

Analysis of Business Model Development for Telang Dip Flower Products at SMK PP Negeri 1 Tegalampel Bondowoso

Dr. Ir. Sri Sundari, M.Si as Main Advisor

Dr. Ir. Nanang Dwi W., MM. as a Member Advisory Lecturer

Ahmad Bahrul Munir

Masters Program in Applied Agribusiness

Department of Agribusiness Management

ABSTRACT

The telang flower plant is one of the agricultural commodities that has the potential to be developed in the form of a product, one of which is the dipped telang flower product developed at SMK PP Negeri 1 Tegalampel, Bondowoso Regency. This study aims to analyze the development of a business model for telang dip flower products at SMK PP Negeri 1 Tegalampel, Bondowoso Regency. The method used in this study is a qualitative and quantitative method by analyzing development aspects using the Business Model Canvas and calculating expert judgments using multiparticipant (geomean) comparison calculations. The results of the analysis show that there are 6 aspects of business development on the key partners block, 3 aspects of business development on the key activities block, 5 aspects of business development on the key resources block, 4 aspects of business development on the value proposition block, 4 aspects of business development on the customer relationship block, 5 aspects of business development on the channels block, 5 aspects of business development on the customer segments block, 3 aspects of business development on the cost structure block, and 4 aspects of business development on the revenue stream block. The results of the analysis using SWOT show that the telang dip flower business is in quadrant 1, so the strategy that must be taken is an aggressive strategy, namely a strategy aimed at maximizing the strengths possessed to capture existing opportunities.

Keywords : Telang Celup Flower, Business Model Canvas, SWOT, Bondowoso