

ABSTRACT

The role of tourism sector increasingly important in line the development of Indonesian economic structure leading to service sector. Business modelling approach is one of the critical factor to the success of an organization. Jelajah Biru is representative of the business services sector in Indonesia that cater to people who traveled with environmentally responsible marine tourism.

The objective of this research were to describe the business model of the Jelajah Biru when viewed from the Business Model Generation and know the new business model based business approach modeled after doing a SWOT analysis.

In this study, the method used is descriptive method with qualitative approach. Analysis using the Business Model Canvas that each building block is also analyzed by SWOT. This qualitative method performed by semi-structured interviews of conduct.

The results showed that the image of the Jelajah Biru with increasing of the value preposition, customer segments, and customer relationship would be affected to revenue stream organization. Supporting the value proposition needed key activities, key resources and key partnership. The management of Jelajah Biru should have the appropriate human resources, physic and information to apply this modelling.

Keyword : *Business Model Canvas, Entrepreneur, Social Enterprise, SWOT Analysis*