

ABSTRACT

Indonesia is the second biggest maritime country in the world (FAO, 2018). Based on the data presented on CEIC's site, the actual potential of fisheries is 6.04 million tons, from the total potential of 12.5 million tons. This is not proportional with the condition of coastal communities. A study entitled "Sea around us" published in the Journal of Science reports that the catch rate per fishing vessel has decreased drastically since 1950, (Ticker, et al 2018, in Anna 2019).

Aruna Indonesia is a technology startup company in the fisheries sector and has long been concerned with maritime issues since its establishment in 2016. The purpose of this research is to map the business operations of the startup industry by taking a case study on "Aruna Indonesia" with a Business Model Canvas approach. The research method used in this research is a qualitative descriptive analysis using a Nine Building Blocks of Business Model Canvas.

The result of this research shows that Aruna Indonesia is capable of applying the Business Model Canvas in its organization which includes (a) Customer Segments aspect - the fishermen are the main customer who can assist in meeting the buyers' demands, (b) Value Propositions aspect - consumers receive fresh catch directly from fishermen who utilize environmentally friendly fishing gear to maintain the quality, (c) Channels aspect - using digital social media platforms as well as local or international media, (d) Customer Relationships aspect - maintaining social relations by carrying out routine activities with the fishing community. (e) Revenue Streams aspect of the marine product sales margin, (f) Key Resources aspects in the form of physical, financial, intellectual, and human resources (g) Cost Structure aspect on operational costs, (h) Key Activities aspect by providing products with the quality expected by customers, and (i) Key Partners aspect which includes fishermen's groups, government, financial institutions, channels, and logistics companies.

Keywords: *Business Model, Business Model Canvas, Stratup, Creative Industry.*