

***Macarina Product Development Strategy at CV. Macarindo Berkah Group
Using the BMC Method in Jember District***

Dr. Dewi Kurniawati, S.Sos., M.Si as chief counselor

Hirza Farnasyahrouf Mochammad
*Study Program of Agroindustry Management
Majoring of Agribusiness Management*

ABSTRACT

Product development as one of the most important activities in increasing company revenue. Product development must optimize market sales. Product development is carried out intensively by prioritizing quality in order to maximize market potential. This research on "Macarina Product Development Strategy at CV. Macarindo Berkah Group Using the BMC Method in Jember Regency" uses a quantitative descriptive research type, namely by conducting direct observation with a list of questions or questionnaires in a survey as a tool to collect basic data with the subject of the research being CV. Macarindo Berkah Group. The analysis method used in this study is qualitative descriptive analysis. The initial stages in this descriptive analysis are processed based on the Business Model Canvas to describe how CV. Macarindo Berkah Group currently runs its business. The results of this study are expected to get maximum results and get better changes in the development process at CV. Macarindo Berkah Group, especially in terms of Human Resources (HR), macaroni snack production process tools, macaroni product packaging and different flavor variants so that products from CV. Macarindo Berkah Group can develop and be able to compete with similar products in Jember Regency.

Keyword : Development strategy, macaroni snack, Business Model Canvas