

Abstract

The Antapani Mosque Forum is a forum that coordinates 10 mosques in Antapani district, Bandung. The Antapani Mosque Forum has several functions, one of which is economic empowerment. Warung Tetangga's business is one of the Antapani Mosque Forum programs in an effort to develop the community's economy. The objective of this research is to evaluate the business model of Warung Tetangga Program using Business Model Canvas framework. The main customer segment targeted by Antapani Mosque Forum are the owner of the warungs. Based on the result of environmental analysis, the existing business model, and customer profile, using SWOT analysis, strategy for this program is developed. The next step is developing The Business Model Canvas. Improvement proposed in this research is Key Activity and Key Partnership blocks. Then the new design of business model is evaluated using seven assesment criteria for business model design. The result of this evaluation is used to revise the designed business model of Warung Tetangga, which is expected to contribute to society economic empowerment in Antapani.

Warung Tetangga, Business Model Canvas, SWOT, Business Model, Economic Empowerment