

## **ABSTRACT**

### **STUDY OF COWORKING SPACE BUSINESS IN BANDUNG USING BUSINESS MODEL CANVAS (STUDY CASE OF CO&CO SPACE BANDUNG)**

CO&CO Space is the first commercial coworking space in Bandung which has been running for about two years. CO & CO Space was established because the founders saw that one of the main needs of those newly established business are place and partners, also the lack of places where the community can gather and collaborate to achieve some business goals and also place to share their experiences. CO & CO Space is not just a room or a place to work, but the ultimate goal is to support communities to accelerate and grow by collaborating in CO & CO Space.

This study used a qualitative method that aims to investigate and learn about how the business model CO & CO Space which has been run by the Business Model Canvas (BMC) descriptively. BMC is a tool that can be used to map a business so that it becomes clear to companies about what the key activities, key resources, key partners, segment customers, value proposition, how to build relationships with customers, how the distribution channel of marketing, cost structure, up to where the source of income that can be obtained from the business, as contained in nine blocks BMC.

Data for this study obtained from interviews with the internal CO&CO Space is then mapped into nine blocks BMC frame 1. Furthermore, to evaluate the business model, conducted this interview back with internal and external parties. External sources are divided into two parts, namely the Expert, the data obtained through interviews. Then customers / members through questionnaires that are then mapped on SWOT Importance-Performance Analysis Matrix in order to evaluate the performance and capture the opportunities that exist to further enhance the business model of the BMC frame 2. The study resulted in a recommendation to BMC frame 2 on three blocks of Key Partners, Customer Segments, and Channels.

**Keywords:** Strategy, Business Model Canvas, Coworking Space, SWOT, IPA Matrix