ABSTRACT

This study aims to analyze the business model of the UMKM (Micro, Small, and Medium Enterprise) Raja Pisang Perancis, which operates in the culinary sector with banana-based products, using the Business Model Canvas (BMC) approach. BMC was chosen because it provides a comprehensive and structured overview of the nine key elements of a business model. This research employs a descriptive qualitative method through observation, interviews, and documentation. The analysis is based on the nine elements of the BMC: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure. The results show that although the UMKM has a strong value proposition offering unique banana-based products at affordable pricesthere are still weaknesses in distribution channels, customer relationships, and strategic partnerships. Challenges in implementing BMC were also found, including limited managerial understanding and lack of technology utilization. With the proper application of BMC, this UMKM has the potential to improve operational efficiency, expand its market, and increase sales and profits sustainably.

Keywords*: MSME, Business Model Canvas, Business Model, Banana, Strategic Analysis*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis model bisnis UMKM Raja Pisang Perancis yang bergerak di bidang kuliner berbahan dasar pisang dengan pendekatan *Business Model Canvas* (BMC). Pemilihan BMC dilakukan karena pendekatan ini mampu memberikan gambaran menyeluruh atas sembilan elemen utama model bisnis secara terstruktur. Metode yang digunakan adalah deskriptif kualitatif melalui observasi, wawancara, dan dokumentasi. Analisis dilakukan berdasarkan sembilan elemen BMC, yaitu: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, dan Cost Structure. Hasil penelitian menunjukkan bahwa meskipun UMKM memiliki proposisi nilai yang kuat, seperti produk olahan pisang yang khas dan harga terjangkau, masih terdapat kelemahan pada saluran distribusi, hubungan pelanggan, serta kemitraan strategis. Kendala dalam penerapan BMC juga ditemukan, yaitu keterbatasan pemahaman manajerial dan kurangnya pemanfaatan teknologi. Dengan penerapan BMC secara tepat, UMKM ini berpotensi meningkatkan efisiensi operasional, memperluas pasar, serta mendorong peningkatan penjualan dan laba secara berkelanjutan.

Kata Kunci*: UMKM, Business Model Canvas, Model Bisnis, Pisang, Analisis Strategis*