

ABSTRACT**ROBUSTA WINE COFFEE BUSINESS PLANNING USING *BUSINESS MODEL CANVAS* (BMC)****By****IRVAN ERY JOY SITOANG**

Wine Coffee is fermented coffee that is dried in the sun whole and peeled after enough time. The aroma of coffee produced from the fermentation process causes its name to become Wine Coffee because it is almost similar to wine in general. Wine Coffee is still a product that is developing, especially in Lampung it self. Therefore, this research is designed to create a business plan for Wine and Coffee products so that later someone who is going to start a business has good business design information. The method used is the analysis of the Business Model Canvas (BMC), which is based on data from open interviews with experts, as well as observation and literature review of articles or internet sites that can support the research process. BMC is analyzed based on the nine elements mapped in the BMC building block. The study's results, with the analysis of the nine aspects of BMC, show that the targeted customer segments range from youth to adults with middle to upper income. The value proposition offered is that coffee wine is a unique processed coffee product with a sour, sweet and fresh taste, safe for consumption because it does not contain alcohol at all. The channels used are online media and CoffeeShop resellers. Customer relationships are built by participating in bazaars and creating websites. The essential resources that must be possessed are human, physical, and financial resources. The key partners are raw material providers, resellers, delivery services and licensing agencies. Key activities begin with the procurement of raw materials, production processes, and marketing. Cost structure in the form of fixed costs and variable costs.

Keywords : Business Model, Business Model Canvas, Wine Coffee Robusta.

ABSTRAK

PERENCANAAN BISNIS KOPI ROBUSTA WINE MENGGUNAKAN *BUSINESS MODEL CANVAS* (BMC)

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Wine coffee merupakan kopi fermentasi yang dijemur utuh dan setelah cukup waktu baru dikupas. Aroma kopi yang dihasilkan dari proses fermentasi menyebabkan namanya menjadi *Wine coffee* karena hampir mirip dengan minuman *wine* anggur pada umumnya. *Wine coffee* masih tergolong produk yang berkembang khususnya di Lampung sendiri. Oleh sebab itu, penelitian ini dirancang untuk membuat suatu rancangan bisnis pada produk *Wine coffee* supaya nantinya seseorang yang akan memulai bisnis memiliki informasi rancangan usaha yang baik. Metode yang digunakan yaitu analisis *Business Model Canvas* (BMC) yang berdasarkan data-data hasil wawancara terbuka terhadap para ahli, serta observasi dan tinjauan pustaka terhadap artikel atau situs internet yang dapat mendukung proses penelitian. BMC dianalisis berdasarkan sembilan elemen yang dipetakan dalam block bangunan BMC. Hasil penelitian dengan analisis sembilan elemen BMC menunjukkan *Customer segmen* yang dituju mulai dari remaja hingga dewasa dengan pendapatan menengah ke atas. *Value proposition* yang ditawarkan yaitu *wine* kopi merupakan hasil olahan kopi yang unik dengan cita rasa asam, manis dan segar, aman dikonsumsi karena tidak mengandung alkohol sama sekali. *Channel* yang digunakan yaitu media online serta reseller *Coffeeshop*. *Customer relationship* dibangun dengan mengikuti bazar dan pembuatan *website*. *Key resources* yang harus dimiliki yaitu sumber daya manusia, fisik, finansial. *Key partner* yang bekerjasama yaitu penyedia bahan baku, *reseller*, jasa pengiriman dan lembaga perizinan. *Key activities* dimulai pengadaan bahan baku, proses produksi, pemasaran. *Cost structure* berupa biaya tetap dan biaya variabel.

Kata kunci : Model Bisnis, *Business Model Canvas*, *Wine Coffee Robusta*.