

ABSTRAK

USULAN STRATEGI PENGEMBANGAN BISNIS OLAHAN NANAS DENGAN MENGGUNAKAN METODE *BUSINESS MODEL CANVAS* DAN *SWOT* (STUDI KASUS: ALMEIDAH FOOD)

Alifa Dien Fathia

H1E021060

Di tengah persaingan ketat sektor olahan nanas di Purbalingga yang mengalami kejenuhan produk konvensional, UMKM Almeidah Food melakukan inovasi strategis dengan menciptakan Sambal Nanas untuk mampu menghadapi tantangan persaingan bisnis olahan nanas. Tujuan penelitian ini adalah melakukan pemetaan model bisnis produk sambal, menganalisis strategi bisnis, dan memberikan usulan strategi pengembangan bisnis produk sambal nanas Almeidah Food. Metode yang digunakan dalam penelitian ini adalah *Business Model Canvas* (BMC) untuk memetakan model bisnis, metode SWOT dan QSPM untuk merancang strategi bisnis dari produk sambal nanas. Hasil penelitian ini diperoleh penelitian ini pemetaan model bisnis dan menganalisis faktor internal-eksternal. Sehingga diharapkan dengan pemetaan dan strategi yang dirancang dapat merumuskan strategi yang adaptif, berfokus pada penguatan proposisi nilai, optimalisasi pemasaran digital, dan perluasan kemitraan strategis untuk keberlanjutan dan daya saing UMKM olahan nanas.

Kata Kunci: Bisnis Model, Olahan Nanas, *Business Model Canvas*, Strategi Bisnis, SWOT, QSPM

ABSTRACT

PROPOSED BUSINESS DEVELOPMENT STRATEGY FOR PROCESSED PINAPPLE PRODUCTS USING THE BUSINESS MODEL CANVAS AND SWOT METHODS (CASE STUDY : ALMEIDAH FOOD)

Alifa Dien Fathia

H1E021060

n the midst of the tight competition in the pineapple processing sector in Purbalingga, which is experiencing saturation in conventional products, the Micro, Small, and Medium Enterprise (MSME) Almeidah Food is making a strategic innovation by creating Pineapple Chili Sauce (Sambal Nanas) to face the challenges of the processed pineapple business competition. The objectives of this research are to map the business model of the chili sauce product, analyze the development strategy, and propose a business development strategy for Almeidah Food's pineapple chili sauce product. The methods used in this study are the Business Model Canvas (BMC) to map the business model, and the SWOT and QSPM methods to design the business development strategy for the pineapple chili sauce product. The results of this research include the mapping of the business model and the analysis of internal-external factors. It is hoped that the designed mapping and strategy can formulate an adaptive strategy, focusing on strengthening the value proposition, optimizing digital marketing, and expanding strategic partnerships for the sustainability and competitiveness of the processed pineapple MSME.

Key words: *Business Model, Processed Pineapple, Business Model Canvas (BMC), Business Strategy, SWOT, & QSPM*