

ABSTRACT

Home industries play an important role in supporting local economic activities through the utilization of available resources and the creation of employment opportunities. Warung Uwais is a home industry that produces tempeh chips in three flavors: original, balado, and spicy kaffir lime leaves. In conducting its business activities, Warung Uwais has established various activities, resources, partnerships, marketing channels, customer relationships, and revenue sources; however, these business model components need to be systematically mapped. This study aims to analyze the business model of Warung Uwais Tempeh Chips Home Industry based on the nine elements of the Business Model Canvas (BMC). The research was conducted in Tumpok Teungoh Village, Banda Sakti District, Lhokseumawe City. This study employed a descriptive method with a qualitative approach. The data consisted of primary data obtained through observation and interviews and secondary data obtained from relevant literature. Data analysis was conducted using the Business Model Canvas, which consists of Key Partnerships, Key Resources, Key Activities, Value Proposition, Customer Relationships, Channels, Customer Segments, Cost Structure, and Revenue Streams. The results showed that Warung Uwais Tempeh Chips Home Industry has implemented all nine elements of the Business Model Canvas. The Key Partnerships, Key Resources, Customer Relationships, and Channels elements have been implemented well and therefore need to be maintained. Meanwhile, the Key Activities element can be developed through more efficient use of raw materials, the Value Proposition through the addition of packaging size variations, Customer Segments through the expansion of marketing reach, Cost Structure through regular recording of income and expenditures, and Revenue Streams through the addition of non-cash payment methods. The Business Model Canvas mapping provides an overview of the existing business model of Warung Uwais and can serve as a basis for business development to improve competitiveness and business sustainability.

Keywords: *Business Model Canvas, home industry, tempeh chips, Warung Uwais.*

RINGKASAN

SULTAN ABDUL RAHMAN, *Analisis Business Model Canvas* pada *Home Industry* Keripik Tempe di Kecamatan Banda Sakti Kota Lhokseumawe. Dibimbing oleh Rita Ariani dan Irada Sinta.

Home Industry Keripik Tempe Warung Uwais merupakan usaha yang berdiri pada tahun 2020 di Gampong Tumpok Teungoh Kecamatan Banda Sakti Kota Lhokseumawe yang memproduksi keripik tempe dengan varian rasa original, balado, dan pedas daun jeruk. Dalam menjalankan usahanya, Warung Uwais masih memiliki beberapa aspek yang perlu dikembangkan, terutama dalam kegiatan produksi, variasi ukuran kemasan, perluasan jangkauan pelanggan, pencatatan keuangan, dan metode pembayaran. Penelitian ini bertujuan untuk menganalisis *Business Model Canvas* (BMC) pada *Home Industry* Keripik Tempe Warung Uwais. Metode analisis data yang digunakan adalah metode deskriptif kualitatif dengan menggunakan *Business Model Canvas* yang terdiri dari sembilan elemen, yaitu *Key Partnerships*, *Key Resources*, *Key Activities*, *Value Proposition*, *Channels*, *Customer Relationships*, *Customer Segments*, *Cost Structure*, dan *Revenue Streams*. Hasil penelitian menunjukkan bahwa *Home Industry* Keripik Tempe Warung Uwais telah menerapkan kesembilan elemen *Business Model Canvas*. Elemen *Key Partnerships* telah menjalin kerja sama dengan mitra, *Key Resources* memanfaatkan sumber daya yang tersedia untuk mendukung kegiatan usaha, *Key Activities* meliputi kegiatan produksi dan pemasaran, *Cost Structure* terdiri dari biaya yang dikeluarkan dalam menjalankan usaha, *Value Proposition* menawarkan produk keripik tempe dengan kualitas dan variasi rasa, *Channels* digunakan untuk menyampaikan produk kepada konsumen, *Customer Relationships* dilakukan melalui pelayanan kepada pelanggan, *Customer Segments* mencakup konsumen dan pelanggan usaha, serta *Revenue Streams* berasal dari penjualan produk. Elemen *Key Partnerships*, *Key Resources*, dan *Customer Relationships* telah berjalan dengan baik dan perlu dipertahankan, sedangkan *Key Activities*, *Value Proposition*, *Channels*, *Customer Segments*, *Cost Structure*, dan *Revenue Streams* masih perlu dikembangkan melalui peningkatan efisiensi produksi, penambahan variasi ukuran kemasan, perluasan jangkauan pelanggan, pencatatan keuangan secara rutin, dan penambahan metode pembayaran non-tunai.

Kata kunci: *Business Model Canvas*, *home industry*, keripik tempe, Warung Uwais.