

ABSTRACT

The Nira Della 38 syrup home industry is a small-scale business engaged in the production of sugar-based beverages, particularly syrup under the brand name “Nira Della 38”. Established in 1995, the business is located in Geulumpang Sulu Timur Village, Dewantara Subdistrict, North Aceh Regency. Although it has been operating for a considerable period, this home industry continues to face several development challenges. One of the main issues is production fluctuation, which is caused by the growing number of similar businesses, rising raw material prices, limited labor availability, and a financial management system that remains simple and poorly structured. This study aims to implement the Business Model Canvas (BMC) as a strategic tool for the development of the Nira Della 38 syrup home industry in Geulumpang Sulu Timur Village, Dewantara Subdistrict, North Aceh Regency. The research employs a qualitative approach with an analytical focus on the nine core elements of the BMC framework. The results indicate that the Nira Della 38 syrup home industry has functionally applied all elements of the Business Model Canvas. However, several elements still require optimization. Development is focused on the channels element through the utilization of social media and marketplaces to expand market reach. In the key resources element, operational efficiency is improved by strengthening human resources and providing adequate production facilities. The customer relationships element is enhanced through responsive service and two-way communication, while key partnerships are established through long-term collaboration with suppliers. The cost structure element is directed toward increasing the effectiveness of financial management. With appropriate and sustainable strategies, Nira Della 38 syrup home industry has the potential to grow into an adaptive business capable of reaching a wider market.

Keywords: business model canvas, home industry, implentation, Nira Della 38 syrup