

## **ABSTRACT**

Along with the development of the era, the population in big cities has increased every year, especially in Jakarta. Recorded until 2014, the total population in Jakarta is 10.075.300 million people. This will certainly have an impact on the narrowing of land, especially agricultural land. The last ten years that is 2003 to 2013, agricultural land, especially in the city of Jakarta continues to experience depreciation due to infrastructure development such as roads and housing. This is further complicated by the high demand for vegetables by the community. By utilizing the limitations of existing land, farming with hydroponic methods can be used as a solution for food security in this case is the consumption of vegetables and fruits. Vegetable market in this case hydroponic vegetables continue to grow up to 20% each year with key players that can be said is still small. This is a business opportunity as well as a threat especially for the Kebun Hidroponik'koe which is still developing its business activities in the field of hydroponics. In addition, there are still many things that must be repaired and built by Kebun Hidroponik'koe in conducting business development. Therefore, it is necessary to formulate a mature strategy to overcome the problems and in the development. Using the Business Model Canvas approach and SWOT analysis can provide a new business model design alternative to face competitors and maximize revenue.

The objective of this research is to map the current Kebun Hidroponik'koe business model by using Business Model Canvas approach, to evaluate current Hydroponic Garden business model by using SWOT analysis, and to recommend the new Business Model Canvas design for the Kebun Hidroponik'koe Party as a strategy recommendation in doing business development.

This research method using qualitative method based on descriptive purpose that is inductive. Data collection techniques used observations, interviews, and documentation addressed to four informants, as well as secondary data.

Based on the results of interviews, obtained a description of nine blocks of the current Business Model Canvas building from the Kebun Hidroponik'koe. Evaluation of the results of interviews conducted by using SWOT analysis showed that the Kebun Hidroponik'koe has the strengths and weaknesses. In addition, there are opportunities and threats in it that need to be faced. From the results of evaluation with SWOT analysis can be prepared alternative strategy as perfection Business Model Canvas existing.

Generally, the description of Business Model Canvas Kebun Hidroponik'koe is currently quite good because the business model that has been running is able to meet the Nine elements of building blocks on Business Model Canvas. From the result of evaluation resulted formulation of strategy which can be made recommendation for Kebun Hidroponik'koe in developing and improving Business Model Canvas design. Completion occurs in nine building blocks, namely Customer Segments, Value Proposition, Channels, Customer Relationships, Revenur Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

Keywords: Hydroponics; Strategy; Business Model; SWOT; Business Model Canvas