ABSTRACT

Herbal Drink Tahya (HDT) UMKM is an instant powder herbal drink business made from raw materials of red ginger, turmeric, galangal, and lemongrass which was established in 2021 in South Labuhanbatu Regency, precisely in Asam Jawa Village. The price of raw materials for processed products tends to fluctuate, product prices have not been able to compete with other businesses that have similar products, and the unclear bookkeeping system is an obstacle experienced by UMKM owners. This study aims to examine the application of the Business Model Canvas (BMC) in the development of Herbal Drink Tahya (HDT) UMKM in South Labuhanbatu Regency, North Sumatra Province. The data analysis method used is a qualitative descriptive analysis method using a business model, namely the Business Model Canvas. The results showed that UMKM have implemented several elements such as key partnerships, key resources, key activities, and channels that still need to be improved and added, among others, cost structure by recording detailed bookkeeping, value proposition by developing in terms of HDT liquid product packaging, customer relationships by providing discounts to customers who buy products in large quantities, revenue streams by increasing production in order to increase profits, and customer segments so that it can be expected that production and marketing activities become more effective and extensive.

Keywords: UMKM herbal drink tahya, BMC implementation, development