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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