

ABSTRACT

One of the sectors that plays an important role in the economic recovery process is MSMEs. The characteristics of MSMEs can be said to be units, because their numbers dominate in the structure of the Indonesian economy, and continue to grow every year. The contribution of MSMEs is recorded at around 61 percent of national GDP and absorbs 97 percent of the total workforce. In every crisis period, MSMEs even become buffers, are resilient, and can recover well. The Indonesian government pays serious attention to the MSME sector. One of the strategies for developing MSMEs to improve is through increasing access to financing. Apart from financing, the competitiveness of MSMEs can also be improved through digital innovation. In order to be competitive in this era, MSMEs need to adjust their performance patterns, both business processes and services so that they can be faster, more effective, and more efficient.

The role of logistic plays a fairly important role. The logistiks sector is considered very potential to be good during the COVID-19 period. Logistiks is currently a business that still exists in the midst of a pandemic and must continue servicing, serve its consumers well and continue to prepare for business after COVID-19 or Preparing Even though the potential is currently great, the logistiks industry still has to be vigilant. Because not all people immediately change their shopping habits to online, which is distributed through the logistiks business. Locallogistiks players began to focus on using IT. In addition to making it easier, it is also more operationally efficient in the long term. Technology plays a very important role in supporting logistiks. Players who enjoy business during the COVID-19 period are also one of them because they have a renewable IT system. So that it can be integrated with the e-commerce industry

This study aims to validate the business model using the business model validation method for the development of service products in CV micro-enterprises. Kitra Indah which is engaged in logistiks by testing prioritized Business Model Canvas blocks.

The research method used is a case study method with a qualitative approach that defines research that intends to understand the phenomenon of what is experienced by the research subject, for example perception, behavior, motivation, action, etc. holistically, then n by way of description in words and language.

The results showed that of the 3 hypotheses taken there were 2 hypotheses which were said to be valid and 1 which was said to be invalid. After validating using several tests, the researchers formulated some follow-up suggestions for product development based on the results that had been found. Seeing the results of the study it can be concluded that the valid CV Kitra Indah is in the Channels and Key Resource blocks while the invalid ones are in the Revenue Stream

Keywords: Business Model Canvas, product development, business idea testing, business model validation