

## ABSTRACT

*Modest fesyen has become the latest global trend in the modern world. The Muslim and Muslimah fesyen industry is one of the biggest drivers of the creative economy in Indonesia. The increasing demand for Muslim fesyen in Indonesia is driven by several factors. One of the main drivers is the increasing middle class, with increasing disposable income and increasing desire for fesyenable clothing. The Muslim fesyen industry in Indonesia is expected to not only meet the needs of the large Muslim population in the country, but also have a significant impact on the global fesyen scene. Of the many business actors in the Muslim fesyen industry in Indonesia, one of them is Leika Hijab. However, in the past few years, precisely from 2020 to 2022, the income received by Leika Hijab has continued to decline.*

*The purpose of this study is to develop the Leika Hijab business by analyzing Leika Hijab's Business Model Canvas, analyzing Leika Hijab's strengths, weaknesses, opportunities and threats using BMC, PESTEL, and Five Force industry analysis and formulating new strategies that can be integrated into the current BMC. The research was conducted using qualitative methods using analysis techniques such as interviews and case studies.*

*The results of the study showed that the Business Model Canvas in its current condition is generally said to be quite good because Leika Hijab fulfills 9 elements. After the BMC analysis was carried out, it was then reviewed from the PESTLE aspect, Porter's Five Force. The results showed that there were 9 elements of the company that needed to be improved by adding important points to each factor, especially in the elements of value proposition, channels, and customer relationships.*

**Keywords:** *UMKM, fesyen business, canvas business model, SWOT analysis, PESTLE analysis, Porter's Five Force analysis, Leika Hijab*