

## ABSTRAK

### ANALISIS MODEL BISNIS DENGAN PENDEKATAN *BUSINESS MODEL CANVAS (BMC)* (Studi kasus pada Pecel Pincuk Gumilang)

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Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis proses bisnis serta model bisnis canvas dari usaha Pecel Pincuk Gumilang. Penelitian ini menggunakan pendekatan studi kasus dan metode deskriptif, dengan teknik pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Analisis data dilakukan menggunakan Sembilan blok Business Model. Hasil penelitian menunjukkan bahwa Pecel Pincuk Gumilang memiliki proses bisnis yang efektif, dengan *Value Proposition* berupa kualitas produk, pelayanan ramah, responsif terhadap keluhan, dan harga sesuai dengan kualitas. *Customer Segment* adalah dari Jawa Timur dengan rentang usia di atas tiga puluh tahun, termasuk wisatawan dan masyarakat menengah ke atas. *Customer Relationship* dipelihara melalui pelayanan personal dan komunikasi langsung. *Channels* adalah melalui word of mouth dan komunikasi langsung. *Key Activities* meliputi produksi dan penjualan, dengan , *Key Resource* berupa bangunan, bahan baku, dan teknologi seperti internet. *Key Partnerships* meliputi Toko Tanjung, Toko Aulia, pangkalan gas, Ibu Ida, Ghina Broiler, Indomaret, Ibu Ambar, Toko Sari Jaya, Toko Merah, Siti Sayur Pakem, Depot Daging Sumber Usaha Rejodani, Tempe Nanda, Toko Pak Gendut Beringharjo, Agus Kencur, Los 16 Pasar Beringharjo, Ibu Idha, Ibu Pardji dan Toko Merah. *Cost Structure* terdiri dari biaya produksi termasuk bahan baku, tenaga kerja langsung, dan overhead. *Revenue Streams* diperoleh dari penjualan produk makanan secara langsung.

Kata kunci: Model Bisnis, *Business Model Canvas (BMC)*.

**ABSTRACT**

**BUSINESS MODEL ANALYSIS WITH THE  
BUSINESS MODEL CANVAS (BMC) APPROACH**

(Case study on Pecel Pincuk Gumilang)

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*This research aims to identify and analyze the business processes and canvas business model of the Pecel Pincuk Gumilang business. This research uses a case study approach and descriptive method, with data collection techniques including observation, interviews, and documentation. Data analysis was carried out using the Nine Block Business Model. The results showed that Pecel Pincuk Gumilang has an effective business process, with a Value Proposition in the form of product quality, friendly service, responsive to complaints, and prices in accordance with quality. Customer Segment is from East Java with age range above thirty years old, including tourists and middle to upper class people. Customer Relationship is maintained through personalized service and direct communication. Channels are through word of mouth and direct communication. Key Activities include production and sales, with Key Resources being buildings, raw materials, and technology such as the internet. Key Partnerships include Toko Tanjung, Toko Aulia, gas station, Ibu Ida, Ghina Broiler, Indomaret, Ibu Ambar, Toko Sari Jaya, Toko Merah, Siti Sayur Pakem, Sumber Usaha Rejodani meat depot, Tempe Nanda, Pak Gendut Beringharjo shop, Agus Kencur, Los 16 Pasar Beringharjo, Ibu Idha, Ibu Pardji and Toko Merah. Cost Structure consists of production costs including raw materials, direct labor, and overhead. Revenue Streams are derived from direct sales of food products.*

*Keyword: Business model, Business Model Canvas (BMC).*