ABSTRACT

Lestary tenun Lombok is a business in the field of fashion related to the production and sale of typical weaving from the Lombok region, Indonesia. The products produced from this weaving are dresses, blouses, shirts and woven fabrics. By having a target market aged 17 to 55 years, the people of West Nusa Tenggara. Lestary tenun Lombok has problems in running a business, with the root of the problem, namely the level of sales is not achieved. As well as having problem factors, namely poor production scheduling, lack of innovation in product creation, lack of attractive and targeted promotions, lack of employee skills and lack of effective communication between employees. This study aims to determine the business model of Lestary tenun Lombok and provide business model proposals that can be a business strategy. By using the Business Model Canvas mapped in Nine blocks. The step is to collect internal data through interviews with the owner of Lestary tenun Lombok. Then next, namely identifying the customer profile, which contains pains, jobs, and gains obtained by interviews with customers of Lombok tenun lestary. Next is to analyze the business environment of Lombok weaving lestary with literature studies. Then further process SWOT data as a proposal material. Furthermore, the determination of the results of the proposal and the identification of fit customer profiles with value maps containing the wishes of customers. Lestary tenun lombok proposes to increase value propositions in its products and improve quality. As well as lestary tenun lombok increase promotion through social media such as Instagram, Facebook, and TikTok and through the marketplace. By implementing this proposed business model, it is expected to improve business performance and become the trusted choice of customers.

Keywords — [Lestary tenun Lombok, Business Model Canvas, Customer Profile, SWOT]