

ABSTRACT

PT. Bisnis Akselerasi Solusindo or familiarly called BixLar is a service company with digital marketing and social media management services as its offering. Currently, BixLar's offer rates are higher than its competitors and BixLar's social media accounts are not consistently active in promoting every day. This is a threat because it will be difficult to get the trust of potential customers. To overcome this, BixLar needs to make improvements and innovations not only in terms of the value offered. BixLar needs to consider all the business components involved in one another by evaluating the business model that is currently being run. The evaluation of BixLar's business model is carried out using the Business Model Canvas approach, which is the visualization of the business model into nine interconnected business component blocks. Evaluation of the business model will begin with compiling the existing BixLar's business model canvas from the results of interviews with internal companies, then conducting customer profiling and analysis of the business environment which is designed based on data collection from interviews with consumers and literature studies. Furthermore, a SWOT analysis is carried out which will be used to design a business development strategy and design a value proposition canvas that fits the customer profile. The strategy designed will be a proposal in the new business model canvas. This proposal will take the form of improvements, additions or subtractions to the nine interconnected business components.

Keywords : Digital Marketing, Social Media Management, Business Model Canvas, Customer Profiling, Business Environment Analysis, SWOT Analysis, Value Proposition Canvas