

ABSTRACT

The term social commerce has also been claimed by many different businesses from social media marketing to B2B (Businesses to Business) companies. Social Commerce is a system where non-professional individuals (agents) are valued by the platform for generating sales by sharing product information through offline and online means.

The flow of distribution is something that must be considered in the Social Commerce business model, because users, especially in the field of commerce, really want speed in transactions, like direct transactions. One of them is Social Commerce in Indonesia, Evermos, there are problems that occur in the distribution flow between vendors and resellers which causes many complaints faced by customers. This relates to distribution channels that are in the channel blocks in Business Model Canvas.

The purpose of this study is to design a business model improvement that is happening to Evermos based on the results of a SWOT analysis using UML (Unified Modeling Language) modeling in order to be able to overcome the problems faced by Evermos.

The research method used is a Mix Method. Qualitative data obtained from primary data collection is done through interviews with informants. Furthermore, secondary data collection sourced from articles, previous research, books, and related reference journals. Then this study also conducted validity and reliability regarding the recommended business models using the GWET ACI statistical method

The results of this study are recommendations for improving the business model in the form of a recommended system user interface mockup. Mockup user interface is designed using the system development life cycle waterfall and UML modeling. Mockup design is made using Figma tools.