

**Strategi Pengembangan Usaha Gula Merah Nira di Kecamatan Wuluhan
Jember Melalui Pendekatan *Business Model Canvas***
*Business Development Strategy Palm Sugar in the District of Wuluhan Jember
Through the Business Model Canvas Approach*

Afita Dwi Wulandari
*Program study of Agro Industry
Agribusiness Management Department*

ABSTRACT

Coconut potential in Jember Regency used by residents as producers of coconut sugar, although only in two sub-districts, that is Wuluhan and Tempurejo sub-districts with a relatively small production. Nevertheless, This coconut sugar business is used as a craftsman as the main livelihood, with a contribution of 60% of total family income. The large coconut potential in Wuluhan District is used by some of its citizens as craftsmen of brown sugar. Kepel-Lojejer Village is a village that has the most coconut sugar home industry, so that coconut brown sugar is a leading industrial commodity according to the village. The coconut palm sugar industry in Wuluhan District is included in the household industry group. This study aims to map the business model of the Nira Merah Sugar Industry and provide an alternative strategy for developing a business model for the Nira Merah Sugar Industry. This research was conducted in the Red Sugar Nira Household Industry in Kepel-Lojejer, Wuluhan Sub-district, Jember Regency, East Java in January 2020 with data collection techniques in the form of observation and Interview. Then processed with qualitative methods in the form of data reduction, data presentation. Data analysis was performed descriptively using the canvas model and SWOT analysis, it was concluded that the Nira Merah Gira Household Industry needs to be improved in the Chanel element of product marketing especially through online media and there is an alternative new business model that can be applied. The Brown Sugar Industry is the company's focus on increasing product marketing through the Chanel element to increase revenue streams owned and improve good relations with customers.

Key words : *Business Development Strategy, Palm Sugar, Business Model Canvas, SWOT*