

## **ABSTRACT**

*Indonesia is a country with high economic potential, the potential of international concern, Indonesia as the largest economy in Southeast Asia has a number of characteristic that put the country of Indonesia in a good position to experience rapid economic development. One sector that plays an important role in the development of Indonesia is the creative industry sector. The Fashion field is one of the creative economic subsectors that contribute the most to GDP. One of the SMEs engaged in fashion is Prostreet. There is a need for the right business model to continue to survive in this field. Therefore, this study aims to perform Strengthening Business Model Analysis of Business Model Canvas Approach In Prostreet Fashion Business. Methods of data collection were conducted by interviews, observations, and questionnaires which were shown to three interviewees who then mapped in nine Business Model Canvas blocks. Furthermore, evaluated quizoner using Likert scale related to Prostreet's strengths and weaknesses as well as the opportunities and threats that must be faced. Based on research results. Prostreet has filled nine blocks in Business Model Canvas. The results of the evaluation resulted in the strengthening of the business model with the addition of recommendations into blocks within the Business Model Canvas.*