

ABSTRACT

Culinary is one type of creative industry that utilizes the creativity, skills and talents of each individual in creating a value for the common welfare and employment opportunities for the community. Bandung Kunafe, a cake-type food that is very popular nowadays, especially in the city of Bandung, is also one of the souvenirs intended for tourists from outside the region who have visited the city of Bandung. The purpose of this study is to find out how the nine blocks of the Business Model Canvas and the strategy of SWOT analysis in Bandung Kunafe. The research method used is descriptive qualitative which is implemented through interviews and documentation studies that contain a description or description of something. In addition, this study collected data through interviews with various sources.

Keywords: Bandung, Bandung Kunafe, Business Model Canvas, SWOT