

## **ABSTRACT**

*Bukittinggi popular with the industry of tourism. We all know that the tourism industry will not escape from the typical cuisine of a region including the Bukittinggi in West Sumatera. Resto Rumah Soto Padang is one of the culinary specialized in providing soup typical of the region, established in 2013. The Resto Rumah Soto Padang different offers to its customers by providing special culinary soup with a variety of choices of meat. This study aims to identify, analyze and develop business models in Resto Rumah Soto Padang by using evaluation Business Model Canvas. After identifying the Business Model Canvas, then the analysis will be done on each element consisting of customer segments, value propositions, channels, customer relationship, revenue streams, key resources, key activities, key partnerships and cost structure.*

*In this study, the research method used is qualitative method with the type of research is descriptive. The technique of data collection in this research done by observation, interviews, documentation and triangulation in which the data is obtained from the social situation on the research that was Resto Rumah Soto Padang. The data will be processed by the author as materials to describe the existing Business Model Canvas of Resto Rumah Soto Padang.*

*The results of the analysis of customer segments Business Model Canvas, Resto Rumah Soto Padang has a target customer of children and adults from the lower class to the top. Value propositions with meals using good quality food ingredients were and sold at affordable prices to the direct sales channel. Resto Rumah Soto Padang able to build and maintain good relationships with your customers with personal assistance and delivery order. Key activities Resto Rumah Soto Padang in the process of production to sales to key resources owned by employees and physical evidence. key partnership of Resto Rumah Soto Padang for cooperation with various suppliers of raw materials affecting the resto Cost structure in the form of production sales cost to sales. Revenue streams through sales. In this study, researchers saw that the added need some way of activity in the nine blocks Business Model Canvas Resto Rumah Soto Padang today which will be discussed author in the following thesis.*

**Keywords: Business Model Canvas, Restaurant Business, Resto Rumah Soto Padang**