

ABSTRACT

In the era of the ASEAN Economic Community (AEC) as it is now, it is very necessary that creative and innovative societies in the economic field meet all the needs that exist in society and assist the government in solving problems that exist within the community. Creative and innovative entrepreneurs such as RnR Cookies & Catering can reduce unemployment and improve people's economic well-being.

The purpose of this research is to describe and map the operational business of the home culinary industry with a study on "RnR Cookies & Catering" with the Business Model Canvas approach. The research method used is a qualitative descriptive analysis using nine Business Model Canvas blocks analysis.

The results showed that the business model of the canvas can illustrate the business conditions of RnR Cookies & Catering and there are aspects that are still weak in RnR Cookies & Catering that needs to be updated, namely from the Channel aspect that there is no official or offline store that will have the opportunity to increase sales, work the same as the Event organizer and several online motorcycle taxi platforms such as Grabfood and Gofood and increase promotion through social media such as Instagram and YouTube by endorsing several influencers. The Key Resource aspect is still weak due to the limited number of workers from RnR Cookies & Catering. Value Proposition aspects by adding products that can be consumed daily in small quantities by consumers, making design packaging boxes with RnR Cookies & Catering brands so that brands are easy to remember and registering products in MUI and BPOM in order to increase consumer confidence. As well as aspects of Key Activity by making a customer database to be more structured in the amount of expenditure and sales.

Keywords: Business Model, Business Model Canvas, Culinary Business, Creative Industry.