

***Development of Design Thinking for Business Models
At the UD. Super Madu, Jember Regency***

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Abstract

Jember Regency has one of its cassava-based specialties including cassava tape, prol tape, brownies tape and others. Seeing the many tape industries in Jember Regency, it can be seen that cassava tape has a very important role in the world of marketing, so its availability must be maintained, one of which is at the UD. Super Madu. This research was raised as a support in providing solutions to answer the problems being faced by UD. Super Madu such as sales that are still carried out by direct selling which requires buyers to come directly to the store whereas currently is the era of technology that is developing rapidly. This research is a type of qualitative research with a sampling technique using incidental sampling. Development of design thinking for business odrl at UD. Super Madu, Jember district. can be built and provides added value with the stages empatize , define , ideate , prototype and test and run with 9 elements of the business model canvas such as Customer segment, Value proposition, Customer Relationship, Channels, Revenue Stream, Key Resources, Key Activity, Key Partnership, and Cost Structure. Development of design thinking for business odrl at UD. Super Madu, Jember district provides additional value to the elements of key partners, key activities, value propositions, customer relationships, customer segments, key resources and channels. The development of design thinking can create a tape jember papuma business model that meets consumer expectations.

Keywords: Design Thinking, Innovation, Business Model Innovation, Cassava, Tape.