ABSTRACT

This research is conducted in order to find out how to design a new business model for cabin rahong using the Business Model Canvas strategy method which consist of 9 blocks (Customer Segment, Value Proposition, Customer Relationship, Channels, Revenue Streams, Key Resources, Key Activites, Key Partnership, Cost Structure) and also redesign using SWOT analysis (Strength, Weakness, Opportunites, Threats) on the 4 dimensions of the Business Model Canvas on the cabin rahong object, namely the value proposition dimension, cost and income dimension, infrastructure dimension, and the last one is customer relationships

The theory that the researcher uses in his research is the Business Model Canvas and SWOT analysis by Osterwalder and Pigneur (2012), then the TOWS matrix by Fred R. David (2015). The method used in the research of the cabin rahong business model is descriptive by using qualitative analysis. The method used to collect research data using interviews, observation, documentation, and also questionaire to perform a SWOT analysis

The results showed that the condition of Business Model Canvas cabin rahong was still using the conventional business model. During the SWOT analysis and the TOWS Matrix, the results show that there are several strategies to make recommendations for redesigning the Business Model Canvas for cabin rahong. The redesign of the business model cabin rahong can take advantage of channels that can reach a wider and more diverse customer segment, and can maintain the services that cabin rahong has done. The results from the TOWS analysis will form the basis of the new Business Model Canvas results

Keywords: *Business Model Canva*, SWOT, *Business Model*