

# ANALISIS STRATEGI BISNIS UMKM GBI DENGAN MENGUNAKAN ANALISIS BUSINESS MODEL CANVAS, SWOT, DAN FIVE FORCES PORTER

## ABSTRAK

**Abstract:** This research aims to analyze business strategies in increasing competitive advantage. The research used Business Model Canvas, SWOT, and Five Forces Porter analysis on GBI SMEs in Palangka Raya. The research method used is descriptive qualitative. Data collection conducted using interview techniques and direct observation. Validity test technique using triangulation test method. Based on the results of research and analysis, the business strategy that has been applied is a differential strategy that requires a strategy in optimizing marketing and innovation in its creativity. Based on SWOT analysis, GBI SMEs need to conduct aggressive strategies in collaboration with these differential strategies. One of them is to penetrate the market, market development, and customized product development in the surrounding community. In addition, in the analysis of Business Model Canvas need to develop on the elements of customer segments, customer relationships, channels, key resources, key partners, cost structure, and revenue streams. These strategies can be collaborated so that GBI SMEs can survive and even develop in the midst of increasingly tight market competition.

**Keywords:** BMC, Business Strategy, Porter's Five Forces, SMEs, SWOT

**Abstrak:** Penelitian ini bertujuan untuk menganalisis strategi bisnis dalam meningkatkan competitive advantage. Penelitian menggunakan analisis Business Model Canvas, SWOT, dan Five Forces Porter pada UMKM GBI di Palangka Raya. Metode penelitian yang digunakan adalah deskriptif kualitatif. Pengumpulan data yang dilakukan menggunakan teknik wawancara dan observasi langsung. Teknik uji validitas menggunakan uji triangulasi metode. Berdasarkan hasil penelitian dan analisis, strategi bisnis yang telah diterapkan adalah strategi diferensiasi yang memerlukan strategi dalam mengoptimalkan pemasaran dan inovasi dalam kreativitasnya. Berdasarkan analisis SWOT, UMKM GBI perlu melakukan strategi agresif dengan dikolaborasikan pada strategi diferensiasi tersebut. Salah satunya adalah melakukan penetrasi pasar, pengembangan pasar, dan pengembangan produk yang disesuaikan pada masyarakat sekitarnya. Selain itu, pada analisis Business Model Canvas perlu pengembangan pada elemen customer segments, customer relationships, channels, key resources, key partners, cost structure, dan revenue streams. Strategi-strategi tersebut dapat dikolaborasikan sehingga UMKM GBI dapat bertahan bahkan berkembang di tengah persaingan pasar yang semakin ketat.

**Kata Kunci:** BMC, Five Forces Porter, Strategi Bisnis, SWOT, UMKM