

ABSTRACT

Mulyo Batik UMKM is a home-based business engaged in the creative industry. Since the establishment of UMKM Mulyo Batik, there has been a problem, namely its low sales level. This is caused by several factors, such as less varied batik motifs, only having two motifs, namely the banyu langit motif and the bestari motif, only one of the three employees can make batik, promotion has not used social media, and there is no scheduling. To overcome the problems that occur there needs to be an evaluation of the existing business model. This research aims to evaluate the current business model and carry out the process of designing the proposed business model of UMKM Mulyo Batik using the Business Model Canvas. The design starts from mapping the current business model conducted through interviews and observations, mapping the customer profile obtained from the results of interviews, and analyzing the business environment obtained from the results of literature studies. Next, a SWOT analysis will be carried out from the data obtained. From the results of the SWOT analysis will be carried out design value proposition canvas and proposed business model canvas overall. Proposed business model improvements include improvements in the value proposition which includes certification, comfortable materials to wear and providing batik clothing products. In order to be able to offer the value proposition, Mulyo Batik UMKM will participate in government activities related to the development of UMKM and participate in technical training.

Keywords — **UMKM, Mulyo Batik, *Business Model Canvas***