

PEMBERDAYAAN EKONOMI POKMAS PUTRI KEONG MELALUI PENERAPAN *BUSINESS MODEL CANVAS* (BMC)

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ABSTRAK

Laporan Kerja Lapangan ini diperoleh dari hasil kerja Program magang yang dijalankan mahasiswa dalam mengobservasi dan mengidentifikasi mengenai pemberdayaan ekonomi Pokmas Putri Keong melalui penerapan *Business Model Canvas* (BMC). Pemberdayaan ekonomi Kelompok Masyarakat (POKMAS) Putri Keong melalui penerapan BMC bertujuan untuk meningkatkan kapasitas kelompok dalam mengelola usaha secara terstruktur dan berkelanjutan. Pendekatan ini membantu anggota Pokmas memahami elemen-elemen penting dalam bisnis, seperti value propositions, customer segments, dan revenue streams, sehingga mereka dapat menciptakan strategi yang relevan dengan kebutuhan pasar. Meskipun Pokmas menghadapi tantangan seperti keterbatasan pemahaman BMC, akses pasar yang sempit, dan keterbatasan sumber daya, program ini menawarkan solusi berupa pelatihan intensif, pendampingan berkelanjutan, dan penguatan jaringan kemitraan. Dengan penerapan BMC, diharapkan Pokmas Putri Keong dapat meningkatkan daya saing, memperluas jangkauan usaha, dan berkontribusi pada kesejahteraan masyarakat setempat.

Kata kunci; *Business Model Canvas* (BMC), Kelompok Masyarakat, Pemberdayaan Ekonomi.

***ECONOMIC EMPOWERMENT OF PUTRI KEONG COMMUNITY GROUP
THROUGH THE APPLICATION OF BUSINESS MODEL CANVAS (BMC)***

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ABSTRACT

This Practical Work Report is obtained from the work of the internship program carried out by students in observing and identifying the economic empowerment of the Putri Keong community group through the application of Business Model Canvas (BMC). The economic empowerment of the Putri Keong Community Group (POKMAS) through the application of the BMC aims to increase the group's capacity to manage the business in a structured and sustainable manner. This approach helps Pokmas members understand important elements in business, such as value proposition, customer segments, and revenue streams, so that they can create strategies that are relevant to market needs. Although POKMAS faces challenges such as limited understanding of BMC, narrow market access, and limited resources, the program offers solutions in the form of intensive training, ongoing mentoring, and strengthening partnership networks. With the implementation of BMC, Pokmas Putri Keong is expected to improve its competitiveness, expand its business reach, and contribute to the welfare of the local community.

Keywords: Business Model Canvas, Community Groups, Economic Empowerment