SUMMARY

FADHLILLAH RAMADHANTI. The Development of Biogas with Creating Shared Value (CSV) in Ciherang Bogor. Supervised by ARIEF DARYANTO and AMZUL RIFIN

Creating Shared Value (CSV) is based on Porter & Kramer (2011) is created to improve the operational policies and advancing the economic and social conditions. Creating Shared Value (CSV) must be created at each stage of the business chain to emphasize the concept in business strategy and solve social problems. According to BPS (2015), the percentage of distribution of the Gross Domestic Product (GDP) in the procurement of electricity and gas has increased since 2010 in the local area of Bogor. PT Perusahaan Gas Negara (PGN) Persero Tbk is one of the main suppliers and distributors of the natural gas which is an integral part of the Government’s plan to boost Economic Growth, National Development and, Realizing Energy Independence. Biogas is an Alternative Energy of Indonesian Government to produce 25% of the energy mix from renewable sources by 2025. Biogas targets of Production and Liquid waste in Ciherang Bogor based on small scale industry from farm household waste to be used as the main energy sources.

Business Model Canvas (BMC) is created by Osterwalder and Pigneur (2010) describe the Business model of the rationale and how an organizations or companies create, delivered and captured of value. Business Model Canvas (BMC) described how an organization by thinking, create and deliver values to the customers, supplier, infrastructure and financial feasibility. Mapping the new Business Model and Create an Innovative Project begins by Analyzing Strength, Weakness, Opportunities. Threat of each element of the existing business model to find out the shortcomings in the existing Business Model Concept. So that Future Improvements and changes can be done in a sustainable manner. Many different business conceptualization exist and this model propose a single reference model based on the similarities of a wide range of business model conceptualizations.

By Calculation of Biogas Feasibility study which shows that the biogas project feasible with NPV of Rp. 203,696,246,- and IRR of 26,41% and Payback Periode (PP) for 4.33 years and Net B/C of 2439 Demonstrate that the business development of biogas is feasible. For cashflow was calculated from sales and fattening of 12 months and evaluate the profitability of investment plans made by comparing the calculation results obtained with the feasibility justification. The Model of Biogas in ciheraang bogor aims to increase the strategies and mapping business model being developed is expected to sustainability business development of Biogas and implemented the project in a sustainable manner on an industrial scale households and can be the prototype of Biogas self sustainable in the Lingkar Kampus of Bogor Agricultural University (IPB).

Keyword : biogas, creating shared value (csv), feasibility study