

***Omah Kopi Business Development Strategy in Patrang District, Jember  
Regency Using the Business Model Canvas Method***

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**ABSTRACT**

*Omah Kopi, located at Jl. Rasamala No. 62, Baratan, Patrang District, Jember Regency, is a coffee shop business founded on March 30, 2019, by Edhisty Ageng Rizky. This study aims to identify 9 components of the Business Model Canvas (BMC), design a business model mapping, and formulate a business development strategy. The method used is quantitative descriptive with observation, interview, and literature study techniques, as well as BMC and SWOT analysis. The results of the analysis of the 9 components of the Business Model Canvas conducted indicate that Omah Kopi has a fairly good business model, but there are still several weaknesses such as less than optimal digital promotion, limited partnerships, and lack of innovation in attracting customers. Based on the results of this analysis, the company can implement alternative strategies for new business models such as strengthening promotions through social media, adding product variations, improving services, and establishing collaborations with various parties as a strategy to continue developing its business in the future.*

**Keyword:** *Omah Kopi, Business Model Canvas (BMC), SWOT, Coffee Shop, Development Strategi*