

ABSTRAK

Alvin Maulidan, “Penerapan Business Model Canvas pada Industri Rumah Tangga Win’s Coffee yang berlokasi di Desa Malebo, Kecamatan Kandangan, Kabupaten Temanggung”. Program Studi Agribisnis Fakultas Pertanian Universitas Muhammadiyah Purworejo. Penelitian ini bertujuan untuk mengetahui proses produksi kopi bubuk, mengkaji penerapan model bisnis yang dijalankan, serta menganalisis penerapan Business Model Canvas (BMC) pada Industri Rumah Tangga Win’s Coffee yang berlokasi di Desa Malebo, Kecamatan Kandangan, Kabupaten Temanggung. Metode penelitian yang digunakan adalah metode deskriptif kualitatif dengan pendekatan studi kasus. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi, dengan melibatkan informan kunci dan informan pendukung. Analisis data dilakukan dengan memetakan sembilan elemen Business Model Canvas, yaitu key partners, key activities, key resources, value propositions, channels, customer segments, customer relationships, cost structure, dan revenue streams. Hasil penelitian menunjukkan bahwa Industri Rumah Tangga Wins Coffee telah menerapkan seluruh elemen BMC secara terintegrasi, dengan fokus pada kualitas produk kopi robusta, kemitraan dengan petani lokal, strategi pemasaran melalui saluran ganda, serta pengelolaan struktur biaya dan sumber pendapatan yang terencana. Kesimpulan penelitian ini menunjukkan bahwa Business Model Canvas dapat diterapkan secara efektif sebagai alat analisis dan evaluasi model bisnis pada Industri Rumah Tangga Wins Coffee guna mendukung pengembangan usaha dan peningkatan daya saing.

Kata kunci: Produksi Kopi, Business Model Canvas

ABSTRACT

Alvin Maulidan, "Implementation of the Business Model Canvas in the Win's Coffee Home Industry located in Malebo Village, Kandangan District, Temanggung Regency." Agribusiness Study Program, Faculty of Agriculture, Muhammadiyah University of Purworejo. This study aims to examine the coffee powder production process, analyze the business model currently implemented, and evaluate the application of the Business Model Canvas (BMC) at the Wins Coffee Household Industry located in Malebo Village, Kandangan District, Temanggung Regency. The research employed a descriptive qualitative method with a case study approach. Data were collected through observation, in-depth interviews, and documentation involving key informants and supporting informants. Data analysis was conducted by mapping the nine elements of the Business Model Canvas, namely key partners, key activities, key resources, value propositions, channels, customer segments, customer relationships, cost structure, and revenue streams. The results indicate that the Wins Coffee Household Industry has implemented all BMC elements in an integrated manner, with a strong emphasis on robusta coffee product quality, partnerships with local farmers, the use of multichannel marketing strategies, and well-managed cost structures and revenue sources. This study concludes that the Business Model Canvas can be effectively applied as a tool for analyzing and evaluating the business model of the Wins Coffee Household Industry to support business development and enhance competitiveness.

Keywords: Coffee Production, Business Model Canvas