

ABSTRACT

This study aims to analyze the formulation of the Business Model Canvas at PT. Perdana Satria Trans (Perdana Rent Car). And also find out the BMC innovations carried out by PT. Perdana Satria Trans (Perdana Rent Car) uses an effective SWOT analysis in the Central Java region.

This research method is descriptive quantitative. Informants in this study were the leadership and management of PT. Perdana Satria Trans (Perdana Rent Car). Collecting data using interviews and documentation studies. Data analysis used the Miles and Huberman method.

The results showed that the customer segments of PT. Perdana Satria Trans (Perdana Rent Car) consists of local people who do not own a car, domestic and international tourists who are visiting Banyumas Regency as well as agencies, institutions, or businesses that need a fleet. Value propositions consist of a well-maintained, clean, healthy and up-to-date fleet; has an easy rental system and shuttle method, affordable prices and a full fleet of insurance and living taxes. The channel consists of the official website, social media, print and electronic advertisements, available on travel applications and car rental association members. Customer relationships by having a customer database and sending promos. Revenue streams consist of car rental activities, commission withdrawals from work transactions with other car rental companies. Key resources are physical resources, human resources, company money and intellectual assets. Key activities are renting vehicles, maintaining vehicles and collaborating with agencies, tour and travel bureaus, travel companies. Key partnerships with Banyumas car rental associations, travel application service providers, local tour and travel bureaus and agencies, other companies, travel companies. And the company's cost structure consists of fixed costs and variable costs. Business innovation on the nine elements of BMC using a SWOT analysis conducted by PT. Perdana Satria Trans (Perdana Rent Car) consists of four strategies. SO and WO strategies can be carried out on aspects of customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships and cost structure. ST strategy can be applied to the aspects of value propositions and revenue streams. WT strategy can be applied to aspects of customer segments and value propositions belonging to PT. Perdana Satria Trans (Perdana Rent Car).

Keywords: *Business Model Canvas, Car Rental Business, SWOT Analysis*