

**PENJELAJAHAN LINTAS BENUA:
ANALISIS KOMPARATIF DARI 10 MODEL BISNIS BERAGAM ANTAR
INDUSTRI, NEGARA, & LEVEL USAHA**

SKRIPSI

*Diajukan Sebagai Salah Satu Syarat untuk Memperoleh
Gelar Sarjana Manajemen pada Program Studi Manajemen
Universitas Pendidikan Indonesia*



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**PROGRAM STUDI MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

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Fakultas Pendidikan Ekonomi dan Bisnis

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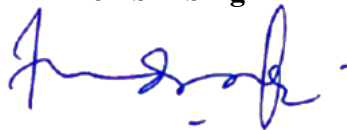
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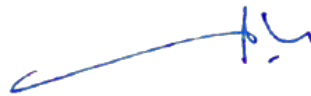
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ABSTRACT

“Cross Continent Exploration: Comparative Analysis of 10 Diverse Business Models across Industries, Countries, & Business Levels” under the Guidance of Dr. H. Heny Hendrayati, S.IP., M.M. and Dr. H. Mokh Adib Sultan, ST., MT.

This study aims to analyze and compare the business models of ten companies across different industries, countries, and business sizes using the Business Model Canvas (BMC) framework. The research focuses on companies from various sectors and regions, representing different levels of business scale. Employing a qualitative research method with a comparative descriptive approach, the data collection technique utilized is document analysis, based on a review of academic journal articles. The findings reveal significant variations in the implementation of business models, particularly in key elements such as value propositions, customer relationships, and cost structures, which differ by industry, country, and business size. These differences underscore the importance of companies tailoring their business models to their specific industry and regional context in order to gain a competitive edge. In conclusion, a thorough understanding of these business model differences can aid companies in developing more effective and sustainable strategic approaches.

Keywords: *business model, comparative analysis, business model canvas, bmc*

ABSTRAK

“Penjelajahan Lintas Benua: Analisis Komparatif Dari 10 Model Bisnis Beragam Antar Industri, Negara, & Level Usaha” di bawah bimbingan dari Dr. H. Heny Hendrayati, S.IP., M.M. dan Dr. H. Mokh Adib Sultan, ST., MT.

Penelitian ini bertujuan untuk menganalisis dan membandingkan model bisnis dari sepuluh perusahaan yang berbeda berdasarkan industri, negara, dan skala usaha, menggunakan kerangka Business Model Canvas (BMC). Objek penelitian meliputi perusahaan dari berbagai sektor industri di beberapa negara dengan tingkat usaha yang bervariasi. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif komparatif, serta teknik pengumpulan data berupa analisis dokumen melalui kajian artikel jurnal akademik. Hasil penelitian menunjukkan adanya perbedaan signifikan dalam penerapan model bisnis, khususnya pada elemen-elemen utama seperti proposisi nilai, hubungan pelanggan, dan struktur biaya, yang bervariasi berdasarkan industri, negara, dan skala usaha. Perbedaan ini menegaskan pentingnya bagi perusahaan untuk menyesuaikan model bisnis mereka dengan konteks industri dan regional guna memperoleh keunggulan kompetitif. Sebagai kesimpulan, pemahaman yang mendalam terhadap variasi model bisnis ini dapat membantu perusahaan dalam merancang strategi yang lebih efektif dan berkelanjutan.

Kata kunci: *bisnis model, analisis komparatif, business model canvas, bmc*

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