

ABSTRACT

Competition in the transportation industry, particularly on the Cirebon-Bandung-Kertajati route, is becoming increasingly intense with the rise of competitors and shifts in customer preferences for shuttle services. HD Travel Reborn faces challenges in maintaining its competitive edge amid the expansion of competitors along Cirebon-Bandung-Kertajati route. This study aims to evaluate the business model of HD Travel Reborn using Business Model Canvas with SWOT analysis to identify internal and external factors that influence business sustainability. This evaluation is expected to impact strategic that can be adapted by HD Travel Reborn.

The analysis was conducted using a qualitative exploratory method through interviews and case studies on HD Travel Reborn. The evaluation results show that HD Travel Reborn has a unique advantage over competitors. Particularly in its door-to-door service systems and exclusive fleet. SWOT analysis was used to formulate strategies for enhancing competitiveness through digital marketing optimization, leveraging technology in customer management, and diversifying services to be more flexible in expanding market reach.

The findings of this study are expected to provide insight into HD Travel Reborn competitive position and strategies that can be implemented to strengthen its strategic advantage. Furthermore, this research is expected to serve as a reference for transportation business in designing adaptive and sustainable business models that align with current industry dynamics.

Keyword: *transportation industry, Business Model Canvas , swot analysis*