

ABSTRACT

Bandung is one of the cities that has a lot of lodging places for people who do tourism activities, vacation and conduct meeting activities outside the company. Lodging that suits your wishes is definitely one that is sought and needed in carrying out these activities, one of which is a hotel. Hotel is one of the most sought-after lodging as a place of lodging for people who do tourism activities, vacation and conduct meeting activities outside their company. Hotels have a great opportunity in the process of developing the business of providing accommodation that provides lodging services and other entertainment activities that are commercially recreational.

The purpose of this study was to determine the Business Development Strategy through STP (Segmentation, Targeting, Positioning) Development Analysis and BMC (Business Model Canvas) Planning at Lingian Hotel & Convention in 2023.

The method used in this research is a descriptive qualitative method that tells and conveys natural situations and conditions (natural), the data needed are primary and secondary data with data collection techniques through observation, interviews, documentation, and triangulation. Sources from 3 internal company informants.

Based on the results of interviews conducted with 3 important informants at Lingian Hotel & Convention regarding Segmenting, Targeting and Positioning in the existing conditions are generally good and appropriate because Lingian Hotel & Convention is able to fulfill the existing Segmenting, Targeting, and Positioning completely. After that, a deeper identification of the Business Model Canvas was carried out which was reviewed through Segmenting, Targeting, and Positioning analysis. As a result, the Segmenting, Targeting, and Positioning analysis conducted by Lingian Hotel & Convention can fulfill the 9 elements of the Business Model Canvas.

Keywords: *segmenting, targeting, positioning, Business Model Canvas, Qualitative*