

ABSTRACT

One form of mobility as a service (MaaS) in Indonesia is the "JakLingko application" owned by PT Jaklingko Indonesia which is a mobile application that can make it easier for people to travel using public transportation modes. relatively small when compared to the average number of daily public transport riderships in DKI Jakarta and its surroundings and is still very far from the target number of daily activity users at the end of 2023.

The purpose of this study is to analyze the existing business model in the Jaklingko application using the business model canvas approach, and evaluate it from both the internal and external environment using SWOT analysis to generate new strategic alternatives.

This study uses a qualitative approach, with data collection techniques through observation, interviews, and documentation. This study used data analysis techniques by collecting data, reducing data, presenting data, and drawing conclusions.

The results of this study produce an overview of the existing JakLingko application canvas business model that is currently being implemented from the interview results. From the results of the SWOT analysis conducted, it shows the strengths and weaknesses of the JakLingko application, the threats that must be faced, and the opportunities that must be exploited by the JakLingko application. After an evaluation based on the SWOT analysis, recommendations for strategies and improvements were made to the JakLingko application canvas business model block.

The results of this research produce an overview of the existing business model canvas for the JakLingko application which is currently being implemented from the results of interviews. The results of the SWOT analysis carried out show the strengths and weaknesses of the JakLingko application, threats that must be faced, and opportunities that must be exploited by the JakLingko application. After carrying out a SWOT analysis of the existing business model canvas and the external environment of the JakLingko application business. This resulted in a total of 14 strengths, 11 weaknesses, 9 opportunities and 9 threats. Next, matching is carried out using the SWOT matrix and grouping to group similar strategy results, so that they can be proposed as new strategy recommendations.

Keywords: Digital Transformation Strategy, Business Model Canvas, SWOT Analysis, Mobility as a Service, JakLingko