

ABSTRACT

Along with the development of technology, smartphone being targeted for doing business. Not only hardware, even smartphone apps has a lot of enthusiasts. As one of the companies engaged in the technology and telecommunications, PT Telekomunikasi Indonesia participated in smartphone applications business is through Hi-City project.

Hi-city is one of project in field of tourism especially e-Tourism that have invent tour guide apps with slogan updated, accurate and complete. For now Hi-city have seven apps that represent several big cities in Indonesia that is Bandung, Bali, Jogja, Padang, Medan, Solo and Lombok. Applications Hi-city is still in the development phase which will see the existing market response.

The purpose of this research is to mapping the business model that has been owned by Hi-city project with Business Model Canvas tool and give recommendation of new Business Model Canvas by considering SWOT analysis result from previous business model. The research method used in this research is qualitative. Data collection was done through interviews, questionnaires and observations.

The results obtained from the research is Hi-city already has a good business model, it just needs some additional strategy on six blocks, namely Customer segment, Channels, Customer Relationship, Key activities, Key Resources, and Cost Structure. To overcome these problems Hi-city can create a new platform that is a website that can develop customer segment and Hi-city channels. In addition, Hi-city can develop the strategy that has been done such as outreach to Telkom Regional Hi-city application product, as well as standard updating applications such as time intervals and content required

Key words : business model, business model canvas, SWOT