

## **ABSTRACT**

Development in the tourism sector in 2016 globally significant growth of 4 percent. This growth rate has grievously world trade as much as 2.8 percent growth. Tourism sector growth also occurred in Indonesia, where rank Indonesia continues to rise every year in the travel and tourism competitiveness index. Were not in line with the sector tourism is getting better, the growth of travel services business in Indonesia has decreased, this is because the level of competition is getting higher. Jalanesia is one of the businesses engaged in travel services in Indonesia. Seen from the financial reports, jalanesia has decreased income every year. Jalanesia still in the growing phase and still has many obstacles to compete in the tourism industry. Therefore, the focus of this study is to analyze the formulation of the right business model in order to compete competitively with other companies and increase profits by using a business model canvas approach.

The research method used in this research is the mixed method and based on the proportion is concurrent embedded where the proportion of qualitative is bigger than quantitative. Techniques for selecting interviewees using purposive sampling, with criteria from internal companies are in different divisions within the organizational structure of jalanesia that understand the conditions and business activities of jalanesia. Furthermore, for external companies are customers of jalanesia who have been using the services of jalanesia more than once. Questions and statements submitted to the informant related to the 9 building blocks of a business model canvas, they are: (1) value propositions, (2) customer segments, (3) customer relationship, (4) channels, (5) key resources, (6 ) key activities, (7) key partnership, (8) cost structure, and (9) revenue stream.

The results of this study indicate that the description of the business model of jalanesia outline is quite good, because able to meet the nine building blocks on the business model canvas. In the SWOT analysis, there are weaknesses and threats are very high on the building blocks of revenue streams. Furthermore, there are opportunities in the building blocks of key partnerships, customer segments, channels, and customer relationships. The results of the evaluation resulted in the design of the recommended business model canvas to Jalanesia. The contribution of this research is strategic suggestions that can be used as the recommendation for jalanesia in running its business.

**Keywords:** Tour & Travel; The strategy; Business Models; SWOT; Business Model Canvas.