

ABSTRACT

Grand Coco Village is a productive coconut plantation plot that is integrated with industrial and tourism meters which is a safe long-term investment. There are several factors that make coconut plants the main product of Grand Coco Village, namely coconut raw materials in Indonesia which are abundant, cannot be substituted, minimal competitors, wide and free market, and high economic value. However, as a result of the corona (Covid-19) pandemic, the Indonesian economy has become sluggish and has an impact on all industrial sectors in Indonesia. Grand Coco Village is also one of the businesses that has suffered losses due to this pandemic. The impacts experienced by the company include the cessation of plantation expansion because investors stop spending funds and product buyers who terminate transactions. In addition, offline marketing activities have also stopped due to this pandemic.

This research was conducted in order to provide a business development proposal using the Business Model Canvas method. This canvas of the Grand Coco Village business model will make it easier to describe the problems that will be faced in each part and be able to overcome and adapt to these problems so that they can maintain their business.

The results of the development of this canvas business model provide several proposals from the nine existing blocks for improvement. The four blocks are key activities, key resources, value propositions, and channels. Further research is expected to be able to design an integrated application that can facilitate the payment process, construction and maintenance of Grand Coco Village land plots.

Keywords: Grand Coco Village, Business Model Canvas, SWOT