ABSTRAK

Saufina Azzahra Zebua NIM: 7223250007. Model Bisnis UMKM Kuliner dengan Pendekatan *Lean Canvas*: Studi Kasus Cooking by Juju *Snack Box & Catering* di Medan.

Penelitian ini bertujuan untuk memetakan model bisnis Cooking by Juju *Snack Box & Catering* ke dalam sembilan elemen *Lean Canvas*, merancang model bisnis usulan, serta mengimplementasikan elemen *Channels* melalui pembuatan *Google Business Profile* sebagai solusi atas keterbatasan promosi digital. Penelitian menggunakan pendekatan kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi terhadap pemilik UMKM dan enam pelanggan yang dipilih menggunakan *purposive sampling* hingga tercapai kejenuhan data. Analisis data menggunakan metode Miles dan Huberman dengan kerangka SWOT sebagai instrumen klasifikasi faktor yang dipetakan ke dalam elemen *Lean Canvas*. Hasil penelitian menunjukkan bahwa bisnis memiliki fondasi produk yang kuat berupa bumbu racikan khas yang sulit ditiru sebagai *unfair advantage*, konsistensi rasa, dan pelayanan personal yang responsif, namun dijalankan tanpa model bisnis terstruktur dan tidak hadir di ekosistem pencarian digital. Kuantifikasi SWOT menempatkan bisnis pada Kuadran II dengan selisih S-W = +2,15 dan O-T = -0,45 . Model usulan mencakup perumusan *Unique Value Proposition* secara eksplisit, penambahan segmen pelanggan digital, dan diversifikasi *channels*. Implementasi *Google Business Profile* berhasil dilaksanakan sehingga untuk pertama kalinya bisnis ini dapat ditemukan melalui pencarian *Google* oleh calon pelanggan baru.

Kata Kunci: *Lean Canvas*, UMKM Kuliner, Model Bisnis, *Google Business Profile*, Analisis SWOT.

ABSTRACT

Saufina Azzahra Zebua NIM: 7223250007. ***Business Model of Culinary MSMEs Using the Lean Canvas Approach: A Case Study of Cooking by Juju Snack Box & Catering in Medan.***

This study aims to map the business model of Cooking by Juju Snack Box & Catering into the nine elements of the Lean Canvas, to design a proposed business model, and to implement the Channels element through the creation of a Google Business Profile as a solution to the business's digital promotion limitations. The research employed a descriptive qualitative approach with data collected through in-depth interviews, observation, and documentation involving the business owner and six customers selected via purposive sampling until data saturation was reached. Data were analyzed using the Miles and Huberman method with SWOT analysis as a classification instrument mapped onto the Lean Canvas elements. The findings reveal that the business possesses a strong product foundation in the form of a proprietary seasoning formula that cannot be replicated as its unfair advantage, alongside consistent taste and responsive personal service, yet is operated without a structured business model and is entirely absent from the digital search ecosystem. SWOT quantification places the business in Quadrant II with an S-W differential of +2.15 and an O-T differential of -0,45. The proposed model encompasses the explicit formulation of a Unique Value Proposition, the addition of a digital customer segment, and diversification of channels. The implementation of Google Business Profile was successfully completed, enabling the business to be discovered through Google Search by new prospective customers for the first time.

Keywords: *Lean Canvas, Culinary MSME, Business Model, Google Business Profile, SWOT Analysis.*