fisik dan media sosial seperti Instagram, TikTok, dan Facebook. Pendapatan usaha diperoleh dari penjualan parfum isi ulang dan kerja sama franchise. Berdasarkan hasil analisis, strategi pengembangan usaha yang dapat dilakukan yaitu meningkatkan pemasaran digital, memperkuat hubungan pelanggan, dan mengoptimalkan pengelolaan operasional untuk meningkatkan daya saing usaha.

Kata kunci: model bisnis , business model canvas, UMKM, parfum isi ulang, Uwaw Parfume.