

ABSTRACT

Garbage in Indonesia is often a serious problem due to the lack of public awareness that does not pay attention to the surrounding environment. Batam is one of the cities that has a fairly high volume of waste due to a fairly rapid population growth rate, so it cannot be separated from the classic problems related to waste.

The purpose of this study is to map the Patam Asri Waste Bank business model with the Business Model Canvas approach. The method used is descriptive qualitative research method. Data collection techniques with observation, interviews, and documentation addressed to three sources as informants, as well as secondary data.

The results show that the Nine Business Model Canvas blocks at the Patam Asri Waste Bank are customer segments consisting of the surrounding community aged 26-45 years, have a value proposition, waste saving program, namely recycled products that are relatively cheap and have many benefits, always provide discounts and provide the best service, have channels, namely through word of mouth, social media, and bazaars, customer relationships by maintaining communication and holding promotions, revenue streams from all product sales activities and sales of waste scales, key resources covering physical, intellectual, financial aspects and human resources, has key activities such as selling waste, producing recycled products and product distribution, has a key partnership, namely the Batam City Environmental Service, traditional market traders and the community and has a cost structure for purchasing costs, operational costs, electricity and water costs.

Keywords: *Business Model, Business Model Canvas, Social Entrepreneurship, Waste Bank*