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**Pengembangan Model Bisnis Berbasis Supply Chain Agility (SCA) Untuk Memperkuat Ketahanan Pasokan
Pada Usaha Bunga Potong**
Esa Fatimatuz Zahra, Rika Fatimah P.L., S.T., M.Sc., Ph.D.,
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Penelitian ini bertujuan untuk menganalisis model bisnis usaha bunga potong menggunakan pendekatan *Business Model Canvas* (BMC), menganalisis tingkat *Supply Chain Agility* (SCA) berdasarkan dimensi *visibility, velocity*, dan *acceleration*, serta menyusun pengembangan model bisnis usulan berbasis *Supply Chain Agility* (SCA). Penelitian menggunakan pendekatan deskriptif kualitatif yang didukung analisis deskriptif kuantitatif. Data diperoleh melalui wawancara semi terstruktur terhadap tiga petani bunga potong, dua distributor, dan dua pelanggan *Business-to-Business* (B2B), serta penyebaran kuesioner kepada 15 pelaku usaha bunga potong. Analisis dilakukan menggunakan *Business Model Canvas* (BMC) dan *Supply Chain Agility* (SCA) sebagai kerangka analisis penelitian. Hasil penelitian menunjukkan bahwa model bisnis usaha bunga potong telah berjalan dengan baik, namun masih memerlukan pengembangan pada elemen Aktivitas Utama dan Sumber Daya Utama untuk meningkatkan kemampuan adaptasi terhadap perubahan permintaan dan kondisi pasar. Hasil analisis menunjukkan bahwa dimensi *visibility, velocity*, dan *acceleration* berada pada kategori sangat tinggi. Berdasarkan temuan tersebut, penelitian ini menghasilkan rekomendasi pengembangan model bisnis usulan berbasis *Supply Chain Agility* (SCA) melalui penguatan pengelolaan informasi pasar, perencanaan produksi, koordinasi rantai pasok, dan pengembangan kemitraan guna meningkatkan ketahanan pasokan usaha bunga potong.

Kata kunci: *Business Model Canvas, Supply Chain Agility*, Model Bisnis, Ketahanan Pasokan, Bunga Potong.

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ABSTRACT

This study aims to analyze the cut flower business model using the Business Model Canvas (BMC) approach, analyze the level of Supply Chain Agility (SCA) based on the dimensions of visibility, speed, and acceleration, and develop a proposed business model based on Supply Chain Agility (SCA). The study uses a qualitative descriptive approach supported by quantitative descriptive analysis. Data were obtained through semi-structured interviews with three cut flower farmers, two distributors, and two Business-to-Business (B2B) customers, as well as distributing questionnaires to 15 cut flower business actors. The analysis was conducted using the Business Model Canvas (BMC) and Supply Chain Agility (SCA) as the research analytical framework. The results of the study indicate that the cut flower business model has been running well, but still requires development in the elements of Aktivitas Utama and Sumber Daya Utama to increase adaptability to changes in demand and market conditions. The analysis results show that the dimensions of visibility, speed, and acceleration are in the very high category. Based on these findings, this study produces recommendations for developing a proposed business model based on Supply Chain Agility (SCA) through strengthening market information management, production planning, supply chain coordination, and partnership development to increase supply resilience of the cut flower business.

Keywords: Business Model Canvas, Supply Chain Agility, Business Model, Supply Resilience, Cut Flowers.