ABSTRAK

OKTAVINO PRATAMA YUDA. 2024. Bisnis Penginapan (*Homestay*) di Desa Penujak. Politeknik Pariwisata Lombok. Pembimbing 1: M. Ihdal Karomi, S.E., M.M. dan Pembimbing 2: Dimas Purnama Dewata, S.Tr.Par., M.B.A.

Tujuan penilitian ini dilakukan untuk mengetahui Bagaimana Pengembangan Rumah Menjadi Bisinis *Homestay*.

Penelitian ini di lakukan di Dusun Karang Daye Desa Penujak. Sumber data dalam penelitian ini adalah sumber data primer dan sumber data skunder. Teknik pengumpulan data yang digunakan yaitu, observasi, wawancara, dan dokumentasi.

Hasil dari penelitian ini diketahui bahwa pengembangan rumah menjadi bisnis *homestay* memiliki potensi yang baik bagi desa dan masyarakat sekitar yaitu dapat meningkatkan perekonomian masyarakat sekitar, mempromosikan dan melestarikan budaya yang ada di Desa Penujak yaitu kerajinan tangan (Gerabah) kepada wisatawan. Bisnis menerapkan *Bussiness Model Canvas* (BMC) dengan menggunakan 9 elemen pada *Bussiness Model Canvas*, yaitu *Costumer segments* (*Mass market*), *Value propositions* (*Performance, Price, Accessibility, Getting the job done*), *Channels* (*Social media*), *Costumer relationship* (*Personal assistance*), *Revenue streams* (*Aset sale*, Lending/renting), *Key resources* (*Physical*), *Key activities* (*Production*), *Key partners* (*Strategic aliance*), *Cost structure* (*Fixed cost, Variable cost*).

Kata kunci: *Bussiness Model Canvas,Homestay,Desa Penujak.*

ABSTRACT

***OKTAVINO PRATAMA YUDA. 2024.** Homestay Business in Penujak Village. Lombok Tourism Polytechnic. Supervisor 1: M. Ihdal Karomi, S.E., M.M. and Supervisor 2: Dimas Purnama Dewata, S.Tr.Par., M.B.A.*

The purpose of this research was to find out how the development of a house becomes a homestay business.

This research was conducted in Karang Daye Hamlet, Penujak Village. The data sources in this study are primary data sources and secondary data sources. The data collection techniques used are observation, interviews, and documentation.

The results of this study are known that the development of houses into homestay businesses has good potential for the village and the surrounding community, namely it can improve the economy of the surrounding community, promoting and preserving the culture in Penujak Village, namely handicrafts (pottery) to tourists. Businesses implement the Business Model Canvas (BMC) by using 9 elements on the Business Model Canvas, namely Customer segments (Mass market), Value propositions (Performance, Price, Accessibility, Getting the job done), Channels (Social media), Costumer relationship (Personal assistance), Revenue streams (Aset sale, Lending/renting), Key resources (Physical), Key activities (Production), Key partners (Strategic aliance), Cost structure (Fixed cost, Variable cost).

Keywords: *Bussiness Model Canvas,Homestay,Penujak Village.*