

ABSTRACT

Micro, Small and Medium Enterprises (MSMEs) have an important role in economic growth and *development*, both in developing countries (NSB) and in developed countries (NM). The contribution of MSMEs to the formation or growth of gross domestic product (GDP) is stated to be the largest compared to the contribution of large businesses. In the last ten years, the growth in the number of MSME units from 2016 to 2019 has increased by 4.2% annually, and the average contribution of MSMEs to Indonesia's Gross Domestic Product (GDP) has exceeded 50% in the last three years. The Covid-19 pandemic has become a global problem, including in Indonesia. This pandemic has certainly had a major impact on various sectors, especially the economic sector. The Covid-19 pandemic has caused a decline in people's purchasing power due to restrictions on outdoor interactions in order to minimize the spread of the pandemic. With these limitations, it diverts purchases digitally. As a result, many MSMEs inevitably have to close their businesses due to the decline in purchases and still depend on sales by direct interaction (offline). One of the MSME business areas that is experiencing this pressure is coffee shops. Since the implementation of Large-Scale Social Restrictions (PSBB) by the government as an effort to break the chain of transmission of the Covid-19 virus, the coffee shop business has become one of the affected businesses which has resulted in their income declining. One of them is the Brewhaus coffee shop in Surabaya. However, Brewhaus must rack their brains by selling their products online and also implementing health protocols in their stores. The purpose of this study is to identify the business conditions of Brewhaus, as well as what internal environmental factors can be strengths and weaknesses as well as identify what external environmental factors will become opportunities and threats to the Brewhaus coffee shop business so that it can be formulated the right business strategy for Brewhaus during the Covid-19 pandemic. In addition, another goal is to implement Brewhaus' business strategy into the Business Model Canvas (*BMC*). The research method used is qualitative with a research strategy, namely case studies. The result of this research is the *development* of the Business Model Canvas which is based on the results of designing a business strategy that will be developed by the MSME business *owner* of the Brewhaus coffee shop as a strategy to survive in the midst of the Covid-19 pandemic.

Keywords: *MSME, business model, coffee shop, Covid-19 pandemic*