

ABSTRACT

Park Hotel Jakarta, strategically located in the heart of Jakarta, aims to enhance its effectiveness and responsiveness in the dynamic hospitality industry. This study adopts the Business Model Canvas (BMC) methodology to develop a comprehensive and structured framework for designing a new business model. The research involves direct data collection through interviews with hotel management, consumer surveys, and an in-depth literature review of the hospitality industry. The BMC analysis focuses on key elements such as Customer Segments, Value Propositions, Distribution Channels, Customer Relationships, Revenue Streams, and others, with the goal of creating innovative and efficient strategies. The design results indicate a need to strengthen customer relationships through enhanced digital services and personalization, adjust the cost structure for operational efficiency, and develop key partnerships to expand market reach. Based on the SWOT and TOWS analysis, proposed strategies include the development of facilities that support business and technology activities, as well as increased promotion through digital channels to attract a wider market segment. The validation and evaluation process of the design results shows a high level of agreement from Park Hotel Jakarta management towards the proposed changes. The recommended business model implementation is designed to address specific needs and improve existing operational shortcomings, with the hope of strengthening the hotel's position in a competitive market. Through the application and evaluation of this new business model, Park Hotel Jakarta is expected not only to enhance its competitiveness and business sustainability but also to provide better and more satisfying services to its customers. With the right strategies and effective implementation, this hotel will be in a better position to grow in the future.

Keywords: Business Model Design, Park Hotel Jakarta, Business Model Canvas (BMC) Method, Hotel Business Effectiveness, Business Responsiveness, and Hospitality Industry Dynamics