

ABSTRACT

The phenomenon of the development of online shopping in Indonesia which is enlivened with various types of products, online shopping activities are beginning to increase in the Indonesian community. A large number of startup pops up every year and its users are very fast in Indonesia. One of them gave birth to PT. Klik Quick Indonesia, which is engaged in order systems in collaboration with Kedai Lanbau.

The purpose of this study is to examine the delivery order system applied in Klik Quick is able to create a value proposition of the business model canvas in Kedai Lanbau.

This study used qualitative research methods. The technique of collecting data is done through observation, interviews, and documentation. Observations were made when researchers visited PT. Klik Quick Indonesia and Kedai Lanbau to learn about the system delivery order process that is being implemented. Interviews were conducted on 3 informants at PT. Klik Quick Indonesia and Kedai Lanbau also documentation, data obtained from the media and directly by the author.

This study focuses on the value proposition of the business model canvas. Klik Quick application as a delivery order system implements 11 dimensions of Value Propositions, namely newness, performance, customization, getting the job done, design, brand/status, price reduction, risk reduction, accessibility, and convenience/usability while collaborating with Kedai Lanbau. But during the collaboration it turned out that the Klik Quick application as a delivery order system did not create a value proposition for customers from Kedai Lanbau because it did not appear to have a large influence on food and beverage sales based on the delivery order system at Kedai Lanbau.

This research can be used by the Klik Quick application as a review of the process of creating value propositions on the canvas business model in Kedai Lanbau. Klik Quick can work with the government or other stakeholders in delivering services and can also add focus to other fields.

Keyword: *Business Model Canvas, Delivery Order System, Value Proposition*