

***The Analysis of Management Strategy of Baiturrahman Mitra Umat Sharia
Consumer Cooperative by Business Model Canvas Approach***

By Raihan Syawwary

Abstract

Globalization era has brought sharia cooperatives into a tighter, heavier, and more threatening competition for its existence in the market. As one of business sectors, strategy development for cooperative is necessary so it will not be eliminated from financial service market. This study aims to assist sharia cooperative to evaluate its performance and to offer them strategic recommendations so it can increase their income, reactivate former members participation, and attract new potential members. This study uses qualitative method with business model canvas approach and SWOT analysis. The result of this study shows that the cooperation is on the position of growth and built, therefore the strategy implemented must be growth-oriented for seeking new opportunities, up-servicing, and profit-increase. The formulized strategies are based on nine elements of business model canvas consisting of customer segment, value proposition, channels, customer relationship, revenue streams, key resources, key activities, Key Partnershiphip, and cost structure.

Keywords: *business model canvas, sharia cooperative, strategic management, swot*

**Analisis Strategi Pengelolaan Koperasi Syariah Baiturrahman
Mitra Umat dengan Pendekatan *Business Model Canvas***

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Abstrak

Era globalisasi telah membawa koperasi syariah menuju persaingan yang lebih ketat, berat, dan mengancam eksistensi di pasar. Sebagai sebuah sektor bisnis, koperasi syariah perlu melakukan pengembangan strategi agar tidak tereliminasi dari pasar jasa keuangan. Penelitian ini bertujuan untuk membantu mengevaluasi dan memberikan usulan strategi pada koperasi syariah agar dapat meningkatkan pendapatan koperasi, mengaktifkan kembali partisipasi anggota, serta menarik anggota baru yang potensial. Penelitian ini bersifat kualitatif dengan pendekatan *Business Model Canvas* disertai analisis SWOT. Hasil dari penelitian ini menunjukkan bahwa koperasi berada pada posisi *growth and built* sehingga strategi yang harus dilakukan bersifat *growth-oriented* untuk menggali peluang baru, meningkatkan layanan koperasi, serta berupaya meningkatkan keuntungan. Strategi yang dirumuskan berdasarkan sembilan elemen *business model canvas* yang terdiri dari *customer segment, value proposition, channels, customer relationship, revenue streams, key resources, key activities, Key Partnership*, dan *cost structure*.

Kata kunci: *Business Model Canvas*, koperasi syariah, manajemen stratejik, swot