

## **ABSTRACT**

*Zora Radio is a company engaged in the radio industry. The customer segment of Radio Zora itself is a listener and advertiser customer. The listening segment is the customer listening to Zora Radio. Advertiser customer segments are customers who promote their products or services to promote. How to deliver the Business Model Canvas is quite simple through a piece of paper which is divided into 9 components. Evaluation of business models is one of the ways used to improve company competitiveness. This study adopts the Zora Radio business model using the Canvas Model business. The initial step of conducting this research is to map the company's existing business model in which this data is obtained from observations and interviews, then conduct customer profiles obtained from questionnaires and interviews for customers, and conduct an analysis of the business environment using data from library studies aimed at testing benefits and loans issued by Radio Zora. Next is the SWOT analysis to discuss the strategies of each block as consideration for the approval and approval of the business model in which the data obtained is obtained from a questionnaire against the company. After the strategy design is complete, the next is the design of the canvas proposition value that is needed to be carried out a process between the value proposition and the customer profile. Then next is discussing a new business model for Radio Zora. Proposed strategies to improve improvement add media to compile broadcasts, enhance various communities, improve the quality of creative teams, improve the quality of producers.*

*Keywords: Radio Zora, Business Model Canvas, Business Environment Analysis, Customer profile, SWOT analysis, Value Proposition Canvas.*