

ABSTRACT

In Indonesia, Micro, Small and Medium Enterprises (MSMEs) have a significant contribution and role, including in expanding job opportunities. MSMEs are also a source of income, especially for low-income people to carry out productive economic activities. The number of MSME actors in Indonesia continues to increase from year to year, including in Bekasi City. Manasuka Coffee is one of the SMEs in the city of Bekasi which is engaged in the coffee shop.

The level of business competition in Indonesia is very tight, the existence of government regulations, namely the Implementation of Community Activity Restrictions (PPKM) makes MSME actors including Manasuka Coffee must always try to increase market share, reach consumers, determine strategies and must be able to recognize what their needs and expectations are. consumer. To maintain the existence of Manasuka Coffee, a strategy to survive is needed and a strategy that can be applied in the future. For this reason, a comprehensive SWOT analysis is necessary. Based on the results of the SWOT analysis, a new business model development plan is drawn up using a business model canvas approach.

The purpose of this research is to see Manasuka Coffee's current business model, Manasuka Coffee's business model based on SWOT analysis and create a new business model for Manasuka Coffee so that it can be applied and can do business development.

In this study, the author uses a business model canvas approach to map the business model of Manasuka Coffee and the method used in this study is a qualitative method with data collection techniques, namely interviews, observations, and documentation of sources.

Based on the results of the research, an overview of Manasuka Coffee business model canvas business model that is currently running is obtained from the interviews. From the results of the SWOT analysis carried out on the current business model canvas, it shows the strengths and weaknesses of Manasuka Coffee, threats that must be faced, and opportunities that must be exploited by Manasuka Coffee.

Based on the evaluation results that have been carried out, recommendations are obtained from the improvement of the business model canvas that is currently being carried out so that it can be used as an alternative strategy to develop and maintain the business.

Keywords: *MSMEs, Business Model Canvas, SWOT, Manasuka Coffee*