SUMMARY

AMAN MUSTIKA. Business model canvas and development strategy of the biodiesel industry at PT XYZ in order to the implementation of policies of CPO supporting fund. Supervised by RINA OKTAVIANI and SUKARDI.

Biodiesel is one of the most environmentally friendly alternative fuels, because it does not generate pollutant emissions that are harmful to the environment. The use of biodiesel as a motor fuel can reduce emissions when compared to diesel oil. The benefits and advantages of biodiesel become one of the important aspects of biodiesel as a desirable derivative product. The benefits and advantages of biodiesel become one of the important aspects that make biodiesel as a desirable product of CPO derivatives. In addition, the Government has also issued policies related to biodiesel, the CPO Supporting Fund (CSF) Policy. The CSF policy aims to reduce the supply of CPO in the International Market for the short term and support the development of domestic biodiesel for the long term (biofuels).

The purpose of this research is to identify biodiesel business model canvas (BMC) in PT XYZ and to know the strategy and business development of biodiesel industry along with implementation of CPO Supporting Fund policy. Analyzer used in this research is BMC, SWOT, SWOT matrix, and QSPM. The study was conducted in Jakarta and Pekanbaru in April until June 2016. The data used were primary and secondary data with time span from January to December 2015.

Results of research in identifying BMC PT. XYZ is a customer segment that the company serves in the form of domestic and international customers; The value offered by the company is the quality of biodiesel as per SNI standard and distribution cost borne by the company; Relationships built with customers by way of community and co-creation; Marketing network through capital market and commodity exchanges; Revenue earned from biodiesel sales and biodiesel diesel fuel price difference from BPDPKS; Resources owned by the company are human resources, raw material resources and financial resources; The company's main activity is processing CPO into biodiesel and sales; The company's partners are GAPKI, BPDPKS and APROBI; Cost structure is the operational cost, the cost of salary and the cost of CPO levy. In addition, a strategy to develop the biodiesel industry in line with the increasing competition is to increase biodiesel production capacity and improve communication and CRM to improve customer service.

Keywords: Business Model Canvas, CPO from Biodiesel, CPO Supporting Fund (CSF)