

**GINGER EXTRACT BUSINESS DEVELOPMENT STRATEGY  
WITH CANVAS BUSINESS MODEL APPROACH  
ON JEMBER GREEN HERBALIST  
SUMBERSARI-JEMBER**

**Leugya Septrine Putri**  
Agroindustry Management Study Program  
Department of Agroindustry Management

**ABSTRACT**

Ginger extract is one of the powder-shaped herbal drinks that is made by extraction process. Ginger extract is made from ginger that dambil sarinya. One of the industries that produce ginger extract is UMKM Jember Green Herbalist which was established in 2019, but still has problems with fluctuations in raw material prices, and the emergence of competitors with similar products. To develop the jember green herbalist MSME business, research was conducted on the development of ginger extract business. Research objectives: (1) To identify the business model applied in Jember Green Herbalist with the Business Model Canvas approach. (2) To formulate a business model at Jember Green Herbalist to develop his business with the Business Model Canvas approach. Analytical tools used in Business Model Canvas (BMC) and Focus Group Discussion (FGD) research. Based on data processing obtained in the Business Model Canvas (BMC) Jember Green Herbalist there are new innovations in several elements, namely key activities, value propositions, customer relationships, customer segments, channels, and revenue streams.

**Keywords:** Business Development Strategy, Ginger Extract, Business Model Canvas (BMC)