

## ABSTRACT

*Barbershop is one example of UMKM that is quite popular in Bandung City. For maintaining the business, barbershop needs to require a strategy that is engaged with the various real economic conditions, and business competition. This study uses value proposition and channel from business model canvas to investigate about that. Value proposition are expected to create value for specific customer segments, such as different available categories and quantifiable segments or qualitative. Channel is needed by organization to communicate with customers and contribute to providing propositions.*

*The aim of this study is to analyze value propositions and channels with business model canvas at UMKM barbershop in Bandung City. Data collections conducted in this study are interviews, and documentation on Trixs Barbershop, Rock N Roll Haircutting & Makeover, dan Barberpop. The method used in this study is qualitative-based descriptive.*

*Some of strategy implementation is similar among barbershop such as adaptaion, brand, competitive price, cost reduction, risk reduction, and direct channel, and some of strategy implementation is different such as new characteristics, access, performance, job completion, convenience, design, and indirect channel because of customer's needs adjustment.*

*Keywords: barbershop, business model canvas, channel, and value proposition.*