

ABSTRACT

The Covid-19 pandemic is affecting various sectors, including small and medium enterprises. The food sales sector for SMEs, which still rely on sales in their shops, was forced to change and take online marketing channels. This is because currently all consumers are doing all their activities at home to anticipate the spread of the virus. Pondok Bakso Mataram which was the object of this research even had to lay off many of its employees due to a significant reduction in sales and the need to prepare their business to serve through online marketing channels. This study maps the SME business model using the Business Model Canvas framework.

The purpose of this research is to map all components in each business building block in the business model with a study at "Pondok Bakso Mataram in Tebing Tinggi City" using the Business Model Canvas approach. The research method used is a qualitative descriptive analysis using nine blocks of Business Model Canvas analysis.

The results show that the business model canvas can describe the business conditions of Mataram Bakso Pondok in Tebing Tinggi City and there are several elements that still need updating at Pondok Bakso Mataram, namely the Value Proposition element where companies can hold discounts or discounts to attract customers' hearts. buy Pondok Bakso Mataram products, especially during the current pandemic. The channel, namely Pondok Bakso Mataram, can collaborate with motorbikes or umkm which provide food delivery services in Tebing Tinggi City and participate in exhibitions or events in Tebing Tinggi City. In the Customer Relationship element, Pondok Bakso Mataram can create fixed cards for old customers, provide complete information about products sold on social media (such as Instagram), carry out promotions through events or exhibitions in Tebing Tinggi City. Revenue Stream elements can add services to product sales through online applications to make it easier for customers who want to buy our products, without having to leave the house. The Key Activities element is very much needed by companies to be able to reach the market and provide value proposition to new customers and regular customers so that Pondok Bakso Mataram can add to the existence of marketing activities for social media such as: Instagram. So that customers are always updated with information, news and interesting promotions conducted by Pondok Bakso Mataram. Key Partnership element by collaborating using online platforms such as: Grab or Gojek or local delivery at Tebing Tinggi. In the Cost Structure element, Pondok Bakso Mataram can add marketing costs (promotion) as company funds to carry out marketing activities to increase customer attractiveness to Mataram Bakso Pondok.

Keyword: *Business Model Canvas, Pandemic Covid-19, Online Channels, Small and Medium Enterprises*