

ABSTRACT

Mbok Rini Tour & Travel is a travel and tour business located in Kampung Inggris Pare, Kediri Regency, East Java, which was established in 2016 and provides three services, namely complete tour packages, travel to various destinations, and car rental. The company's monthly revenue target is Rp 90,000,000, while Mbok Rini Tour & Travel's average monthly gross revenue is currently Rp 74,207,500, or 17.55% below the target. There are various causes of the problem that can be identified, including the limited market currently served, drivers who make consumers uncomfortable, admins who are less responsive, technical problems with the vehicles used, lack of vehicle and driver resources when there is an increase in customers, and the ineffective promotional media brochures and Whatsapp used now. These problems are interrelated, and solutions need to be found simultaneously, in this case an evaluation and design of a new business model for Mbok Rini Tour & Travel is needed. This research will use the Business Model Canvas (BMC) method. The data required for this improvement process are current business model data, customer profile data, and business model environment analysis data. These three data will be used to compile and assess the current business model with 7 questions analysis and to conduct SWOT analysis which is the basis for the proposed business model design process. The design results show that there needs to be a significant addition to the customer segment block by targeting new individual customers, namely residents of sub-districts around Kediri Regency. In the channels block, there is also a proposal to use social media as a promotional tool and utilize paid advertising so that it can reach more potential customers. To overcome the problem of lack of resources, cooperation with business partners and joining similar business communities is built in the key partnerships block. In addition, there is also a new value proposition that will have an impact on increasing the revenue stream block, namely the documentation service in the tour package.

Key words : Business Model Canvas, Mbok Rini Tour & Travel, Business Model