

ABSTRAK

STRATEGI PENGEMBANGAN SUB TERMINAL AGRIBISNIS MELALUI PENDEKATAN *BUSINESS MODEL CANVAS* DI KABUPATEN CIANJUR

Oleh

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Penelitian bertujuan untuk menganalisis faktor internal dan eksternal Sub Terminal Agribisnis Cigombong, Kabupaten Cianjur untuk tetap berkembang melalui pendekatan *business model canvas* dan merumuskan alternatif strategi serta prioritas strategi untuk diterapkan pada *business model canvas* baru. Penelitian ini dilaksanakan pada bulan Februari 2025 sampai dengan Juni 2025. Metode penelitian yang digunakan dalam penelitian ini adalah metode studi kasus dengan menggunakan analisis SWOT dan QSPM. Hasil penelitian ini menunjukkan faktor internal yang mempunyai nilai tertinggi kekuatan adalah produk berkualitas dan kelemahan yaitu kurang pelatihan dan keterampilan SDM dalam digital marketing. Faktor eksternal yang mempunyai skor tertinggi dalam peluang yaitu potensi inovasi produk dan untuk ancaman adalah bencana alam. Strategi yang dihasilkan diantaranya strategi SO dengan mengoptimalkan penjualan melalui *e-commerce* serta diversifikasi dan diferensiasi produk hortikultura. Strategi ST meliputi penguatan sistem distribusi dan manajemen risiko serta diversifikasi mitra. Strategi WO meliputi kolaborasi dengan platform digital pertanian serta melakukan pelatihan dan pengembangan manajerial. Strategi WT yaitu skema langganan harga tetap. Adapun Strategi prioritas yang bisa diterapkan adalah dengan mengoptimalkan penjualan melalui *e-commerce*. Integrasi strategi terhadap *business model canvas* baru pada elemen *key partners*, *key activities*, *customer relationship*, *key resources*, dan *channels*.

Kata Kunci : Strategi, Pengembangan, Sub Terminal Agribisnis, BMC, SWOT, QSPM

ABSTRACT

AGRIBUSINESS SUB TERMINAL DEVELOPMENT STRATEGY THROUGH A BUSINESS MODEL CANVAS APPROACH IN CIANJUR DISTRICT

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The research aims to analyze the internal and external factors of Cigombong Agribusiness Sub Terminal, Cianjur Regency to, keep growing through a business model canvas approach, formulate alternative strategies, and strategy priorities to be applied to a new business model canvas. This research was conducted from February 2025 to June 2025. The research method used in this research is a case study method using SWOT and QSPM analysis. The results of this study showed that the internal factors with the highest strengths was product quality, while the weaknesses were the lack of training and HR skills in digital marketing. Among external factors, the opportunities was the potential for product innovation, while the threat was natural disasters. The results of the strategies included SO by optimizing sales through e-commerce, diversification and differentiating horticultural products. ST strategies included strengthening distribution systems and risk management, as well as partner diversification. WO strategies included collaboration with agricultural digital platforms and conducting managerial training and development. The WT strategy was a fixed price subscription scheme. The priority strategy that can be applied was to optimize sales through e-commerce. Integration of strategies into the new business model canvas on the elements of key partners, key activities, customer relationships, key resources, and channels.

Keywords: Strategy, Development, Agribusiness Sub Terminal, BMC, SWOT, QSPM