

ABSTRACT

This study aims to analyze and design a more effective business model for Pujasera Citaroom, a culinary center in Bandung, using the Business Model Canvas (BMC) approach. The main issue faced by Citaroom is the low number of tenants, which impacts the visitor rate and revenue. To address this issue, the study conducts a comprehensive analysis of the key elements in Citaroom's business model, such as Value Proposition, Customer Segments, Channels, and Customer Relationships. The analysis results show that the current marketing strategy, including promotion through social media managed solely by the owner's child, is not yet optimal due to the lack of dedicated human resources for marketing management. The study recommends developing a more structured marketing strategy, enhancing collaboration with local communities, and improving facilities to attract more tenants and visitors. By implementing these changes, Citaroom is expected to improve its business performance, expand its market reach, and create greater value for its tenants and the surrounding community.

Keywords: *Business Model Canvas, Pujasera Citaroom, Tenants, Digital Marketing, Business Strategy, Community Collaboration.*