

## **ABSTRACT**

*KIRI is one of the startups participating in the WRAP Entrepreneurship program which is engaged in public transportation and has the goal of making it easier for public transport users to find and use public transportation and to make it easier for drivers to manage public transportation and search for passengers using an Android/iOS-based application.*

*The purpose of this research is to evaluate KIRI's current business model using a SWOT analysis which is expected to get alternative business models and marketing strategies so that they can become recommendations for KIRI in developing its business so that its performance and quality can be better.*

*This study used a qualitative method based on descriptive objectives with data collection techniques through interviews, observation and documentation addressed to five informants from KIRI's internal parties as informants, as well as secondary data.*

*Based on the SWOT analysis that has been carried out, it shows that KIRI startups are in quadrant 1 area, which means that KIRI startups need to carry out aggressive strategies including market development strategies, market penetration, product development, forward, backward, horizontal integration and diversification. In addition, there were recommendations for 11 digital marketing canvas blocks for KIRI startups.*

*Thus, the suggestion for KIRI startups is, KIRI startups can collaborate with the government to achieve optimal results in implementing applications or startups. The KIRI startup can replace the target city, with a city that has people who still use angkot as public transportation. In addition, with the many obstacles experienced in the development process. KIRI startups can make changes in business direction for the sake of startup sustainability.*

**Keywords:** *Startup, Digital Marketing Canvas, SWOT Analysis*