# ABSTRACT

The culture of drinking coffee in Indonesia has been growing since a long time, since the first imposition of forced cultivation by the Dutch government. Initially drinking coffee is a habit undertaken by the Dutch government.However, as the development of Indonesian people began to drink coffee, it's just a different way with the European community. Coffee drinking culture in Indonesia is done by people with certain goals, such as keeping the body from sleepy when driving night or night watch. Drinking coffee is usually only done by groups of adults up to old age and dominated by men.

The purpose of this research is to know how far Business Model Canvas has been applied by Dreezel Coffee and to know the evaluation of Dreezel Coffee business model if using SWOT analysis.

This research is a sequential exploratory research or sequence of findings. Combined research methods that combine qualitative and quantitative research methods in sequence, where in the first phase of the study using qualitative methods and in the second stage using quantitative methods. Sequential exploratory is collecting and analyzing qualitative data then collecting and analyzing quantitative data. In this study more emphasis on qualitative methods (McMillan, 2010: 402).

Dreezel Coffee gets great Threats, but on the other hand Dreezel Coffee also has great internal strength. The focus of this organization is to minimize external threats so as to seize opportunities from outside well, which means having to do a turn around strategy. Turn around strategy is a strategy undertaken by the company if in the SWOT matrix analysis results are in quadrant 3.

The conclusion is Dreezel Coffe Turn around strategy, which is where the turn around strategy is in quadrant 3.

Keywords: Business model, Business Model Canvas, business model analysis.