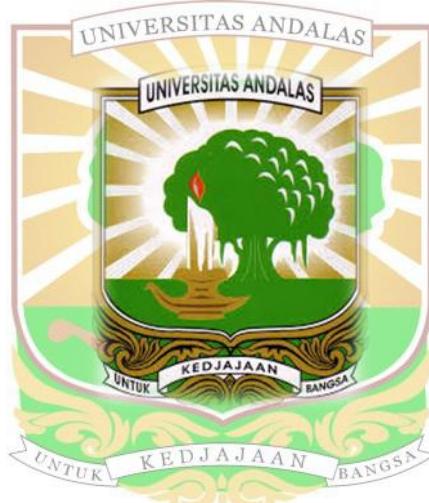**STRATEGIPENGEMBANGAN WORKSHOPPT.SEMENPADANG (PENDEKATAN ANALISIS SWOT DAN MODEL BISNIS KANVAS)**

TESIS

DiajukanOleh :

Wiradana Djufri

2120522040

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FALKUTAS EKONOMI DAN BISNIS

UNIVERSITAS ANDALAS

PADANG

2023

**STRATEGIPENGEMBANGAN WORKSHOPPT.SEMENPADANG
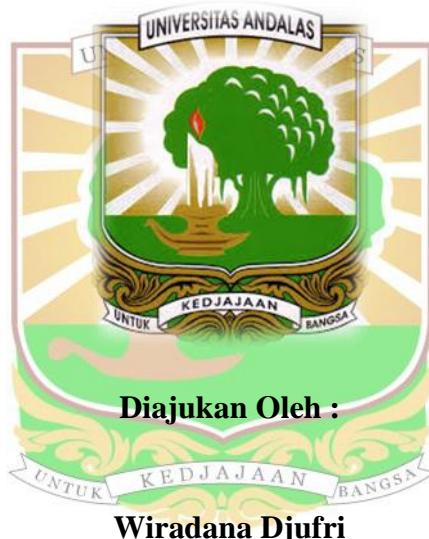(PENDEKATAN ANALISIS SWOT DAN MODEL BISNIS KANVAS)**

TESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada

Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas

Diajukan Oleh :

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PROGRAM MAGISTER MANAJEMEN

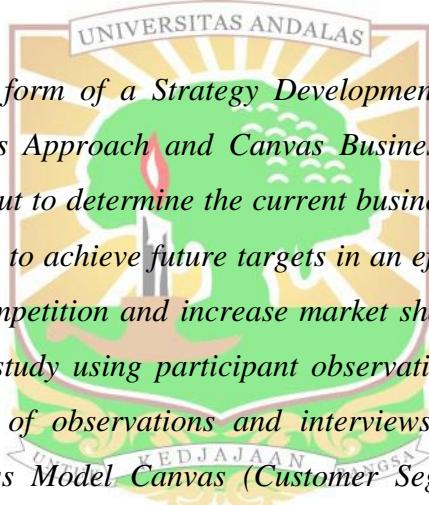**UNIVERSITAS ANDALAS**

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STRATEGI PENGEMBANGAN WORKSHOP PT SEMEN PADANG

(PENDEKATAN ANALISIS SWOT DAN MODEL BISNIS KANVAS)

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ABSTRACT

This research is in the form of a Strategy Development Workshop of PT Semen Padang (SWOT Analysis Approach and Canvas Business Model) Business model development is carried out to determine the current business condition of the unit, to then analyze the strategy to achieve future targets in an effort to survive in tight and challenging business competition and increase market share units. The study was a descriptive exploratory study using participant observation and in depth interview techniques. The results of observations and interviews are then linked to nine elements of the Business Model Canvas (Customer Segment, Value Proposition, Channel, Costumer Relationship, Revenue Stream, Key Resourcess, Key Activities, Key Partnership, and Cost Structure) for SWOT analysis to then be carried out in order to arrange factors - strategic factors of PT Semen Padang Workshop. Management Research Results of PT. Semen Padang allows to sell the excess capacity of the Workshop Unit, from this point it can be seen that management is very supportive of every business that can utilize resources to bring in revenue for PT. Semen Padang.

Keywords: Business Model Canvas, SWOT (Costumer Segment, Value Proposition, Channel, Customer Relationship, Revenue Stream, Key Resources, Key Activities, Key Partnerships, and Cost Structure)

STRATEGI PENGEMBANGAN WORKSHOP PT SEMEN PADANG (PENDEKATAN ANALISIS SWOT DAN MODEL BISNIS KANVAS)

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ABSTRAK

Penelitianiniberupa Strategi Pengembangan Workshop PT Semen Padang (PendekatanAnalisis SWOT dan Model BisnisKanvas) Pengembanganbisnis model dilakukanuntukmengetahuikondisibisnis unit saatini, untukkemudiandilakukananalisa strategi pencapaian target kedepannyasebagaiupayauntukbertahandalamkompetisiusaha yang ketat dan penuhtantangansertameningkatkan market share unit. Studi yang dilakukanbersifatdeskriptifeksploratifdenganteknikpengumpulan data participant observation dan in depth interview. Hasil observasi dan interview kemudiandikaitkandengansembilanelemen Business Model Canvas (Costumer Segment, Value Proposition, Channel, Costumer Relationship, Revenue Stream, Key Resourcess, Key Activities, Key Partnership, dan Cost Structure) untukkemudiandilakukananalisa SWOT dalamrangkamenyusunfaktor – faktorstrategis Workshop PT Semen Padang. Hasil PenelitianManajemen PT. Semen Padang mengizinkanuntukmenjualkelebihankapasitas Unit Workshop, dari point inidapatdiketahuibahwamanajemen sangat mensupportsetiapusaha yang bisamemanfaatkansumberdayauntukmendatangkanpemasukanbagi PT. Semen Padang. Kata Kunci : Business Model Canvas, SWOT (Costumer Segment, Value Proposition, Channel, Costumer Relationship, Revenue Stream, Key Resourcess, Key Activiies, Key Partnership, dan Cost Structure).

Keywords: Business Model Canvas, SWOT (Costumer Segment, Value Proposition, Channel, Customer Relationship, Revenue Stream, Key Resources, Key Activities, Key Partnerships, and Cost Structure)