

## **ABSTRACT**

Indonesia is a country that has a variety of good tourist destinations, making tourism in Indonesia an important economic sector in receiving foreign exchange. One of the tourist attractions in the highlands or mountains is Tekad Camping Ground which is located in the Bogor area on the road. Curug Panjang Kp. Cirimpak Megamendung. In some months, Tekad Camping Ground has a problem where it cannot meet the revenue target. This is due to several factors such as the number of competitors, poor facilities, and poor service. To overcome these problems, an innovative overall proposed business model is needed so that existing problems can be resolved. In this final project, the process of designing a proposed business model of Tekad Camping Ground using the Business Model Canvas method is carried out. The business model design process is carried out by collecting data from both internal parties of Tekad Camping Ground to consumer data to obtain a customer profile through the interview method and analyzing the business environment based on related literature studies. After all the data is collected, data processing is carried out by means of SWOT analysis and SWOT matrix preparation to produce a proposed strategy based on existing indicators. There are proposals in the form of improvements in terms of services, human and financial resources, improvements in terms of promotion, to establish good cooperation in customer relationship blocks to expand the customer segment in the community. Meanwhile, it is necessary to create proposals such as the existence of game rides, increasing revenue streams through cooperation with surrounding attractions, having reserve funds in the cost structure block, collaborating with event organizers in the field of tourism, to providing promos in creating good relationships with visitors and potential visitors.

**Keywords: Business Model Canvas, SWOT, Tekad Camping Ground, Customer profile**