

ABSTRACT

The Development of the Textile Industry and Textile Products is one of the mainstay sectors that contributes positively to the growth of the national non-oil and gas sector that is classified as labor-intensive to enhance Indonesia's economic growth. One of the textile industry companies in the city of Bandung was the object of this study, namely the socks industry company by the name of PT Soka Cipta Niaga. The research conducted is adjusted to the problems owned by the company, namely in terms of the selection of the consumer segment and also the Halal Brand. Because of these problems, the researcher tries to make a research to create a business model design using empathy map, so that this goal can answer the Company's Problems.

The research method using the Qualitative Method, conducted with Interview with consumers of Soka and choose Muslim Women Segment, and the selection of informants was using the Triangulation Technique. The results obtained in the interview process with Soka sock consumers will be analyzed to be a Mixed Empathy Map dan Business Model Canvas Design for PT Soka Cipta Niaga.

Analysis validity of the data in the research will be carried out by the Member Check method aimed at informants and also the company as a valid data source. In processing the data in Chapter 4 (four), the researcher chooses the Tag Crowd Method to examine the word usage that the researcher presents in the interview table.

Keywords: Strategy Management, Business Model, Business Model Canvas, and Empathy Map