

## **ABSTRACT**

*One of Bali's economic downturns due to the pandemic is rooted in Bali's dependence on the tourism sector. One of those tourism sector that got affected is Desa Tujuan Wisata (DTW) Subak Jatiluwih. Reflecting to current state of Bali's tourism, there is an urgency on the needs for research which could help in visitation development of Desa Tujuan Wisata (DTW) Subak Jatiluwih especially through Domestic tourist which have easier mobility post pandemic. Through this research, the development of Desa Tujuan Wisata (DTW) Subak Jatiluwih will be designed by using Business Model Canvas and empathy map.*

*This research use qualitative approach in which datas are gathered through the use of interview, observation, literature review, and documentation which then will be analyzed through empathy map approach in term to obtain a new Business Model Canvas. The result of this research shows that local tourist of DTW Subak Jatiluwih who likes to visit natural tourism destination, with not so long journey, not over crowded and has reasonable price. In this case, DTW Jatiluwih fulfilled it so the visitor feels happy, satisfied and comfortable. But DTW Jatiluwih must continue to make improvements of facilities and infrastructure to maintain visitor's loyalty.*

*Through this research, it expected for Desa Tujuan Wisata (DTW) Subak Jatiluwih to be able to constantly develop its business and for this research to be used as reference, consideration, as well as comparison for Desa Tujuan Wisata (DTW) Subak Jatiluwih in making decision and determine their business strategy.*

**Keywords: Desa Tujuan Wisata (DTW) Subak Jatiluwih, Business Model Canvas, Empathy Map**