

ABSTRACT

Rumah Cantiq Ika is a micro, small and medium enterprise (MSME) that sells apparel products such as clothes, skirts, prayer mats, bags, and so on with batik motifs. Rumah Cantiq Ika's business has been established since 2013. In its development, Rumah Cantiq Ika experienced a decline in sales caused by many factors such as social media management that has not been maximized, more competitors, more diverse competitor marketing platforms, consumers decreasing, and no business performance analysis. After identifying the problem, potential solutions that are possible to solve the problem were selected. Based on the potential solutions, the solution that solves the most root causes is business model design.. The next process is data collection with the mechanism of interviewing the owner, distributing questionnaires to customers, and also literature study. Rumah Cantiq Ika has not mapped their business model so a Business Model Canvas was created for the existing model with data derived from interviews with the owner. The results obtained in the questionnaire distributed to customers were used to identify Customer profile. From the business model mapped through the Business Model Canvas and Customer profile, a SWOT analysis was made to determine the internal and external factors of the company in order to design the most suitable new business model. After the analysis, a Value Proposition Canvas was created with SWOT as a reference. The results of SWOT and Value Proposition Canvas became the design of the proposed business model for Rumah Cantiq Ika with Business Model Canvas. The blocks designed in the proposal are value proposition, customer segment, channel, customer relationship, key activities, key resources. Furthermore, TikTok was designed as a new marketing platform used by Rumah Cantiq Ika to market its products. The benefits that can be obtained by doing this research are the development of a business model strategy and an example for similar businesses.

Key words : Business Model Canvas, Customer profile, SWOT analysis, TikTok.