

ABSTRACT

The huge potential of E-commerce industry in Indonesia in addition to the intense competition hinting both old players and new players in this industry should be able to prepare appropriate strategies and innovations to retain customers and increase its market share. However, despite the great potential, not all E-Commerce companies in Indonesia succeeded in growing and achieving success. The tight competition and lack of innovation towards the business model make some E-Commerce companies in Indonesia out of business before reaching the point of success such as Lamido, Valadoo, Rakuten, Sedapur, Paraplou, Wearable, Scallope, and Cipika owned by Indosat.

To continue to compete, companies need to develop a business model to be able to innovate over time. Bill Gross founder Idealab an incubator in the field of technology states that there are 5 determinants of success a start up that is, Timing, Team / Execution, Idea "Truth" Outlier, Business Model, and Funding.

Nusaresearch released a list of 5 most popular E-commerce companies using the concept of Popular Brand Index to determine the performance of the organization. The assessment of the Popular Brand Index (PBI) concept consists of the Community Top of Mind Brand, the extent of brand spread, the total purchase, the long use of the brand, and the consumer's tendency to make purchases through the brand. Lazada and Tokopedia sequentially occupy the first and second most popular E-commerce company in Indonesia.

This research method using qualitative method. Methods of data collection conducted by interviews, observations and documentation shown to three speakers from PT Tokopedia and Lazada Indonesia which then mapped in nine blocks of Business Model Canvas building. Based on the results of the analysis of the two companies found differences on eight building blocks Business Model Canvas include Costumer Segments, Value Proposition, Costumer Relationships, Consumer Segments, Revenue Streams, Key Resources, Key Activities, and Key Partnerships.