

## **ABSTRACT**

*In Indonesia, the Micro, Small and Medium Enterprises (MSME) sector has become one of the most important parts of the Indonesian economy. One of the industrial sectors is the apparel sector, which is currently widely spread in Indonesia. With such many business actors, faced with intense competition, especially in 2019, the micro business sector in Indonesia created a negative impact due to the Covid-19 pandemic, so that business actors faced the need to continue to develop their products.*

*This study aims to validate the business model using the business model validation method for product development in the Wearkenya micro business in the clothing sector by testing the prioritized BMC blocks.*

*The research method used is a case study method with a mix method approach. Data collection uses qualitative methods with interviews and observations, and quantitative data collection is carried out which has been determined by the theory used to strengthen the data. Business model validation is carried out from the business model canvas that want to develop which is then analyzed by testing business ideas to validate the suitability of values with target consumers which will later produce follow-up suggestions for the development of the Wearkenya micro business.*

*After validating with several tests, the researcher formulates follow-up suggestions for product development based on the results obtained. From the results of the study, it was concluded that the validation of the business model from Wearkenya was valid, especially in the value proposition, channels, and revenue streams blocks that were tested in this study.*

*Keywords: business model canvas, business model validation, business testing ideas, product development.*