

ABSTRACT

In recent years emerged an interesting phenomenon in the world of fitness in Indonesia. Start growing awareness of the importance of health in human beings in recent years, making Macho Gym is present as a provider of gyms in Bogor which has been present since 2008. This study aims to map the business model Macho Gym using the Business Model Canvas.

The theory used in this research is the theory according to Osterwalder and Pigneur. According to Osterwalder and Pigneur (2009: 15) Business Model Canvas is a template in the form of visual graph-shaped table that contains nine building blocks that are used to create innovative businesses. The ninth block cover four main areas of a business, namely customers, supply, infrastructure, and financial viability.

This type of research used in this study is qualitative. A qualitative approach selected for a qualitative approach can be used to obtain the data in depth. This research uses descriptive method job analysis work and activity. The analysis includes an analysis of employment activity in the service sector, such as education, education services, and etc.

These results indicate if Macho Gym as has consumer segmentation derived from students, university students, and the public. Macho Gym has five value propositions. Commercial and brochure into a channel owned by Macho Gym to communicate with consumers. Membership system is used to maintain relationships with customers. Macho Gym revenue derived from subscription fees, asset sale, and usage fee. Money, fitness equipment, instructors, fitness accessories and supplements a major resource that is owned by Macho Gym. Providing a body fitness, maintaining communication with employees and customers, and selling fitness accessories and supplements into the main activities carried out by Macho Gym. Supplier is a key partnership owned Macho Gym in running the business. The cost structure that owned Macho Gym derived from fixed cost and variable cost.

Key Words : *Business Model Canvas, Business Model, Fixed Cost, Variable Cost, Subcription Fees, Assets Sale, Usage Fee.*