

## ABSTRAK

Saat ini permintaan produk puyuh khususnya telur puyuh terus tumbuh sepanjang tahun, 6% lebih tinggi dari permintaan telur ayam. Peningkatan konsumsi telur puyuh menunjukkan potensi bisnis yang cukup besar untuk pengembangan bisnis telur puyuh ini. Oleh karena itu diperlukan penelitian yang bertujuan mengetahui apa saja kendala dalam usaha peternakan puyuh, bentuk model bisnis saat ini, apa harapan calon pelanggan produk puyuh serta bagaimana usulan model bisnis yang berkelanjutan di masa depan. Metoda pengambilan data dilakukan secara non-probability sampling, purposive sampling menggunakan teknik survei dan wawancara. Analisis yang digunakan yaitu model bisnis, *fishbone diagram* dan peta empati. Hasil penelitian menunjukkan bahwa pengusaha peternakan puyuh berharap produktivitas meningkat dengan biaya menurun dan konsumen berharap harga yang murah atau stabil dan banyak yang berharap bisa pesan antar melalui aplikasi/online. Penelitian ini adalah investigasi awal model bisnis peternakan puyuh. Penelitian ini diharapkan dapat memberikan informasi tentang pengetahuan peternakan puyuh dari sudut pandang pengusaha dan harapan konsumen serta sebagai bahan pertimbangan untuk peneliti dan pelaku usaha di bidang peternakan puyuh.

Kata kunci: kendala, peternakan puyuh, kanvas model bisnis

## ABSTRACT

Currently, the demand for quail products, especially quail eggs, continues to grow throughout the year, 6% higher than the demand for chicken eggs. The increase in consumption of quail eggs shows considerable business potential for the development of this quail egg business. In addition, the nutritional value and benefits also add to the attractiveness of this poultry to be developed as future livestock. Meanwhile, the number of quail farms, especially in Bogor Regency, is still small compared to the number of quail farms in Central Java and East Java. Therefore, research is needed that aims to find out what are the obstacles in the quail farming business, the current form of the business model, what are the expectations of potential customers for quail products and how to propose a sustainable business model in the future. The data collection method was non-probability sampling, purposive sampling using survey and interview techniques.

The results showed that quail farming entrepreneurs expect productivity to increase with reduced costs and consumers expect cheap or stable prices and many expect to be able to order delivery via application/online. This research is a preliminary investigation of the quail farming business model. This research is expected to provide information about knowledge of quail farming from the point of view of entrepreneurs and consumer expectations as well as consideration for researchers and business actors in the field of quail farming.

**Keywords:** obstacles, quail farm, business model canvas