

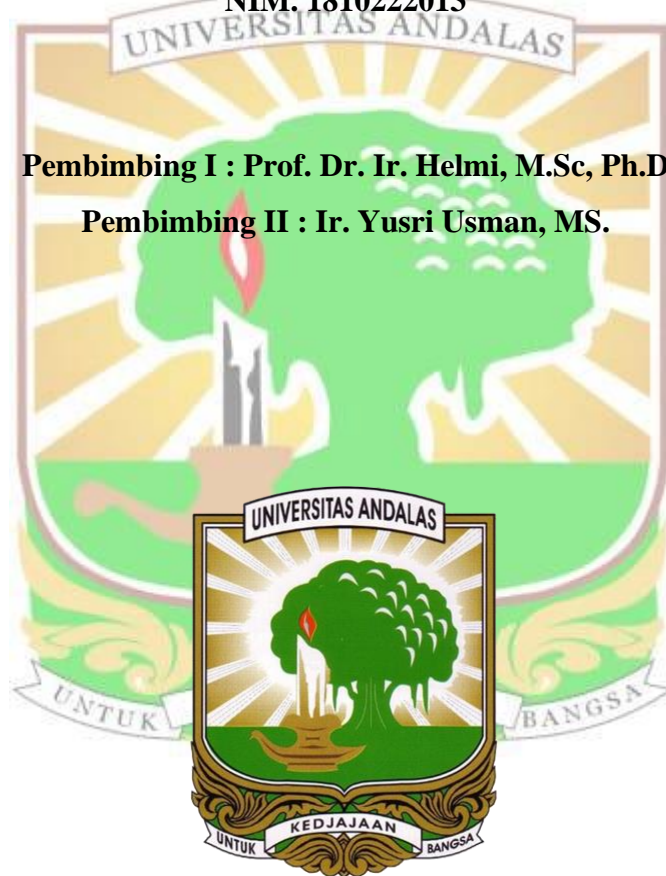
**ANALISIS BISNIS PADA UMKM KOPI ANDE DI NAGARI
BATANG ARAH TAPAN, KABUPATEN PESISIR SELATAN**

SKRIPSI

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Abstrak

Penelitian ini bertujuan untuk merancang strategi baru berdasarkan pendekatan Business Model Canvas. Business Model Canvas memiliki sembilan elemen yang saling terhubung diantaranya, *Customer Segments*, *Value Propositions*, *Channels*, *Customer Relationship*, *Revenue Streams*, *Key Resources*, *Key Activities*, *Key Partnership*, dan *Cost Structure*. Pengumpulan data dilakukan dengan menggunakan metode wawancara, dan metode observasi. Pengolahan data dilakukan dengan bantuan sembilan elemen model bisnis canvas. Dalam penelitian ini, peneliti menggunakan metode penelitian kualitatif. Hasil dari penelitian ini menunjukkan rancangan strategi baru dari sembilan elemen. Penelitian dilakukan secara sengaja (*purposive*) di UMKM Kopi Ande yang berlokasi di Nagari Batang Arah Tapan, Kecamatan Basa Ampek Balai Tapan. Usulan yang dapat dilakukan sebagai strategi pengembangan UMKM Kopi Ande diantaranya: segmentasi konsumen dapat menambah konsumen dari Pelaku usaha kopi, seperti *coffe shop*, *cafe*, dan warung/kedai kopi, serta wisatawan, elemen *Value propositions* dapat menambahkan variasi produk, seperti kopi *sachet*, dan kopi dengan tambahan gula, elemen *channel* bisa melakukan aktivitas promosi yang rutin dan konsisten yang menarik dan kreatif di media sosial dan mengikuti kegiatan bazar pengenalan UMKM, pada arus pendapatan dapat dilakukan diferensiasi produk untuk meningkatkan pendapatan usaha serta menjadikan kopi bubuk Ande ini sebagai *official drink* di kantor pemerintahan setempat, elemen *key resources* dapat menambahkan sumberdaya intelektual berupa Surat Izin Usaha Perdagangan, dan pada sumberdaya finansial dapat mengajukan bantuan modal pada lembaga keuangan untuk melengkapi sarana dan prasarana usaha, dan pada elemen *key activities* bisa membuat SOP tertulis agar operasional usaha berjalan efektif dan efisien.

Kata kunci: Bisnis Model, Model Bisnis Kanvas, UMKM

BUSINESS ANALYSIS OF SMSEs ANDE COFFEE IN NAGARI BATANG ARAH TAPAN, PESISIR SELATAN DISTRICT

Abstract

This study aims to design a new strategy based on the Business Model Canvas approach. The Business Model Canvas has nine interconnected elements: Customer Segments, Value Propositions, Channels, Customer Relationship, Revenue Streams, Key Resources, Key Activities, Key Partnership, and Cost Structure. Data collection was carried out through interview and observation. The data were analyzed by using nine elements of the canvas business model. This study used a qualitative approach. The results of this study reveal the design of a new strategy is based on the nine elements. The research was conducted at one of SMSEs, the Ande Coffee in Nagari Batang Arah Tapan, Basa Ampek Balai Tapan District. The strategy proposed for developing SMSEs of Kopi Ande include: consumer segmentation that can be developed into consumers from coffee business actors, such as coffee shop, cafes, and coffee shops, as well as tourists. Elements of Value propositions can add product variations, such as sachet coffee and coffee with added sugar. The aspects of channels can carry out routine and consistent promotional activities that are interesting and creative on social media and participate in SMSEs bazaar activities. In the revenue stream product, differentiation can be carried out to increase business income and make Ande ground coffee an official drink at the local government office. From the element of key resources, the intellectual resources should be developed as a Trading Business License. From the financial resources, capital assistance from financial institutions can be used to complete business facilities and infrastructure. Analysis of key activities shows the importance of SOPs to run the business effectively and efficiently.

Keywords : Business Model, Business Model Canvas, UMKM

