

ABSTRACT

This study aims to analyze the value proposition and business model of Ayam Bakar Wong Solo in order to formulate strategies that enhance its competitiveness in Indonesia's highly dynamic culinary industry. Ayam Bakar Wong Solo is a well-established culinary brand that has evolved from a small food stall into a national and international restaurant chain. However, the rise of digital technology and new market entrants has created a demand for continuous innovation in the value offered to customers.

Using a qualitative case study approach, this research employs the Value Proposition Canvas and Business Model Canvas frameworks to identify the strengths and weaknesses in Wong Solo's value offering and business operations. Data was collected through interviews, observations, and documentation analysis.

The findings reveal that customers highly appreciate the distinctive taste and affordable prices as core values, yet challenges remain in service quality and digital adaptation. The study recommends strategies such as service enhancement, menu innovation, and leveraging digital platforms to expand market reach. These insights are expected to serve as strategic guidance for the development of Ayam Bakar Wong Solo and similar MSMEs in navigating modern market dynamics.

Keywords: *value proposition, business model canvas, Ayam Bakar Wong Solo, business strategy, competitiveness, culinary industry.*