ABSTRACT

PT Batemuri Tours is a tourism service provider company that has been established since 1971, and provides travel services, Umrah and Hajj trips, travel document management, vehicle rental, and travel partners in organizing events. During and after the pandemic, the company's revenues and profits decreased significantly, which was partly due to the closure of Umrah and Hajj trips and travel restrictions caused by transportation regulations by the Indonesian government. To overcome the problems that occur, it is necessary to evaluate and improve the company's business model. Evaluation and improvement of the business model is carried out using the Business Model Canvas method. The data required is the current business model data obtained by observation and interviews with company owners and employees, customer profile data obtained through interviews with service users and business environment data obtained through literature studies. This data is used to conduct a SWOT analysis, the results of which are used to design strategies that form the basis for designing new business models. The proposed business model improvement is mainly in the channel block where the company can improve the consistency of social media content as well as the creation of new social media accounts and the key resources section where the company can add human resources to operate office facilities that are not yet operational.

Keywords — PT Batemuri Tour, *Business Model Canvas, Analisis SWOT*, *Value Proposition Canvas*.