ABSTRACT

CV. Deras is a company engaged in *outdoor* advertising. Responding to business prospects that continue to grow with increasing demand, currently there are more and more *outdoor* advertising companies in Indonesia, including those engaged in advertising. This increase makes the competition in this sector even tighter. In the midst of increasing demand for *outdoor* advertising, which of course has an impact on demand in this sector, CV. Deras actually experienced a decrease in income. To survive, CV. There needs to be a business model. At the very least, if you use the business model canvas, there are several blocks that need to be improved, namely the channel block, value proposition, key resources and key activities. This study aims to develop a business model of CV. Rapidly using the business model canvas. The data needed to carry out this evaluation are the current business model obtained through observations and interviews with company owners, customer profiles obtained through interviews with business customers and customers, as well as data on the company's business environment obtained through literature studies. All of this data is used to conduct a SWOT analysis in order to find the strengths, weaknesses, opportunities and threats of CV. Deras, which is then used to formulate strategies. The next step is to design the current value proposition and business model canvas. The results of the evaluation of the CV business model. Deras is the need to increase product variety, one of which is through customization for warranty products, services offered through the website, providing and optimizing customer relationship management, and increasing revenue from several aspects.

Key words: Business Model, Business Model Canvas, Advertising industry, *Outdoor* advertising, billboards.