

ABSTRACT

Juragankost.id is a company or business engaged in services. This business is in the form of a platform that provides boarding houses, rented houses and apartments in collaboration with residential owner partners. This platform has been established since 2015, Juragankost.id has been running its business for 3 years. In carrying out its business several problems and obstacles were encountered. Conducting an analysis of the business model is one way to determine strategies to optimize the company and make the company still able to compete with competitors. By analyzing and mapping and describing business models as a whole using the analysis of Business Model Canvas (BMC). With the help of Strength and Weakness, Opportunities, Threats (SWOT) methods on the four main fields in the business model among the nine blocks of business models in BMC, namely the proportion of value, infrastructure, cost / income, and relationship with customers. With the aim of knowing the strengths and weaknesses, opportunities and threats of the four midwives that will be faced by Juragankost.id. In external analysis carried out environmental analysis on customer profiles or views from the customer's point of view about the desires and needs of the products that will be offered by the company.

The analysis will produce a renewable proposal strategy designed for company needs. The strategy will be validated to determine how much influence the company gets when implementing the strategy. Of all the results, a new business model will be designed with nine BMC building blocks, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Cost Structures, Key Activities, Key Partnerships, and Key Resources.

Keywords: Value Proposition Canvas, Business Model Canvas, SWOT, Business Model.