

**Strategi Pengembangan Usaha Produk Kerupuk Ubar Abir Pada UD. Tiga Bintang Dengan Pendekatan BMC (*Business Model Canvas*)  
Kabupaten Jember**

*Business Development Strategy of Ubar Abir Cracker Product at UD. Tiga Bintang With BMC (*Business Model Canvas*) Approach in Jember Regency*

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**ABSTRACT**

*Jember is one of the regions that is quite advanced in the industrial sector. The number of industries has become a challenge for every person to be able to compete with other competitors. One of the industry in Jember area is the cracker industry in Ajung sub-district, namely UD. Tiga Bintang. In 2018, UD.Tiga Bintang closed one of its business branches in the Singosari area. The business was forced to close due to fierce competition, so that the owner prefers to focus only on one branch. Therefore, it is needed a business development strategy at UD.Tiga Bintang so that the right strategy in developing its business can be discovered. The methods that were used were the SWOT analysis and BMC (*Business Model Canvas*) analysis. Based on the SWOT analysis there are factors that affect the 9 components of BMC. Strategic strength factors could be developed by UD. Tiga Bintang was having good quality raw materials, selling prices of products that were not too high, and skilled human resources. Furthermore, there were strategic weaknesses that must be addressed such as production equipment that was not modern yet, the availability of marketing workforce, and the lack of media activity to share the information, which were included in the channels component of BMC. Alternative strategies which would taken by UD. Tiga Bintang on the Business Model Canvas (BMC) component were maintaining the selling price of products and the quality of raw materials included in the key activities component. The expansion of customer segments by optimizing employee performance and skills in disseminating information through the social media included in the channels component. Providing maximum service in accordance with SOP that have been made included in the customer segment component. Evaluating at the end of the production process, making refinement to a good management system and improving the quality of Ubar Abir crackers products included in the key activities component.*

**Key words :** *Business Development Strategy, Ubar Abir Crackers, SWOT, BMC (*Business Model Canvas*)*