

## ***ABSTRACT***

*Indonesia is an agrarian country with the number of population around 261.1 millions and with the big sum of the population causing the increase of resources consumption rate with one of the most used resources is LPG*

*The rarity of LPG and the increase in import rate causing the government to find alternative solution for fuel, and one of them is biogas. In indonesia, very few biogas company operated and that makes the competition a little loose, and PT SWEN INOVASI TRANSFER, BIRU, PT Kencana Online are one of those biogas companies.*

*Manonjaya sub-district-Tasikmalaya District, Cibereum District, Purbaratu District and Tamansari District - Tasikmalaya City - West Java Province is a center for the cultivation of plants mendong in West Java which produces around hundreds and thousands of mendong waste weekly. This waste can be processed into biogas where 1 kg of waste processed into 1 litre of biogas. PT SWEN INOVASI TRANSFER and BIRU still haven't operated in Tasikmalaya which means that this region are such a big potential market for PT Kencana Online, and entering into such a market requires a new business strategies design which is much more compatible with the market.*

*Business strategies design for biogas will be conducted using the approach of Business Model Canvas (BMC). Business model canvas is an overview, guide, or user guide for your company or business owner in its business in order to achieve the desired objectives with appropriate measures with a case study conducted in the District Manonjaya. Value proposition, customer segments, channels, customer relationship, key resources, key activities, key partnerships, revenue streams, cost structure are blocks that exist in the business model canvas which would also be the result of design business model in this study.*

*With the business strategies (BMC) for biogas, it is to be expected for the mendong waste to be decreased and making the environment cleaner than before.*

*Keywords: Business Model, Business Model Canvas, Biogas*