

ABSTRAK

**ANALISIS STRATEGI BISNIS DENGAN PENDEKATAN
BUSINESS MODEL CANVAS
(Studi Kasus Usaha Roti Nadia Roti dan Mayang Sari Bakery
di Bandar Lampung)**

Oleh:

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Persaingan usaha di bidang bakery menuntut pelaku usaha untuk memiliki strategi bisnis yang tepat dan berkelanjutan. Penelitian ini bertujuan untuk merancang strategi bisnis pada usaha Nadia Roti dan Mayang Sari Bakery melalui analisis *Business Model Canvas* (BMC) dan SWOT, serta membandingkan hasil perancangan *new* BMC pada kedua usaha. Penelitian ini menggunakan metode kualitatif dengan pendekatan studi kasus jamak. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi. Analisis dilakukan melalui analisis BMC eksisting, analisis SWOT pada BMC eksisting, matriks IFE, EFE, IE, dan SWOT, serta penyusunan *new* BMC. Hasil penelitian menunjukkan bahwa kedua usaha berada pada Kuadran I matriks IE dengan strategi *grow and build*. *New* BMC Nadia Roti berfokus pada ekspansi pasar dan penguatan sumber daya internal, sedangkan *new* BMC Mayang Sari Bakery menekankan optimalisasi keunggulan produk dan stabilitas usaha.

Kata kunci: Strategi Bisnis, *Business Model Canvas*, SWOT, Matriks IE, Bakery

ABSTRACT

BUSINESS STRATEGY ANALYSIS USING THE BUSINESS MODEL CANVAS APPROACH (A Case Study of the Bakery Businesses Nadia Roti and Mayang Sari Bakery in Bandar Lampung)

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Competition in the bakery industry demands that entrepreneurs develop appropriate and sustainable business strategies. This study aims to design business strategies for Nadia Roti and Mayang Sari Bakery through Business Model Canvas (BMC) and SWOT analysis, and to compare the results of the new BMC design for both businesses. This study used a qualitative method with a multiple case study approach. Data was collected through interviews, observation, and documentation. The analysis was conducted through an analysis of the existing BMC, a SWOT analysis of the existing BMC, the IFE, EFE, IE, and SWOT matrices, and the preparation of a new BMC. The results indicate that both businesses are in Quadrant I of the IE matrix with a growth and build strategy. Nadia Roti's new BMC focuses on market expansion and strengthening internal resources, while Mayang Sari Bakery's new BMC emphasizes optimizing product excellence and business stability.

Keywords: Business Strategy, Business Model Canvas, SWOT, IE Matrix, Bakery