

RINGKASAN

DEDI KURNIADI. Pengembangan Usaha Ekowisata Mangrove dengan Pendekatan *Business Model Canvas* di Pengudang Bintang Mangrove Kabupaten Bintang. Dibimbing oleh FITRIA ULFAH dan TETTY.

Pengembangan usaha tidak terlepas dari model bisnis yang digunakan. Desa Pengudang merupakan Desa yang memiliki potensi di bidang ekowisata. Potensi ekowisata tersebut salah satunya adalah mangrove. Mangrove di Desa Pengudang sangat terjaga habitatnya sehingga bisa mendapatkan fungsi ekonomi yang dijadikan sebuah bisnis, hal ini tidak terlepas dari model bisnis yang digunakan. Berangkat dari hal tersebut perlu dilakukan penelitian tentang “Pengembangan Usaha Ekowisata Mangrove dengan Pendekatan *Business Model Canvas* di Pengudang Bintang Mangrove Kabupaten Bintang”. Tujuan penelitian ini yaitu untuk mengetahui gambaran model bisnis yang diterapkan pada usaha Pengudang Bintang Mangrove ditinjau dari *Business Model Canvas* dan merumuskan *Business Model Canvas* pada usaha Pengudang Bintang Mangrove sebagai upaya strategi pengembangan usaha. Penelitian dilakukan pada bulan Desember 2022 – Maret 2023 di Desa Pengudang, Kecamatan Teluk Sebong, Kabupaten Bintang, Provinsi Kepulauan Riau. Metode penelitian yaitu kualitatif. Sampel penelitian ditentukan secara *purposive sampling* yaitu dilakukan secara sengaja sebanyak 8 informan.

Berdasarkan hasil dan pembahasan menggunakan sketsa *Business Model Canvas* dan analisis SWOT maka dapat disimpulkan bahwa model bisnis yang digunakan Pengudang Bintang Mangrove terdapat perbedaan ketika dilihat dari *BMC*. Dari sembilan elemen yang ada di *BMC* ada beberapa yang sudah baik yaitu *key partnership* dan *cost structure*. Namun, ada beberapa elemen yang harus ditambah agar Pengudang Bintang Mangrove tetap menjadi usaha ekowisata yang dapat dikembangkan dan terus maju. Elemen tersebut yaitu *key activities*, *value propositions*, *customer relationships*, *customer segment*, *key resources*, *channels* dan *revenue streams*.

Kata kunci: *BMC*, Desa Pengudang, Ekowisata, Mangrove, Pengembangan Usaha.

SUMMARY

DEDI KURNIADI. Mangrove Ecotourism Business Development with a Business Model Canvas Approach in Pengudang Bintan Mangrove, Bintan Regency. Supervised by FITRIA ULFAH and TETTY.

Business development is inseparable from the business model used. Pengudang Village is a village that has potential in the field of ecotourism. One of the ecotourism potentials is mangroves. The mangroves in Pengudang Village have very well preserved habitat so they can get an economic function which is turned into a business, this is inseparable from the business model used. Departing from this, it is necessary to conduct research on "Mangrove Ecotourism Business Development with the Business Model Canvas Approach at Pengudang Bintan Mangrove, Bintan Regency". The purpose of this study is to describe the business model applied to the Pengudang Bintan Mangrove business in terms of the Business Model Canvas and to formulate the Business Model Canvas for the Pengudang Bintan Mangrove business as a business development strategy effort. The research was conducted in December 2022 –March 2023 in Pengudang Village, Teluk Sebong District, Bintan Regency, Riau Archipelago Province. The research method is qualitative. The research sample was determined by purposive sampling, which was done deliberately by 8 informants.

Based on the results and discussion using the Business Model Canvas sketch and SWOT analysis, it can be concluded that the business model used by Pengudang Bintan Mangrove is different when viewed from the *BMC*. Of the nine elements in *BMC*, there are some that are already good, namely key partnerships and cost structures. However, there are several elements that must be added so that the Pengudang Bintan Mangrove remains an ecotourism business that can be developed and continues to progress. These elements are key activities, value propositions, customer relationships, customer segments, key resources, channels and revenue streams.

Keywords: *BMC*, Pengudang Village, Mangrove, Ecotourism Business Development