

ABSTRACT

The growth of the creative industry sector in Indonesia has now grown rapidly. This has an impact on the KadoKado UMKM which is also included in the creative industry category, especially the gift wrapping service business which has quite tight competition with competitors.

The purpose of this study is to design the Business Model Canvas as a strategic tool needed to overcome the problems faced by the company and develop its business so that its performance and quality are better than other companies in the same industry or market.

This study uses descriptive qualitative methods with data collection techniques through interviews, observation and documentation. There are 6 resource persons from internal and external parties of the company. Based on the results of the interview, the Business Model Canvas under existing conditions can be said to be quite good because KadoKado is able to fulfill all 9 block elements. After that, an in-depth identification of the Business Model Canvas was carried out which was reviewed with a SWOT analysis.

The results obtained in the company's internal conditions, there are 9 elements of strength and 3 weaknesses, while in the company's external conditions there are 9 elements of opportunities and 4 elements of threats. Furthermore, the SWOT Matrix analysis tool was compiled to determine the company's strategic factors as well as mapping the new Business Model Canvas. As a result, there are 9 elements that need to be improved by the company by adding important points in each block as a whole and especially on the elements of value propositions, channels, and key partnerships.

Keywords: SMEs, Business Model Canvas, SWOT Analysis, SWOT Matrix.