

**APPLICATION OF BUSINESS MODEL CANVAS**  
**(Case Study on Female Ornamental Plant Entrepreneurs in Nararya Garden,**  
**Kalisat District, Jember Regency)**

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**ABSTRACT**

*Business competition is currently increasing, companies are required to improve all capabilities in their business so that their business can grow and compete with other companies. Therefore, companies must prepare all strategies so that their business continues to run and grow. This research on "APPLICATION OF BUSINESS MODEL CANVAS (Case Study of Female Ornamental Plant Entrepreneurs at Nararya Garden, Kalisat District, Jember Regency)" uses a qualitative descriptive research type. Qualitative descriptive research is conducted with the aim of describing the actual state of the Nararya Garden ornamental plant business environment. The analysis technique used in this study is a qualitative descriptive analysis technique. The first step in the descriptive analysis carried out in this study is to formulate the Nararya Garden business model in the current ornamental plant business, using the Business Model Canvas approach. The second step is to formulate improvements to the new business model with the results of the data obtained previously so that a business model is created that is appropriate for the strategy for implementing the business model in the Nararya Garden business. In formulating the Business Model Canvas, each of the 9 BMC components is analyzed, then separated again into right (efficiency side) and left (value side) components consisting of customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.*

**Keywords:** *Business development, Ornamental Plants, Business Model Canvas*