

## ABSTRACT

UMKM Aroma is a Small and Medium Enterprise (SME) that sells processed banana products located in Lumajang Regency. This SME has been operating since 2016 with products including banana tape (tapis), banana sticks (stipis), carangmas banana (carpis), madumongso banana (madupis), banana chips (keripis), banana skin crackers (kerukulpis), and more. Despite its establishment in 2016, there are issues concerning the business process within UMKM Aroma. Namely, its revenue is relatively small when compared to similar businesses. Therefore, the goal is to increase revenue. These issues stem from suboptimal human resources, products, materials, machinery, and methods utilized within UMKM Aroma Lumajang. Hence, an evaluation and redesign of the business model for UMKM Aroma is needed. This will be accomplished using the Business Model Canvas (BMC) methodology. The aim is to develop the business by providing a comprehensive overview represented by nine blocks. This approach facilitates the depiction of problems and their associated solutions. This improvement process requires data on the current business model and consumer profiles obtained through interviews. Additionally, environmental analysis data will be gathered through literature studies. These three sets of data will be employed to formulate a SWOT analysis. Based on the proposed business model redesign, a significant addition is made to the customer segment block, specifically targeting the urban and surrounding areas of Lumajang for the individual customer segment. This addition will impact the value proposition offered. Furthermore, there is also an addition in the revenue stream block, involving proposals to sell products in varying sizes and to establish partnerships and agreements as regular suppliers to government or private institutions.

**Key Words:** Business Model Canvas, SME Aroma Lumajang, SWOT Analysis, Value Proposition Canvas