

ABSTRACT

Micro, Small or Medium-sized Enterprise (SME) is a small business unit functioning as a place to provide alternative productive business activity, alternative credits, as well as employment and becoming the power of creative economy in Indonesia. Jatinangor is one of area being the center of creative economy for Sumedang region. Based on the data of Jatinangor, industry center in Jatinangor is Cipacing village which is one of its creative industry activity is sofa craftsmen. The sofa craftsmen have potential to be more developed than this time, however limitation of human resource, capital, and marketing become obstacles to craftsmen to evolve.

Through this research, there will be an analysis of building block of Business Model Canvas (BMC), which is customer segment, value proposition, channels, customer relationship, revenue stream, key partner, key activities, key resources, and cost structure existing within the craftsmen currently. After that, SWOT analysis which is conducted to find out strength, weakness, opportunity, and threat held by the craftsmen and generate new business model which is more developed.

Method of collecting data performed by semi-structured interview and unstructured direct observation into the field. Interviewee is trusted person who understand condition in the field. And the interview result describe the model business condition held by the craftsmen currently, as well as the strength, weakness, opportunity, and threat.

Based on the interview and the analysis, from nine building blocks in the Business Model Canvas, one of building block is customer relationship has not been done by the craftsmen. While based on SWOT analysis, found some weakness' and threats for each building block in Business Model Canvas of the craftsmen and less coordination, as well as government attention to the craftsmen.

According to the research results, therefore to improve all aspects in Business Model Canvas which is related to one another, the craftsmen in Jatinangor need to coordinate with the government in order to get a training program to improve human resource and marketing and also support tools. Besides, the craftsmen in Cipacing, Jatinangor, need to cooperate and synergize to evolve sofa industry in Cipacing, Jatinangor in order not to compete and recognized by the public.

Keywords: Business Model Canvas, SWOT analysis, creative industry