

ABSTRAK

Strategi Pengembangan Usaha Pada Momon Wedding Organizer

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Tujuan dari penelitian ini adalah untuk mengetahui kondisi kewirausahaan Momon Wedding Organizer dari aspek keuangan, produksi, pemasaran, dan sumber daya manusia, serta untuk menganalisis strategi pengembangan usaha melalui pendekatan analisis SWOT dan Business Model Canvas (BMC). Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui observasi, wawancara, dokumentasi, dan kuesioner, yang melibatkan owner sebagai informan dan *karyawan sebagai responden*. Hasil penelitian menunjukkan bahwa kondisi kewirausahaan Momon Wedding Organizer secara umum tergolong sehat, ditunjukkan oleh hasil analisis kelayakan investasi, alur operasional yang terstruktur, variasi paket layanan yang menjangkau berbagai segmen pasar, serta dukungan 65 tenaga kerja yang terlatih. Hasil analisis Matriks IFAS memperoleh skor 3,09 dan Matriks EFAS memperoleh skor 2,96, yang menempatkan Momon Wedding Organizer pada Kuadran I (Strategi Agresif/*Growth Oriented Strategy*), yaitu posisi yang sangat menguntungkan karena kekuatan internal dan peluang eksternal lebih dominan dibandingkan kelemahan dan ancaman. Kekuatan utama terletak pada jaringan kemitraan vendor terpercaya, sementara kelemahan utama berupa informasi mengenai paket layanan masih sulit ditemukan di media sosial, serta ancaman utama berupa pergeseran tren pernikahan berkonsep sederhana. Hasil pemetaan *Business Model Canvas* memperkuat temuan tersebut dengan menunjukkan bahwa elemen *Channels*, *Key Resources*, dan *Revenue Streams* masih perlu diperkuat. Berdasarkan temuan tersebut, strategi pengembangan usaha yang disarankan berfokus pada digitalisasi pemasaran, penguatan kehadiran digital, dan peningkatan nilai tambah layanan secara agresif dan proaktif.

Kata Kunci: Pengembangan Usaha, SWOT, *Business Model Canvas*, IFAS, EFAS

ABSTRACT

Business Development Strategy in Momon Wedding Organizer

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The purpose of this study is to determine the entrepreneurial condition of Momon Wedding Organizer from the aspect of finance, production, marketing, and human resource, as well as to analyze business development strategies through SWOT analysis approaches and Business Model Canvas (BMC). This study uses qualitative descriptive methods, with data collection techniques through observation, interviews, documentation, and questionnaires, involving owners as informants and employees as respondents. The results of the study show that the entrepreneurial condition of Momon Wedding Organizer is generally relatively healthy, as shown by the results of the investment feasibility analysis, structured operational flow, a variety of service packages that reach various market segments, and the support of 65 trained workers. The results of the analysis of the IFAS Matrix obtained a score of 3.09 and the EFAS Matrix obtained a score of 2.96, which placed Momon Wedding Organizer in Quadrant I (Aggressive Strategy/Growth Oriented Strategy), which is a very advantageous position because internal strengths and external opportunities are more dominant than weaknesses and threats. The main strength lies in the network of trusted vendor partnerships, while the main weakness in the form of information about service packages is still difficult to find on social media, as well as the main threat in the form of a shift in the trend of simple concept weddings. The results of the Business Model Canvas mapping reinforce these findings by showing that the elements of Channels, Key Resources, and Revenue Streams still need to be strengthened. Based on these findings, the suggested business development strategy focuses on digitalizing marketing, strengthening digital presence, and increasing the added value of services aggressively and proactively.

Keywords: Business Development, SWOT, Business Model Canvas, IFAS, EFAS