ABSTRACT

Increasing people's need for cars in West Java, especially the people of Bandung, making the increase of car rental business in Bandung. DriverBDG as one of the car rental business in Bandung since 2011 to answer the high demand with different values offered that can be custom interior and alloy wheels on a leased vehicle. At the moment DriverBDG feels it must be able to optimize the resources owned to be able to maximize the profit earned and can improve competitiveness and survive in the competition of car rental business. The purpose of this research is to analyze and develop the current DriverBDG business model with the Business Model Canvas theory by Osterwalder & Pigneur (2010).

The method in this study is a qualitative method with the type of description. Data collection techniques in this study were conducted by in-depth interview and documentation where the data obtained from the social situation in this research is DriverBDG with triangulation technique and member check as a tool to test the validity of data.

The result of this research is an evaluation and recommendation of business model from DriverBDG obtained based on the result of SWOT analysis on each element of business model canvas which has been done to improve the main resources owned, to increase the target segmentation of customers and the type of services offered, Increase customer segmentation targets and types of services offered, add partners to support business activities, improve and maintain quality of service offered to customers, improve marketing in social media, and adjust the financial capabilities of DriverBDG. It is hoped that this research can be useful to increase revenue stream and can develop this business in order to become bigger and better in the future according to vision and mission by DriverBDG.

Key Words : *Business model, Business Model Canvas, DriverBDG*