

ABSTRACT

The Covid-19 pandemic that has spread to almost all countries in the world has resulted in sudden and unplanned changes that have an impact on various business sectors including Micro, Small and Medium Enterprises. Sukaku Batik, which is the object of this study, also felt the impact of the pandemic, namely a decrease in income. This shows that Covid-19 can change consumer behavior. With changes in the situation and changes in consumer behavior, a new business model is needed that can be implemented in conditions such as the Covid-19 pandemic.

Thus, this study aims to design a new business model using the help of an empathy map tool. which this tool can be used to better understand consumer desires. so that Sukaku batik products can remain in consumer interest..

The type of research used in this study is a descriptive qualitative method of the case study type, conducted by conducting interviews with Sukaku Batik consumers with similar segments. The results of the interviews that have been conducted will be analyzed and used to create a Mixed Empathy Map design and information from the Empathy Map will be used to design a business model for Sukaku Batik.

The results of this Empathy Map will fill in the right-hand areas of the Business Model Canvas and some of the information can be used and can help to design answers for other blocks.

Based on the research results, it can be concluded that the customer segment of Sukaku Batik is a similar segment, namely the employee segment who wants and needs batik cloth and batik clothing that has unique attractive motifs, durable batik colors, which are made of the best materials and comfortable to wear.

Keywords : Business Model, Business Model Canvas, Emphaty Maps