

ABSTRACT

Indonesia as one of the countries with a Muslim population that continues to make efforts to develop tourism. Tourism itself is an industrial sector that survives in the midst of the global crisis lately. disaat other industrial sectors are experiencing a decline, the tourism sector is experiencing the opposite situation. Tourism sector that continues to be developed is Muslim friendly tourism (Muslim Friendly Tourism) or also known as halal tourism. Since the beginning of the establishment of Narapati Syariah Boutique Hotel, it is very important to maintain the quality, service and image of the hotel, one way is to build a sharia culture that is legally a religious reflection of the image of Narapati Syariah Boutique Hotel as a sharia hotel. Often the hospitality industry is often connoted with the habit of deeds forbidden by Islamic religion, be it adultery, drugs, or alcoholic beverages. In the hotel policy is a clean business, giving satisfaction and best service to the consumer without violating the laws prohibited by the religion of Islam because there is no guidance or obligation for hotel entrepreneurs to provide facilities or money product norms of society.

The purpose of this research is to know the business model used by Narapati Syariah Boutique Hotel currently arranged in terms of owned business model and to provide development after conducting SWOT analysis.

In this research, the method used is descriptive method with qualitative approach, and Business Model Canvas as its analysis model. This qualitative method is done in a way. By using open coding method.

The results show that the business model of Narapati Syariah Boutique Hotel based on the value of proposition element, customer segment, customer relationship, and channel will affect the company's revenue. Value proposition also requires key activities, key partnerships, and keys to running its business model. All elements of the nine blocks of the Canvas Business Model owned by Narapati Syariah Boutique Hotel must be well managed so that the business model goes according to what the company expects.

Keywords: *Business Model Canvas, Entrepreneurship, Social Enterprise, Halal Tourism*