ABSTRACT

Changes in the business environment require companies to possess adaptive business models to support long-term sustainability. CV Karya Cipta Prastyo, a digital printing and promotional media company, faces operational challenges, evidenced by a drop in on-time completion rates (92% in 2023 to 78% in 2025) and an increase in rework (3% to 7%). This study aims to analyze the company's business model using the Business Model Canvas (BMC), examine its link to employee performance issues, identify key driving factors, and formulate improvement strategies.

Using a descriptive qualitative case study approach, data were collected from six purposively selected informants via interviews, observations, and documentation. The data were analyzed through coding, BMC mapping, linkage analysis, and strategy formulation.

The findings reveal that performance issues stem from miscommunication, file errors, customer revisions, equipment downtime, material delays, and quality control gaps. Key activities, key resources, key partnerships, and cost structure were identified as the primary elements affecting performance. Recommended strategies include standardizing order processes, conducting file preflight checks, enforcing multi-tiered quality control, implementing preventive maintenance, cross-training staff, and strengthening supplier management. These measures aim to boost punctuality, reduce waste, and ensure overall business sustainability.

Keywords: *Business Model Canvas, business model, employee performance, digital printing, business sustainability*

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