

ABSTRACT

The writing of this thesis focuses on the role of SWOT analysis in formulating a Business Model Canvas (BMC) strategy for Dama Kara, a fashion brand in Bandung, which is experiencing difficulties in marketing one of its products. Furthermore, the reason is that there is concern that negative perceptions are formed in the minds of the public regarding one of its products, which Dama Kara employs as well as persons with disabilities to be able to work, which may affect its sales. Allegedly this is directly proportional to the not optimal BMC strategy, where the formulation of BMC can help create products of value to customers which will be delivered in the form of special campaigns. The formulation of the strategy begins with analyzing the company's internal and external environment to thoroughly determine the company's situation. The method used to collect the various data needed is qualitative, obtained through literature studies, observations, and structured interviews with Dama Kara. Internal environmental analysis was carried out using the IFAS (Internal Factors Analysis Summary) approach. While the analysis of the external environment uses EFAS (External Factors Analysis Summary) analysis. The findings in this study include SWOT weighting with the IFAS & EFAS approach to create various variables which will later be included in the 9 BMC blocks. The result is that Dama Kara needs to carry out a forward integration strategy, in fact, it requires campaign content through digital ads, where the content to be advertised is formed from a special campaign, namely "Masterpieces of Friends with Autism". To take advantage of technology in the Marketing 5.0 era, Dama Kara can take advantage of technological developments to spread the message he wants to convey through several digital marketing tools to the fullest.

Keywords: *Business Model Canvas*, SWOT, *Marketing 5.0*, Autism, Dama Kara