

## **ABSTRACT**

*The modern era in Indonesia is experiencing rapid development, especially in the business competition sector. This is marked by technological advancements that can have significant impacts on various sectors, including the technology industry.*

*This research aims to assist a technology industry company based in Bandung City, namely PT. Langgeng Sejahtera Kreasi Komputasi (PT. LSKK), in developing its business and addressing ongoing issues by providing strategic recommendations through a new Sustainable Business Model Canvas design. Furthermore, this research aims to pay attention to and positively impact social and environmental factors within the scope of PT. LSKK.*

*The method used is qualitative with a descriptive approach. This research focuses on the business unit, PT. LSKK, through interviews, observations, and documentary studies involving internal and external stakeholders during the cross-sectional implementation period, with the researcher's involvement not interfering with the data.*

*The results of this study indicate that PT. LSKK has a main strength, partnering with PPTIK ITB and also has several weaknesses, problems in human resources and also a decrease in sales levels from year to year. This study is expected to provide a sustainable business strategy with the Sustainable Business Model Canvas which is useful as a recommendation or suggestion for developing a business strategy at PT. LSKK in the future.*

**Keywords:** *Technology Industry, Sustainable Business Model Canvas, Business Development*