

***Batik Business Development Strategy Using Business Model Canvas (BMC)  
At Industry Rezi's Batik Mboeloe,  
District Ambulu, Jember***

**Dewi Mauliddya Sari**  
*Agroindustry Management Study Programe  
Agribusiness Management Major*

***Abstract***

*Batik is an archipelago culture, batik activities is an art of drawing using wax and dyes on cloth. Batik activities are limited to the palace only and batik is produced for the clothes of the king and the government's family. One of the industries that produces Rezi's Batik Mboeloe Industry which was established in 2012, but still has problems with marketing. To develop the business of Industrial Rezi's Batik Mboeloe, a research was conducted on the development of the batik business. Research objectives: (1) To identify the business model applied in Rezi's Batik Mboeloe Industry by using the Business Model Canvas method. (2) To formulate a business model at Rezi's Batik Mboeloe to develop its business using the Business Model Canvas method. The analytical tool used in the Business Model Canvas (BMC) research. Based on data processing, it was found that in Rezi's Batik Mboeloe Business Model Canvas (BMC) there are new innovations on several elements, namely key resources, value propositions, key partnerships, customer segments, and channels.*

*Key Word : Development Strategic, Business Model Canvas, Batik*