

ABSTRACT

A company requires a structured and adaptive business process to achieve optimal growth. However, amid the rapid digital information technology revolution, challenges still exist for digital-based companies. SkillUp.id, as an e-learning platform, faces challenges in the form of unstable website traffic, even though almost all of its business processes are digital and hosted on its website platform. This issue can impact the company's revenue and future development if not addressed promptly.

This condition is closely related to the Business Model and SWOT analysis that the company applies, possesses, and faces. The aim of this research is to see the current SkillUp.id business model using the Business Model Canvas, analyze the causes and impacts of unstable website traffic, analyze the impact of unstable website traffic, design strategy recommendations and make Business Model Canvas recommendations.

This study uses a descriptive qualitative method. Primary data was obtained through interviews with sources including the Founder, CEO, IT Team, Marketing Team, Partners, Customers, Competitor's Customers, and Potential Customers. Meanwhile, secondary data was collected from documentation files from the sources, accredited online media articles, previous research, and books relevant to the research topic.

Based on the results of the analysis, several strategic recommendations were proposed for the company include leveraging communities, qualified human resources, brand awareness, as well as AI and CRM technologies to build trust in online learning and enhance user experience. Developing SEO-based marketing strategies, improving UI/UX, and launching onboarding programs for new users are also essential to attract new segments and remain competitive. Furthermore, a short-term roadmap should be developed to strengthen the company's competitive advantage amid market pressures.

The results of this research are expected to be implemented by SkillUp.id as a recommendation for optimizing its business development. Furthermore, this research can serve as a guideline for implementing business processes and provide benefits to other digital-based companies.

Keywords: *Business Optimization, Business Development, Business Model Canvas, Website Traffic, SWOT Analysis, Digital Strategy, SkillUp.id*