

ABSTRAK

Penelitian ini bertujuan untuk menganalisis kondisi internal dan eksternal Roemah Jumboetan Palembang menggunakan analisis SWOT dan *Business Model Canvas* (BMC), serta merumuskan strategi pengembangan usaha untuk mendukung keberlanjutan usaha. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Pengumpulan data dilakukan melalui observasi, wawancara, penyebaran kuesioner, dokumentasi, dan studi pustaka. Data dianalisis menggunakan matriks IFAS, EFAS, matriks SWOT, dan *Business Model Canvas* (BMC). Hasil penelitian menunjukkan bahwa Roemah Jumboetan Palembang memperoleh skor IFAS sebesar 3,427 dan EFAS sebesar 3,617 serta berada pada Kuadran I (*Growth Oriented Strategy*) dengan koordinat (0,467; 0,044). Posisi tersebut menunjukkan bahwa perusahaan memiliki kekuatan dan peluang yang dominan sehingga strategi SO menjadi prioritas pengembangan usaha. Analisis BMC menunjukkan keunggulan pada elemen *Value Proposition*, *Customer Segments*, *Channels*, dan *Customer Relationships*, sedangkan *Key Resources* dan *Key Activities* masih perlu diperkuat untuk mendukung keberlanjutan usaha.

Kata Kunci: Analisis SWOT, Business Model Canvas, strategi pengembangan, UMKM

ABSTRACT

This study aims to analyze the internal and external conditions of Roemah Jumboetan Palembang using SWOT analysis and the Business Model Canvas (BMC), as well as to formulate business development strategies to support business sustainability. This research employed a qualitative method with a descriptive approach. Data were collected through observations, interviews, questionnaires, documentation, and literature review. The data were analyzed using the IFAS matrix, EFAS matrix, SWOT matrix, and Business Model Canvas (BMC). The results indicate that Roemah Jumboetan Palembang obtained an IFAS score of 3.427 and an EFAS score of 3.617 and is positioned in Quadrant I (Growth Oriented Strategy) with coordinates of (0.467; 0.044). This position indicates that the business has dominant strengths and opportunities, making the SO (Strengths–Opportunities) strategy the primary business development strategy. The BMC analysis reveals that the business has strengths in the Value Proposition, Customer Segments, Channels, and Customer Relationships elements, while the Key Resources and Key Activities elements still need to be strengthened to support business sustainability.

Keywords: SWOT Analysis, Business Model Canvas, Business Development Strategy, MSMEs