

ABSTRACT

The national and global economy in the time of pandemic Covid-19 have been carried away heading into an economic recession. This incident marked with the level of contraction or negative in the growth of the national economy and the global. With the onset of the things that make SMES have to think harder in the conditions of the pandemic at this time. But in 2018 there is a growth of SMES amounted to 2%. It can describe if the SME is a business productive as a tool to develop the economy of the macro and the micro in the country of Indonesia. The trade sector is a sector that is affected from the presence of the growth of SMES. This study aims to make an overview of the business model on a CV. Sofie Tunggadewi Industry through the use of the approach of the business model canvas in the period before the pandemic covid-19 and to know the overview of the business model of CV. Sofie Tunggadewi Industry in the occurrence of pandemic covid-19. And do a comparison of the changes in the business model CV. Sofie Tunggadewi Industry before and during the onset of the pandemic covid-19.

Methods of data collection in this research is through the interview in detail, make observations as well as collecting secondary data. In this study, the speakers include: Business Owners, employees of the Production, and the Financial and consumer. Speakers business Owners will be interviewed related information that exist in the company. The qualitative method is a way of doing research and used in this study, based on the purpose of the description, with the implementation of the cross-sectional design.

This type of research will produce the object of research in the form of interviews, records of the activities on the field, and documentation. From this study, researchers hope that if the results of his research can be beneficial for all parties, both micro as well as for other businesses so that you can understand about the business model canvas which can create a positive effect for increasing a business or business. This research is also expected to be used sebaagai

reference materials in research that will be carried out by providing additional knowledge about the business model canvas.

Keywords: Business Model, Business model canvas