

ABSTRACT

Hall of feims is a company engaged in the creative industry business focusing on the world of entertainment through digital by utilizing the Youtube social media platform, Hall of feims has an office that is united with the Studio located at Jalan Raya Cicendo no 27a Bandung, West Java. In the past year, the Hall of feims has experienced a decline in terms of turnover generated, in addition to experiencing a decline in turnover, the Hall of feims has also experienced a decline in the audience chart due to the slow pace of publication of products on the Youtube platform. In this study, the evaluation of the existing business model in the Hall of feims company was carried out. The approach taken is using the Business Model Canvas method which pays attention to the nine blocks that are owned by the Business Model Canvas. This research was conducted by collecting data from company owners, business environment data, and customer questionnaire data. These data will later support the calculation of the SWOT indicator to get a new business model proposal. After getting data from the existing business model, the ninth block was mapped from the Business Model Canvas block. Then after obtaining the existing business model data, the Hall of feims customer questionnaire data will be taken, the results of this questionnaire, the Customer Profile data will be obtained which contains Jobs, Pains, and gains data. After that, data from the Hall of feims business environment were collected through a literature study. From the data that has been collected, a questionnaire will then be distributed to the company's internal parties which will be analyzed using the SWOT method and get the results in the form of points that become the proposed business model. The last stage in making the proposed business model is matching it using the fit value proposition method. After that, a new business model will be designed, business development will be carried out, among others by increasing and adding to the variables in the value proposition, key activities, customer relationships, channels, customer segments, cost structure and revenue streams.

Keywords: Hall of feims, Business Model Canvas, business model environment, customer profile, value proposition canvas, SWOT Analysis