

ABSTRACT

Zocha Graha Kriya in Garut is a Business Group (KUB) engaged in craft, art, and tourism formed from several craftsmen, artists, farmers, and activists in Garut tourism. KUB Zocha want to develop handicraft products are not only able to give a value that can be enjoyed by the senses, but also able to provide its own prestige for consumers who have it. In determining its business development strategy, Zocha requires analysis of value co-creation built on the model of the DART in developing joint value creation process.

Researchers will look at each variable process starts from the dialogue to customers, suppliers, and partners of SMEs, access to information on KUB Zocha, handling risks in the process of co-creation product, and openness held between the Zocha and related parties Zocha.

The results showed that the value co-creation built by KUB Zocha still have deficiencies in access where access in KUB Zocha connect with customers is done passively. Therefore recommended the use of information technology through the internet and social media to connect KUB Zocha with customers, suppliers, and business partners KUB Zocha.

Keywords : *Value co-creation, co-creation product, model the DART*