SUMMARY

RIFQI AZ ZAHID. Analysis Development of Business in Sentulfresh The Education Tourism Services For School. Supervised by ARIF IMAM SUROSO and SUFRIN HANAN.

Innovations in the use of agricultural land and livestock in the past few years have begun to be done, many things can be developed and done from agricultural land and livestock such as biomass production, direct marketing, natural and landscape management, and quality food production. Thematic education in the 2013 Curriculum issued by the government created an educational tourism market in Indonesia. Sentulfresh Indonesia has educational tourism products that offer educational activities with the theme of animal, plant and biotechnology education. As a new educational tourism object, many things must be faced by Sentulfresh especially market competition. Sentulfresh has the potential of natural resources and market potential that can be developed making researchers want to conduct research on developing business models through the Business Model Canvas approach and also the Blue Ocean Strategy.

The results of the study show how the company’s current condition is seen from 9 existing BMC elements. Sentulfresh makes kindergarten and elementary school teachers in Jabodetabek as the target market with a value proposition in the form of educational tours with 3 themes for children. Sentulfresh builds relationships with customers through personal assistance, fieldtrip reports and activities on social media, prospective visitors can contact Sentulfresh via a website that is integrated with telephone, sms, email or whatsapp. The key activities carried out are the maintenance of the farm area, the care of the educational vehicle and the preparation of the tour guide. In its implementation, Sentulfresh cooperates with several parties such as the local government, catering and also shuttle cars. Then Sentulfresh has resources in the form of farms, human resources and intellectual resources which are packaged into Sentulfresh educational tourism. Revenue streams obtained come from the purchase of educational tourism packages and also by typical Sentulfresh namely yogurt and milk while the existing cost structure includes the operational burden of educational tourism and animal husbandry.

The results of the BMC analysis are followed by a SWOT analysis to see the condition of each existing BMC element, then proceed with the application of a four-step framework of blue ocean strategy and generate 2 innovative ideas in the form of developing Key Activity, namely the creation of Hydroponic plants that can create new Value Propositions and attractive and a new educational tourism market with a wider Customer Segment and also a more diverse Revenue Stream. While the second idea in the form of developing a Value Proposition in the form of batik activities can expand market reach to the middle and high school levels and even the adult community, it creates a new revenue stream without having to add to the promotion costs

Keywords: business model canvas, education tourism for School.