

RANCANGAN BISNIS DENGAN BUSINESS MODEL CANVAS (BMC) DI

DHE CAFÉ, DENPASAR TIMUR

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ABSTRAK

Semakin banyaknya penikmat kopi di Bali dan Indonesia membuat bisnis cafe bertumbuh dengan pesat dan persaingan yang ketat, salah satu kedai kopi yang menonjol adalah DHE Cafe dengan tema *gallery coffee* yang memiliki keunikan dalam segi sistem, lokasi, interior dan produknya. Tujuan dari perancangan bisnis ini adalah untuk mengidentifikasi dan menganalisis desain bisnis DHE Cafe di Denpasar Timur. Penelitian ini menggunakan pendekatan *Business Model Canvas* (BMC). Hasil penelitian menunjukkan bahwa ketika merancang model bisnis, *Aesthetic producers, Business design, strategy and innovation, The Business Model Concept* dalam bentuk rencana bisnis yang mempengaruhi setiap elemen bisnis model kanvas. Acara, mitra utama, saluran, segmen konsumen, dan aliran pendapatan. Hubungan konsumen perlu ditingkatkan untuk mempertahankan customer.

Kata kunci: *Aesthetic producers, Business design, strategy and innovation, Business Model Concept, Business Model Canvas.*

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ABSTRACT

The increasing number of coffee connoisseurs in Bali and Indonesia makes the cafe business grow rapidly, and competition is getting tougher. One of the most famous coffee shops is DHE Cafe, with a unique coffee gallery theme in terms of system, location, interior, and product. The purpose of this business design is to identify and analyze the business design of DHE Cafe in East Denpasar. This research uses the Business Model Canvas (BMC) approach. The results show that when designing a business model, producer aesthetics, business design, strategy, and innovation are all affected by the business model concept, which is a business plan that affects every element of the business model canvas. events, key partners, channels, consumer segments, and revenue streams. Consumer relations need to be improved to retain customers.

Keywords: Aesthetic producers, Business design, strategy and innovation, Business Model Concept, Business Model Canvas