

ABSTRACT

This research aims to analyze business models using the Business Model Canvas approach, determine the elements that influence the implementation of the pivot strategy on the Business Model Canvas, and determine changes in the implementation of the pivot strategy on the Business Model Canvas at the Prima Academy Company. The implementation of the pivot strategy used in the Business Model Canvas is a strategy according to Sven (2004) by identifying four alternatives in pivoting which include customers, technology, business system infrastructure, profitability/economy. This research uses qualitative methods, through a case study research strategy. The aim is to explain and describe the phenomenon in depth regarding the implementation of the pivot strategy on the Business Model Canvas in the Prima Academy company. The approach taken to review the use of pivot strategies in companies uses a cross sectional study approach. The research results reveal that the application of the Business Model Canvas at the Prima Academy Company currently uses nine core elements of business which include Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Main Resources, Main Activities, Main Partners, Cost Structure. The elements used to support the implementation of the pivot strategy on the company's business model canvas to increase opinions are carried out by applying the four business models contained in the pivot strategy which include customers, technology, business system infrastructure, profitability/economics. The changes that occurred in the Business Model Canvas in the Company were carried out through a strategic pivot, experiencing two changes, namely 1) implementing a customer-focused business by prioritizing customer interactions and satisfaction, 2) implementing E-learning technology, 3) implementing various interactive media to make it easier students receive materials only, through videos, animations and simulations.

Keywords: Model, Business Model Canvas, Start Up, Football, PT Prima Nusantara