

***Analysis of the Development of Sumedang Jaya Rasa Tofu Agroindustry Business
in Jember Regency***

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ABSTRACT

Business competition is intensifying, and companies are required to enhance all aspects of their operations so that their businesses can grow and compete with other companies. Tahu Sumedang Jaya Rasa is an agro-industrial business in Jember Regency that processes soybeans into Sumedang tofu; however, in its current development, the business faces various challenges, digital marketing activities that are less than optimal, a limited number of business partners, and low product competitiveness compared to local tofu. This study aims to identify the nine components of the Business Model Canvas (BMC), map and analyze the business model development design, and formulate alternative business development for Tahu Sumedang Jaya Rasa. This research applies a case study method within a qualitative approach based on post-positivism philosophy to examine a program, event, or activity in depth and detail at the individual, group, or organizational level. Through a non-experimental approach, this method aims to gain a comprehensive understanding of the phenomenon under study in its natural setting. Data collection was conducted through observation, in-depth interviews with the business owner, and a literature review. Data analysis was performed using the nine elements of the Business Model Canvas (BMC), which include customer segments, value proposition, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. The research results are expected to provide a comprehensive explanation of the current state of business models and generate appropriate development to enhance competitiveness, improve.

Keywords: *Business Development, Business Model Canvas, Sumedang Jaya Rasa Tofu*