

## ABSTRACT

### Abstract

*Hasil Laut 77 is a micro, small and medium enterprise (MSME) that sells various types of needs in Tokopedia and Shopee e-commerce. However, sales in Tokopedia's e-commerce have decreased since October 2022. There are several factors causing the decline in revenue such as, promotional strategies are not optimal, more competitors, consumer behavior changes, the number of consumers decreases, new marketing platforms appear, only use Instagram as a promotional medium, seasonal squid so that when it is not in season, the stock owned is limited, sausage vacuums are damaged, and there is no revenue target. Hasil Laut 77 is an MSME that was established without a Business Model, therefore in this study an existing business model canvas will be made based on the results of observations and interviews. Therefore, a proposed business model was designed to increase the revenue of the Hasil Laut 77 business. This research uses qualitative methods to design Hasil Laut 77 business models using SWOT analysis methods. This research began with mapping the existing Business Model Canvas from Hasil Laut 77, then customer profile analysis, and then SWOT analysis. After that, a proposed business model was designed from Hasil Laut 77. From the results of the design of a proposed business model that focuses on marketing blocks, namely in the customer relation, customer segment, and channel blocks of Hasil Laut 77, a new marketing platform design was made through Tik-Tok to increase the revenue of Hasil Laut 77 on average, occurring increased revenue from Rp96,792,882 from March to October 2022 to IDR 105,663,747 from March to October 2023 The benefits that can be obtained by conducting this research are helping Marine Products 77 to develop model strategies business and become an example of business model development for businesses engaged in the same field*

***Key words: Business Model Canvas, Hasil Laut 77, Customer Profile, SWOT Analysis, Tik-Tok.***