ABSTRACT

Indonesia is a country that has abundant forest wealth. The increasingly rapid development of the wood industry will affect the wood waste produced. In addition, the development of the digitalization era, such as the existence of e-commerce as a shopping site, has supported online shopping activities. One business that took advantage of these factors was Jaklocka. Akclocka is a business that operates in the field of wooden watches. Currently, Jaklocka is experiencing business problems, especially unstable financial conditions, lack of proper marketing, and lack of human resources. In this case, Jaklocka needs to evaluate its business model. Thus, this research was conducted to evaluate the current business processes in Jaklocka throught the use of the Business Model Canvas. In order to find out the state of the existing business in Jaklocka, it is necessary to have data through interviews with Jaklocka owners, internal company data, company external data, interviews with Jaklocka customers, and using literature studies. Then, conduct a SWOT analysis which is used as a consideration of the proposed strategy. Next, a value proposition canvas is designed. When its completed, a draft of the proposed business model proposal for Jaklocka will be obtained. Thus, these results are and end result of this study. The main change proposed in this research is the proposal of a new customer segment, namely people with disabilities and sports hobbies in the customer segment block. In the value proposition block, there are additional values   in the form of water resistance, inclusive design and exclusive design. In the channel block, it is proposed to increase utilization and open new social media, namely Tiktok, resellers, physical stores, and participating in events or exhibitions. With this addition, there will be additions to the revenue stream block, namely new product sales and offline sales.

Kata kunci — *Jakcloka, Jam Wood Wooden Watch, Business Model, Business Model Canvas*