

ABSTRACT

Basically, all companies have a business model, whether consciously or not. On the other hand, the understanding of business owners on the business model they run can make the business more structured so that the direction of business development is clearer, which this company can use to continue to innovate, maintain quality and partnership relationships to be able to compete with competitors.

The purpose of this study is to describe and map the business operations of the screen printing industry by studying at the 'Tio Kingdom Screen Printing' approach to the Business Model Canvas. The research method used is descriptive qualitative analysis using the analysis of nine blocks of Business Model Canvas.

The results show that the canvas model business can describe the business conditions of Tio Kingdom Sablon and there are still weak aspects in Tio Kingdom Sablon that need to be updated, namely from the aspect of the Channel namely lack of promotion using social media such as Instagram, Facebook which is currently a very big to increase sales and introduce Tio Kingdom Sablon to the wider community and work together with the Event organizer. Key Resource aspects are still weak due to the limited number of workers from Tio Kingdom Sablon. Value Proposition aspect by adding products that can be customized like souvenirs. And aspects of the Key Activity by recording customer databases to make more structured the amount of expenditure and sales from Tio Kingdom Sablon. The conclusion of this study is that Tio Kingdom Sablon has applied nine elements of the Business Model Canvas that are interrelated but there are still weaknesses in some of the elements.

Keywords: Business model, Business Model Canvas