

ABSTRACT

Technological developments are rapidly increase and continue to bind human life, which has contributed to technological innovation in the field of financial services, commonly known as Financial Technology or Fintech. Fintech can reach people who have not been reached by banks so far. The number of companies running fintech businesses in Indonesia has increased and this increase is one of the factors that driving financial inclusion in Indonesia. One of those participating in the use of this technology is one that operates in the field of Fintech Aggregator, which is an information gathering fintech by providing a comparison of the benefits, facilities, protection and prices that exist in the products of bank and non-bank.

This research aims to analyze the Fintech Aggregator business model in Indonesia based on a study of the 9 blocks of the Business Model Canvas and the 4 pillars of the Value Design Model through case studies on Cermati.com. The results on the two business models above, it can be seen that each element from the available block already describe business activities in detail, where based on the Business Model Canvas, the company can effectively and efficiently determine its business strategy. Meanwhile, if viewed from the Value Design Model, all ecosystems within the company are compatible with each other and are moving in the same direction and are interconnected between the 4 pillars. In this way, value creation can be carried out on the basis of complementary relationships.

Keywords: *Fintech, Fintech Aggregator, Financial Inclusion, Business Model Canvas (BMC), Value Design Model (VDM).*