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Example: THE FIRST PAGE OF THE ARTICLE

BUSINESS MODEL CANVAS AND STRATEGIES TO DEVELOP BIODIESEL INDUSTRY OF PT. XYZ IN ORDER TO IMPLEMENT CPO SUPPORTING FUND POLICY

Aman Mustika¹⁾, Rina Oktaviani²⁾, and Sukardi³⁾

¹⁾ School of Business, Bogor Agricultural University
SB IPB Building, Pajajaran Road, Bogor, Indonesia 16151

²⁾ Department of Economic, Faculty of Economics and Management, Bogor Agricultural University
Jl. Agatis, IPB Dramaga Campus Bogor 16680

³⁾ Department of Agroindustrial Technology, Faculty of Agricultural Technology, Bogor Agricultural Institute
Building Fateta Floor 2, IPB Darmaga Campus, Bogor 16680

Abstract: Biodiesel is considered as one of the alternative eco-friendly fuels. Besides, the government also issued policy related to biodiesel that is CPO Supporting Fund (CSF) Policy. The aim of the research is to identify Business model canvas (BMC) biodiesel industry in PT XYZ and to know the strategies to develop business from biodiesel industry in line with the CPO supporting fund policy. The analysis tool used in this research is BMC, SWOT and Quantitative Strategic Planning Matrix (QSPM). The research results in identifying BMC of PT XYZ is customer segment that the company serves in the form of domestic as well international customers. The value the company offers is biodiesel quality that is in accordance with SNI standard and the distribution is at the company's cost; the relationship built with the customers is by communities and co-creation; the marketing network through stock exchanges and commodity exchanges; the revenue obtained from selling biodiesel and the price difference between biodiesel and solar from BPDPKS; the company's resources are human resource, raw material resource, and financial resource; the main activities carried out by the company is CPO process to become biodiesel and sale; the company's partners are GAPKI, BPDPKS and APROBI; the cost structure is operational cost, workers' salary, and CPO levy fund. Furthermore, the strategy to develop biodiesel industry in line with the rapid increase of competitiveness is to increase the biodiesel production capacity and communication improvement and CRM to improve customers' service.

Keywords: biodiesel, CPO supporting fund (CSF), levy fund, vegetable oil (BBN), business model canvas (BMC)

Abstrak: Biodiesel merupakan salah satu bahan bakar alternatif yang ramah lingkungan. Selain itu Pemerintah juga telah mengeluarkan kebijakan terkait dengan biodiesel, yaitu Kebijakan CPO Supporting Fund (CSF). Tujuan dalam penelitian ini untuk mengidentifikasi Business Model Canvas (BMC) industri biodiesel di PT XYZ dan mengetahui strategi pengembangan bisnis dari industri biodiesel seiring dengan implementasi kebijakan CPO Supporting Fund. Alat analisis yang digunakan dalam penelitian ini adalah BMC, SWOT dan Quantitative Strategic Planning Matrix (QSPM). Hasil penelitian dalam mengidentifikasi BMC PT. XYZ adalah segmen pelanggan yang dilayani perusahaan berupa pelanggan domestik dan internasional; nilai yang ditawarkan perusahaan adalah kualitas biodiesel sesuai standar SNI dan biaya distribusi ditanggung perusahaan; hubungan yang dibangun dengan pelanggan dengan cara komunitas dan co-creation; jaringan pemasaran melalui pasar modal dan bursa komoditi; penerimaan pendapatan yang diperoleh penjualan biodiesel dan bantuan selisih harga biodiesel dengan solar dari BPDPKS; sumber daya yang dimiliki oleh perusahaan adalah sumber daya manusia, sumber daya bahan baku dan sumber daya finansial; aktivitas utama dilakukan perusahaan adalah pengolahan CPO menjadi biodiesel dan penjualan; mitra perusahaan adalah GAPKI, BPDPKS dan APROBI; struktur biaya adalah biaya operasional, biaya gaji pegawai dan biaya pungutan CPO. Selain itu diperoleh strategi untuk mengembangkan industri biodiesel seiring dengan meningkatnya persaingan yang semakin pesat adalah untuk meningkatkan kapasitas produksi biodiesel dan peningkatan komunikasi dan CRM untuk meningkatkan layanan pelanggan.

Kata kunci: biodiesel, CPO supporting fund (CSF), dana pungutan, bahan bakar nabati (BBN), bisnis model canvas (BMC)

¹⁾ Corresponding author:
Email: aman_mustika@yahoo.com

Page Contents:

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Introduction, describes the arguments on why the submitted article contains an interesting research and why it is important to be conducted. To answer that, the introduction should contain the background, state of the art of the research that was previously conducted in the same topic and gap analysis to show where the research contributions were made to the development of the topic discourse (novelty). The Introduction section concludes the objectives of the research to be achieved. The entire introduction should be presented in a straightforward and concise manner with a portion of no more than 20 percent of the total pages.

Methods, includes 1) the types and sources of data that describes data and information collection techniques, and 2) data analysis methods (example: contains data retrieval techniques (sample) and analysis of the data used and contains the framework of research in the form of a flow chart of research). The overall methods should be presented in a straightforward and concise manner with at least 20 percent of the total pages.

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Acknowledgments (optional), containing a thank you to those who deserve (donors/sponsors), materials contributor, and research facilities.

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Journal

Novianti T, Hendratno EH. 2008. Analisis penawaran ekspor karet alam Indonesia ke negara Cina. *Jurnal Manajemen & Agribisnis* 5(1):40–51.

Rindayati W, Hutagaol MP, Siregar H. 2007. Dampak desentralisasi fiskal terhadap kinerja fiskal daerah dan ketahanan pangan di wilayah provinsi Jawa Barat. *Jurnal Manajemen dan Agribisnis* 4(2):103–117.

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Newspaper

Khomsan A. 2008 Apr 11. Hilangnya identitas gizi dalam pembangunan. *Kompas*, Rubrik Opini:4 (kolom 3–7).

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