ABSTRACT

Micro, Small, and Medium Enterprises (MSMEs) play an important role in Indonesia's economic growth, especially in the culinary sector. MSMEs not only create jobs, but also support the increase of people's income in various regions. Garut Regency, one of the regencies in West Java, has a significant number of MSMEs in the food sector. PT XYZ, one of the MSMEs in Garut, focuses on producing and selling ready-to-eat food such as cuanki. Despite its great potential, PT XYZ faces challenges in achieving its sales target. Unstable sales are one of the main problems that need to be resolved so that the business can develop better.

This research aims to analyse consumer shopping patterns at PT XYZ and develop a more effective business strategy using Business Model Canvas which is then supported by Market Basket Analysis and Apriori Algorithm. Business Model Canvas was chosen as the initial approach to provide a clear framework for developing PT XYZ's business strategy. Business Model Canvas helps in mapping the nine key elements of a business to optimise their overall operations and marketing strategy. This mapping allows companies to systematically identify areas that require improvement and development and design strategies that are more focused and relevant to market needs.

In relation to the Business Model Canvas, this research uses Market Basket Analysis supported by the Apriori Algorithm to analyse consumer shopping patterns. Apriori Algorithm was chosen for its ability to identify associations between products that are often purchased together. With this information, PT XYZ can develop product bundling strategies or provide special offers that are more attractive to consumers, which in turn is expected to increase sales. Sales data of PT XYZ for 11 months was used in this study to find more effective and relevant consumer shopping patterns.

The results of this study show that the application of Market Basket Analysis and Apriori Algorithm provides very useful information in understanding consumer behaviour. The patterns revealed through this analysis can be used to improve the effectiveness of product offerings and marketing strategies. The use of Business Model Canvas supported by Market Basket Analysis with Apriori Algorithm can be

an effective tool to increase sales and competitiveness of PT XYZ in a competitive market. By leveraging analytics technology, MSMEs like PT XYZ can optimise their product offerings and attract more consumers. In addition, the results also show that data-driven marketing strategies can help PT XYZ identify products that have high sales potential if paired with other products through bundling or cross-promotion.

By utilising Market Basket Analysis, PT XYZ can understand consumer preferences more deeply, such as knowing which products are often bought together and which products are most in demand in a certain period. This information can be used to create more attractive and relevant offers, as well as reduce the stock of products that are not selling well. Ultimately, this approach helps in maximising the company's profits and operational efficiency, while strengthening PT XYZ's position in an increasingly competitive market. This research also confirms the importance of digital technology adoption in supporting MSME business strategies, especially in an era where consumers are increasingly reliant on online platforms and e-commerce. The application of Business Model Canvas supported by Market Basket Analysis and Apriori Algorithm proved effective in increasing sales and competitiveness of PT XYZ.

Keywords: **Market Basket Analysis, Apriori Algorithm, Business Model Canvas, MSME, Sales Strategy.**