

**PUGER TERASI BUSINESS DEVELOPMENT STRATEGY  
THROUGH THE BUSINESS MODEL CANVAS (BMC)  
ON UD. BRIGHT JEMBER**

**Aisyah Nur Putri**

*Program study of Agro Industry  
Agribusiness Management Department*

***ABSTRACT***

Terasi is one of the fishery products which is made by fermentation process. One of the industries that produce shrimp paste rebon UD. Sinar Terang, which was established in 2005 but is still having problems obtaining raw materials, seasonal raw materials when the shrimp season is abundant the company is unable to produce in large quantities and lacks working capital, does not maximize the use of technology and marketing. To develop the business of UD. Sinar Terang ate research on the development of rebon shrimp paste. Research objectives: (1) Analyze internal and external factors that are strengths, weaknesses, opportunities, and threats at UD. The bright light of each component in the Business Model Canvas. (2) identify the right application of the Terasi product Business Model Canvas to UD. Sinar Terang at this time. (3) Determine the new alternative strategy at UD. Bright Light. The analytical tools used in this research are internal and external analysis, IFAS and EFAS matrices, IE Matrix, SWOT Matrix and Business Model Canvas. Based on the results of data processing, the value of the IFAS matrix is 2.97, the EFAS matrix is 3.16. The results from the position of the company's condition or the IE matrix are in cell IV which indicates the company's growth condition through horizontal integration and then mapped in the SWOT matrix to obtain a strategy. In the BMC (business model canvas) component, the alternative strategy is to maintain the quality of raw materials and good relations with key partners raw material suppliers, innovative products of processed shrimp paste powder value propositions.

**Keywords:** Business Development Strategy, Terasi, SWOT, BMC (Business Model Canvas)