

ABSTRACT

West Java is a province with a lot of potentials of agro-tourism sector which are spread throughout its areas. Conversely, the number of visitors were not always growing up over the years but decreasing in 2014. The Implementation of Asean Economic Society in the end of the year 2015 is assumed as one of the causes of this fact. Therefore, good strategic planning will become a solution to overcome these recent problems. By applying Business Model Canvas approach, It could bring an alternative new business model design for facing up the competition and maximizing revenue.

The objectives of this research were to map Kampong Wisata Cinangneng's current business model by using Business Model Canvas (BMC) approach, to evaluate the business model by using SWOT, and to recommend the new design of Business Model Canvas for the organizer of Kampong Wisata Cinangneng.

The research methodology was combining both mixed method and concurrent embedded methods together. Data collection has done by some techniques such as observation, interviews, questionnaires which have been sent to six related parties as samples used and also secondary data. Furthermore, the Likert Scale was applied to evaluate the result of questionnaires.

From the interview sessions, the researcher obtained the description of Kampong Wisata Cinangneng's recent nine building block of Business Model Canvas and the evaluation on the questionnaire's results which took place SWOT analysis disclosed that Kampong Wisata Cinangneng has both strengths and weaknesses. Moreover, It has a group of high average opportunities and potential threats as well. The result of SWOT analysis gave some substances to structure an alternative strategy in order to refine the existing Business Model Canvas approach.

Nowadays, Kampong Wisata Cinangneng's existing BMC is generally going well enough. It is able to fulfill all the nine building blocks of BMC. The conducted evaluation has resulted the recommended strategic to refine Business Model Canvas design. Refinement occurred on the nine building blocks, namely Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

Keywords: Strategy; Business Model; SWOT; Business Model Canvas