ABSTRACT

In Indonesia the development of the creative economy is growing rapidly. The creative economy at this time does have an important role in the economy of a country, not only in developing countries like in Indonesia. The number of creative economies created is as part of the creativity and innovation developed by a person. In its journey the government through the Ministry of Tourism and the creative economy has identified the scope of the creative industry which consists of 15 sub-sectors, namely: advertising, architecture, art, craft, design, fashion, film and photography, interactive games, music, performing arts, publishing and printing, computer services and software, television and radio, research and development and the latter is culinary.

Jeans are a fashion that is so popular in the fashion world. Jeans are not only popular among young people but jeans fashion trends have already begun to reach children and adults. Denim material that is quite comfortable to wear in various activities makes jeans as one of the fashion products that are often used by the public both for formal and non-formal occasions. Based on the results of interviews with Andromeda on August 26, 2018, there are several key players besides MxD namely Vearst Jeans, Pop Meets Pop, Peter Says Denim, Pride n Joy, Bespoke Project and Hammer Stout Denim. Each of them is located in various areas in Bandung which also targets the market in Bandung, and there are still many other players that will emerge. This shows that businesses in the fashion sector are increasingly competitive. The players must create their competitive adventage so they can compete with each other to survive.

The objective to be achieved in this research is to map the current MxD business model using the Business Model Canvas approach, to evaluate the current MxD business model using SWOT analysis, and to recommend a new Business Model Canvas design for the MxD as a strategy recommendation in developing its business.

This research method uses qualitative methods based on descriptive objectives that are inductive. Data collection techniques using observation, interviews, and documentation addressed to four sources as informants, as well as secondary data. Based on the results of the interview, obtained the description of the nine building blocks of the current Business Model Canvas from MxD. Evaluation of the results of interviews conducted using SWOT analysis shows that MxD has strengths and weaknesses. In addition, there are opportunities and threats in it that need to be addressed. From the results of the evaluation with SWOT analysis, alternative strategies can be prepared as improvements to the existing Business Model Canvas.

Broadly speaking, the description of the MxD Business Model Canvas is currently quite good because the existing business model is able to meet the nine elements of the building block on the Business Model Canvas. From the results of the evaluation produced a strategy formulation that can be used as a recommendation for MxD in developing and improving the design of the Business Model Canvas. Improvements occur in nine building blocks, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenur Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure

Keywords: MxD; Strategy; Business Model; SWOT; Business Model Canvas