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| **Key Partners** | **Key Activities** | **Value Proposition** | | **Customer Relationships** | **Customer Segments** |
| * CIC   (community information community)   * Egen travel * Jember tourism office * Arjasa tourism village, Klungkung * Asmipa (astana tourism partner) * BUMDes Sidomulyo * Jember batik maker * F team (Banyuwangi outbound facilitator organization) * Cleo drinking water * Jember forest management unit * LMDH artha wana * Forestry employee cooperative * Kalibaru independent development group * Animal husbandry department of jember * PT olam Indonesia   **Development Strategy**   * Influencer * Investor * Vendors * Local and international mass media * Journalists | * The best service * Looking at criticism and suggestions from tourists * Improving each tourist destination * Participate in events to market the village * Marketing sidomulyo tourism village * Revitilization of sendang tirto destinations * Sheep care, sheepfold renovation and breeding * Coffee planting, processing, rostering and packaging * Homestay construction   **Development Strategy**   * Creating a tourism village brand * Making halal certification for all tourist destinations * Improve worship facilities, namely prayer rooms, ablution places, bathrooms * The need for Islamic financial services * Making trash bins in sendang tirto tourism | * Beautiful natural atmosphere * The Gate Desa Sidom July * Nice sheep * Sendang tirto which has a history from the majapahit era * Characteristic batik motifs namely the gumitir orchid flower * Traveling with an area of 12,75 hectares free of activity * Various kinds of rides * 24 hour café * Ride a sheep (dare) and enjoy organic lamb skewers * International coffee exports   **Development Strategy**   * Educational Tourism concept * Culture that is still preserved | | * Give away and discount tour packages * Suggestion box for visitors * Souvenirs or reminiscing memories from the village * Best service   **Development Strategy**   * Membership Preparation * Bonus when purchasing 5 village products * Discount for second visit (tourist destination) * Free one-time photo while traveling | * All circles * Educational institutions such as students, college students, teachers, lecturers * Jember district area * Local to International   **Development Strategy**   * Generation z or millennials who look at social media * Nature lovers and travelers |
| **Key Resources** | **Channels** |
| * Human resources village community and employees * Natural resources pine tree, spring tirto * Village officials * Rides and meeting halls * Batik tools and materials * Sheepfolds and grassland   **Development Strategy**   * Social media accounts such as Instagram and Tiktok * Experts or Technicians in media social | * Media sosial (youtube, instagram, tiktok, facebook, whatsapp) * Village gate * Egen travel * Brochure * Event * tiket.com Application * Marketplace * Village website is deswitasidomulyo   **Development Strategy**   * Application of archipelago tourism village * Village Product Catalog * Sidomulyo Village Tourism Destination Catalog * Active in creating content on social media |
| **Cost Structure** | | | **Revenue Streams** | | |
| * Transportation costs * Training costs * Equipment repair costs * Online and offline marketing costs * The cost of building and developing tourist destinations * Officer's salary * Purchase of tools and raw materials * Maintenance and care * Purchase of Sheep breed | | | * Travel tickets * Event event * Accommodation rental (tourist train, meeting room, camping ground) * Sales of village products * Educational classes * Lamb skewers sale * Vehicle parking   **Development Strategy**   * Lodging rentals for each tourist destination * Photographer and videographer * Souvenir Sales * Provision of Transportation Facilities Around Sidomulyo Tourism Village | | |
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BMC Table