

ABSTRACT

Creative Economy is a concept that puts creativity and knowledge as a key asset in driving the economy. In Indonesia alone, the creative economy had saved the Indonesian economy from the downturn current monetary crisis in 1998 and the role played by SMEs. One of SMEs in West Java which is engaged in the creative industries are medium-sized businesses in the field of handicrafts vetiver located in Garut district named Business Group (KUB) Zocha Graha Kriya.

This study aims to analyze the value co-creation with KUB Zocha use Business Model Canvas evaluated using the Value Net Analysis and design of business models to recommend a new canvas in the optimization Zocha role as co-creator value KUB Zocha.

The method used in this study is a qualitative research method with case study. This study had two phases which qualitatively to map the business model canvas and quantitative phase to support the process of qualitative research is to evaluate business models using questionnaires and SOAR matrix. Data collection techniques used are in-depth interviews and questionnaires to the informant related to business processes ZOCHA. The evaluation process is performed using the net value analysis, the researchers will conduct an analysis of the value added in cooperation owned by KUB Zocha.

The results of this study indicate that the Business Model Canvas beginning Zocha have not focused on the role of Value Co-Creator, a fundamental change in the net value of the business that is formed when Zocha into Value Co-Creator for creative SMEs in the city of Garut. Fundamental change lies in the complementary suppliers and can ultimately increase the intensity in the SME business Zocha access to reach customers and business partners creative SMEs increasingly widespread, and in increasing the role Zocha as Value Co-Creator fundamental change lies in the Key Resources (Key Resources). Thus, the increasing role of Value Co-Creator Zocha need to manage resources well between SMEs main creative Garut city that involved cooperation with Zocha in the creation of shared value.

Keywords: Value co-creation, Zocha, Value Net Analysis, SOAR Matrix, Business Model Canvas.