

## ABSTRACT

Traveled into mere biological necessity for humans at this time to meet the physical and spiritual. Travelling has become a lifestyle community from the first to get new experience or just relieve tired. With so many tourist attractions, being a separate competition in the tourism sector to get the tourists as much as possible. One of the tourist attractions, is the Village of Arts and Culture Jelekong located in Kab.Bandung and also surrounding area a many other tourist attractions that can be visited by tourists. With so many other tourist attractions located around Jelekong Kampun is how to get the tourists as much as possible. Therefore based on the exposure, researchers conducted a study titled “The Formulation Of Development Strategies Tourism Arts And Culture Village Jelekong Using Approach *Business Model Canvas Innovation 3.0*”

This research was conducted in order to photograph the business model of the Village of Arts and Culture Jelekong currently use Business Model Canvas Innovation 3.0, then the business model will be evaluated using SWOT analysis, and then use the Matrix IFE, EFE Matrix, Matrix IE and QSPM to decide and determine strategies which is the best alternative that can be recommended.

This research is a case study with qualitative methods. Collecting technique uses interview and observation. In addition, using a questionnaire to determine which factors influence the strategy formulation.

Results of the study shows that the business model Jelekong village has good views of nine business model building blocks. From this research found the Village of Arts and Culture Jelekong able to maximize existing strengths, to cover weaknesses that is based on the results matrix of IFE with a total score of 3.9875. And the results EFE matrix of the Village of Arts and Culture Jelekong get a total score of 3.71589 which indicated already take advantage of the opportunities that exist and are ready to face the threat. With a total score of IFE and EFE matrix menampatkan Village of Arts and Culture Jelekong on cell 1, the IE matrix analysis results which produces 3 alternative strategies, namely Market Penetration, Market Development, and Product Development.

Therefore, based on the results of Matrix IE and implemented using QSPM Market Penetration strategy is most suitable for the Village of Arts and Culture Jelekong with highest TAS (Totsal Attractiveness Score) score 6.525

Key Word: *Business Model Canvas Innovation 3.0, IFE, EFE, IE, QSPM*