

ABSTRACT

Ramayana Photography is a creative industry-based MSME engaged in photography. Ramayana Photography has a focus on photo printing services and photo studios. Ramayana Photography is also in a strategic location because it is surrounded by schools and offices so that it is crowded with public and private transportation so that it can be easily reached by residents. Currently still in the process of developing and facing problems in the form of a tendency to decrease revenue due to constraints in human resources, promotions, product quality, booking processes and business partnerships. To solve this problem is to evaluate deeply against the current business model. In conducting this research, an evaluation and design of a business model was carried out with a business model canvas framework. The data obtained were conducted by interviewing business owners as well as field observations, communicating with customers to understand customer profiles and business environment data obtained through literature studies. From this data, a SWOT analysis is carried out whose results are used to design strategies, which are then used in designing proposed business models. Based on the results of the design, there is an increase in promotion through social media such as Instagram, TikTok, Facebook and websites. Cooperation with vendors such as wedding organizers who in addition to increasing existence also get additional revenue. The addition of proposals to the customer segment is to add a business customer segment from MSMEs in the product field so that there are additions to the value proposition, namely product photos for other additions to the value proposition, namely an automatic booking system, the concept of self photo, quick and friendly response, coverage / exposure result of participant on social media.

Keywords: *Ramayana Photography, Business Model, Business Model Canvas.*