

## **ABSTRACT**

*Competition in the Indonesian tourism industry, especially in tourism village competition, is getting tougher marked by the increasing number of pilot tourism villages and developing tourist villages that have sprung up with their own uniqueness. This research was conducted to create a new business model and business survival model (BSGM) for Sugihmukti Tourism Village. With these two new business models, it is hoped that the Sugihmukti Tourism Village will have a plan to maintain and ensure the continuity of its business.*

*Business model analysis was carried out by interviewing the person in charge of the Sugihmukti Tourism Village as well as external parties and competitors, then the data from the interviews were analyzed using the SWOT analysis method and the SWOT matrix so that output was obtained in the form of a new business model and also with the data owned by the researcher making a survival model (BSGM) so that Sugihmukti Tourism Village has a strategy in the future for the development of its business and the survival of its business.*

*The results of the research found that the internal and external conditions of Sugihmukti Tourism Village were still below its competitors or rivals in the market, seen using interviews, PESTEL analysis, Porter's Five Forces, as well as comparisons of BMC and BSGM blocks against Sugihmukti Tourism Village and its competitors. As well as the discovery of several problems that exist within and outside the scope of the Sugihmukti Tourism Village, all of which are written into the recommendations for the development strategy of the Business Model Canvas and Business Survival Growth Model Canvas.*

*The contribution expected by researchers in carrying out this final project is for Sugihmukti Tourism Village not only to compete with competitors, but to continue to develop innovations and maintain its existence and the viability of its business for years to come. Not only for its development, but researcher also suggests that the Sugihmukti Tourism Village follow the recommendations that the researcher has written so that the classification of the Sugihmukti Tourism Village can rise to the category of an advanced tourism village.*

*Keywords: business development, business model, SWOT analysis, tourism village*