

ABSTRACT

STRATEGI PENGEMBANGAN USAHA PARFUM SEBATIN BERBASIS *BUSINESS MODEL CANVAS (BMC)*

By

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This study aimed to formulate a business development strategy for Parfum Sebatin based on the Business Model Canvas (BMC). A qualitative descriptive method was employed, and data were collected through interviews, observations, and a literature review. The analysis was conducted using the nine elements of the Business Model Canvas, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. The results indicated that customer segmentation had not been clearly established, the product had not obtained the required legal certifications (MUI Halal and BPOM), marketing channels were limited, revenue streams lacked diversification, digital resources were insufficient, standard operating procedures had not been developed, distribution partnerships remained limited, and financial management had not been optimally implemented. The proposed business development strategies included strengthening market research, obtaining product legal certifications, expanding digital marketing channels through online marketplaces, enhancing customer relationships, developing reseller and affiliate programs, improving resource capacity, establishing standard operating procedures, expanding strategic partnerships, and improving the financial record-keeping system.

Keywords: Business Model Canvas, business development strategy, local perfume, business model, SMEs.

ABSTRAK

STRATEGI PENGEMBANGAN USAHA PARFUM SEBATIN BERBASIS *BUSINESS MODEL CANVAS* (BMC)

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Penelitian ini bertujuan untuk merumuskan strategi pengembangan usaha Parfum Sebatin berbasis *Business Model Canvas* (BMC). Metode penelitian yang digunakan adalah metode deskriptif kualitatif dengan pengumpulan data melalui wawancara, observasi, dan studi literatur. Analisis dilakukan menggunakan sembilan elemen *Business Model Canvas*, yaitu *customer segments*, *value propositions*, *channels*, *customer relationships*, *revenue streams*, *key resources*, *key activities*, *key partnerships*, dan *cost structure*. Hasil penelitian menunjukkan segmentasi pelanggan belum terbentuk, produk belum memiliki legalitas (halal MUI & BPOM), saluran pemasaran yang terbatas, sumber pendapatan yang kurang beragam, keterbatasan sumber daya digital, tidak ada standar operasional prosedur, kemitraan distribusi yang masih terbatas, serta pengelolaan keuangan yang belum optimal. Strategi pengembangan usaha meliputi penguatan riset pasar, membuat legalitas produk, perluasan saluran pemasaran digital melalui *marketplace*, penguatan hubungan pelanggan, pengembangan *reseller* dan *affiliator*, peningkatan kapasitas sumber daya, penyusunan SOP, perluasan kemitraan strategis, serta perbaikan sistem pencatatan keuangan.

Kata kunci: Business Model Canvas, strategi pengembangan usaha, parfum lokal, model bisnis, UMKM.