SUMMARY
MONALISA SEMBIRING. Analyzing the Agrotourism Business Model of Gunung Mas Tea Plantation PTPN VIII. Supervised by AJI HERMAWAN, and KIRBRANDOKO.

Agro-tourism is one of the agricultural enterprises that have the potential to support agribusiness development as well as being a product that has global competitiveness. West Java is one of the provinces that became centers of production of agricultural commodities. Potential of the agriculture sector West Java owned are used as agro-tourism venture by several parties or businessmen. Bogor district is one of the ecotourism area widely visited. Puncak area is one of the most desirable places visitors at this time. Puncak region has several interesting sights. One of the objects of interest and agro-tourism has the potential to be visited is Agro Gunung Mas Tea Plantation.

Level of competition that occurs in agro business at Puncak and the surrounding area is quite large because of considerable number of agro-tourism in the region as well as the number of visitors or tourists fluctuate every year. Gunung Mas Agro Tourism has been initiated since 1983. Gunung Mas tea plantation was originally owned by PTPN VIII tea plantation, later formalized as agro-tourism area in 1992. Professional management has only started in 1993. Decline in revenue from tea production sector are among the reasons PTPN VIII management utilizing plantation area into an ecotourism area. Gunung Mas agro visitation experiencing fluctuating from 2007 to 2011. The tendency of the fluctuation in the number of visits Agro Gunung Mas in 2007 to 2011 shows that competition in the summit area is quite competitive.

Based on the problems faced by agro Gunung Mas in business as competition is quite high and problems in the internal management of the company, then the agro Gunung Mas desperately need its business model revitalized. The business model is expected to attract more consumers and fix the company's management. This study aims to identify business models that Gunung Mas agrotourism use and create an alternative business model for Gunung Mas agrotourism. In this research, the business model that is used is the business model canvas which has nine (9) elements consisting Customer Segment, Customer Relationship, Channels, Revenue Stream, Key Partners, Key Activities, Key Resources, and Cost Structure. The approach taken is qualitative, the method of collecting data is through interviews, observation, and documentation.

Based on this research, Gunung Mas agro business model can be described through nine elements of the business model canvas. Customer segment elements are domestic tourists and foreign tourists. The element value proposition, providing the added value is in the form of a tea plantation scenery, natural attractions, and places of lodging. On the element customer relationship, communication with the consumer is run directly. On elements of channels, channel distribution is done directly with the distribution of agro-tourism visitors. Income in Gunung Mas agro is direct revenue from entrance fees per person,
With the concept of ecotourism business models, management evaluates each element. Coupled with Gunung Mas inputs from visitors, it generated new business models agrotourism. Gunung Mas Some important inputs are the addition of facilities for kids games, making outbound packets, the procurement stage entertainment, live music provision, and provide updated information about this or other promotional activities. Results of new business models Gunung Mas is as follows: customer segment generated consist of two segments of individuals and organizations. Value proposition are still the same with previously offered, but with the addition of product variations based on the Gunung Mas customer needs. Customer relationship not only in the form of direct services to visitors, but with developing facilities and organizing events and corporate promotions to attract potential tourists as well as online services will be created. Gunung Mas streams of income revenue earned directly from admission per person, vehicle entry fee, souvenir sales, factory admission rates, teawalk, cycling rates, and the addition of lodging facilities to support such activities in the field. The main resources Gunung Mas needed was physical assets, financial, intellectual, or human. Physical resources that exist in the agro-tourism includes all forms of physical assets, i.e.: buildings, factories, plantations, and lodging. Key activities on Gunung Mas agro alternative business models include production and operations at the agrotourism, and ecotourism activities: factory visits, teawalk, biking, lodging, and other support facilities. Partnerships undertaken in this alternative business model is to maintain cooperation with the surrounding community, and to add cooperation of supplier of raw materials for the café and catering needs. On this alternative business model, cost structure issued by the company is the employee's salary and expenses for agro operating activities. This addition was for marketing activities (promotions).

*Keywords:* business model, business model canvas, agrotourism, Gunung Mas.