SUMMARY

*Rice milling has a very important role in the rice agribusiness system in* Indonesia. This role is reflected in the large number of rice mills, namely their distribution throughout rice production centers. Cilibur Village is the village that has the most rice mills among other villages in Paguyangan District. UD. Sumber Rejeki is one of the rice mills in Cilibur with the most productivity. Development strategies need to be developed to explore new potential, the ability to seek opportunities, the courage or ability to bear risks and the ability to develop ideas. This research aims to (1) Know the internal and external factors in business development at UD. Source of fortune (2) Knowing internal and external factors in the development of rice milling business at UD. The source of fortune. (3) Know the recommended steps for rice milling business development strategies based on the assessment of internal and external factors at UD. Source of fortune. (4) Know concrete step recommendations based on observations of 9 (nine) elements of the UD canvas business model. Source of fortune.

*This research was conducted from July to September 2023 in Cilibur* Village, Paguyangan District, Brebes Regency. This study used SWOT analysis, QSPM analysis, and BMC analysis. The research methods used are quantitative analysis descriptively SWOT analysis, QSPM analysis, and BMC analysis.

*The results of the SWOT analysis are: (1) Maintaining a lower bid price* than other rice mills with good quality, (2) Expanding the market share of rice milling, (3) the use of adequate machinery and business certificates in order to compete with similar businesses and get a positive response from customers, (4) Retaining consumers and increasing market segmentation in order to reduce business failures in the event of crop failure, (5) Optimizing existing facilities and infrastructure so that more maintain positive response from customers (6) Sell rice products and own derivative products (7) Cooperate with the government and rice middlemen (8) Increase facilities and infrastructure to support similar business competition (9) Make subsidized fuel cards to maintain fuel availability and prices that are not too high. The result of the QSPM matrix is the addition of facilities and infrastructure to support similar business competition. The results of the Bussines Model Canvas analysis formulate 9 (nine) elements, namely (1) Key Pathnership includes rice farmers and middlemen (2) Key Activities include rice milling, drying rice, selling chaff, fast service (3) Value Propositions include low prices offered, not taking the bran (4) Customer Relationship includes farmers, collectors, and bosses (5) Customer Segment includes government, farm workers, farmers, collectors (6) Key Resources include adequate equipment, good service (7) Channels include billboards, social media, and word of mouth (8) Cost Structure includes personal capital and maintenance costs of machinery and equipment (9) Revenue Stream includes rice milling services, and selling chaff.

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