ABSTRACT

Transportation in general has a major influence on the individual, economic development, and socio-political in a region. On October 13th, 2010, Nadiem established a company called GO-JEK, a transport company that serves motorcycles transportation through ICT-based. However, there are still deficiencies in GO-JEK regarding security and regulation.

The Objective of this research is to map GO-JEK business model using Nine Business Model Canvas (BMC) blocks and SWOT from Osterwalder and Pigneur, and recommend the new Business Model Canvas design from analysis result and design new business model using Unified Model Language (UML).

Method of collecting data applies primary data in the form of interviews of three informants (Operation division, Financial division, and Product division) from PT.GO-JEK. As well as secondary data in the form of books, articles, previous research, and reference journals related to research problems.

Based on the research result, business model of PT. GO-JEK is able to fill the Nine building blocks on Business Model Canvas such as Key Partner, Key Activities, Key Resources, Value Proposition, Customer Relationships, Channels. Customer Segments, Cost Structure, and Revenue Streams.

Based on the research result, the researcher gives recommendation on Value Proposition, Key Resources, and Key Activities building blocks in Business Model Canvas to strengthen the business model of PT.GO-JEK. As well as designing new business models using the Unified Model Language (UML).

Keywords: *BMC, GO-JEK, SWOT, UML*