

## **ABSTRACT**

*Pasar Kerja is a platform that provides services for informal workers in Indonesia, located in Bandung City, West Java. Pasar Kerja has a problem, namely the company's business model has not been mapped, so that in carrying out its business the Pasar Kerja does not yet have a reference business model. Business model mapping is very necessary to find out what is needed to run a business. Mapping a good business model allows the company to market products according to consumer segments, make the company more competitive against competitors, choose the right channel to reach consumers, choose partners that suit the company's needs and get profits with large margins.*

*Pasar Kerja has an existing business model that can be mapped using the blocks contained in the business model canvas. One example is the Pasar Kerja partner in leasing the [www.pasarkerjaindonesia.com](http://www.pasarkerjaindonesia.com) domain, namely Dewaweb, Pasar Kerja rents a domain through Dewaweb for a certain period of time. Pasar Kerja must update the domain regularly to ensure the domain used remains the same, the selection of this domain is very important because all services offered by Pasar Kerja are through the [www.pasarkerjaindonesia.com](http://www.pasarkerjaindonesia.com) domain.*

*The method used in this final project is descriptive qualitative method. In collecting data is done by using the method of interviews, observations and questionnaires. The selection of resource persons in this final project was carried out by purposive sampling technique. Existing business models were analyzed using SWOT analysis. The resource person gives an assessment of the existing business model, the results of the resource person's assessment will be used for a SWOT analysis to obtain a new business strategy. Environment business analysis is also important thing to design new strategy business. This SWOT analysis looks at the strengths, weaknesses, opportunities and threats of Pasar Kerja. All strengths, weaknesses, opportunities and threats will be processed using the TOWS matrix to design a new business strategy, this new business strategy is made by taking into account the strengths, weaknesses, opportunities and threats of Pasar Kerja. The result of the final project is a*

*proposed Pasar Kerja business model which is mapped into 9 blocks of the business model canvas.*

*One of the business strategies proposed by Pasar Kerja is cross selling, this strategy is obtained by utilizing the strengths of the Pasar Kerja and taking advantage of existing opportunities. Pasar Kerja can offer other workers to complement the user's needs, for example, if consumers need the services of a chef, the Pasar Kerja will also offer waiters and cashier services for consumers. Through this strategy, consumers are expected to be able to use more labor on Pasar Kerja.*

***Keywords: Business Model Canvas, SWOT, Business Model Environment and Business Model***