

ABSTRACT

Creative industries in Indonesia are divided into 17 sub-sectors in Indonesia. Currently, it is noted that there are three sub sectors of the creative economy that provide the highest contribution in Indonesia, namely the culinary industry with 41.40% culinary, followed by the fashion at 18.01%, and the craft industry at 15.40%. Sub fashion is one of 17 sub sectors of the creative economy which is also included in the 3 leading categories of the creative economy. Sub fashion, it is certainly one of the references for promising business opportunities to do. In addition, fashion is included in one of the human lifestyles in appearance that reflects self or group identity. Business in fashion is defined as everything related to fashionable clothing or clothing made as a means of creative industry and produced by fashion designers. Esens is one of the original products made by the nation's children who are engaged in the Micro, Small and Medium Enterprises (MSMEs) which are included in the fashion. Esens is a denim care product called Denim Refresher which is a liquid that is useful as an antibacterial, scent and prevents the growth of fungus on denim/jeans. Esens produces two main types of products, namely Denim Refresher and Denim Detergent. Esens experienced several problems, including the quality of human resources, especially in terms of slow service, underutilization of technology, especially marketing media, the number of sales of Esens products was not optimal, the sales target for Esens products was not evenly distributed, the products offered by Esens were less varied, and income. which tends to decrease. In order to survive, it is necessary to design the current Esens business model using the Business Model Canvas (BMC) by taking into account the nine elements contained in it. The nine elements include Customer Segment, Value Proposition, Customer Relationship, Channels, Revenue Streams, Key Activities, Key Resources, Key Partnership, Cost Structures. The steps taken to evaluate the first business model are mapping the current business model based on data obtained from interviews with owners, then identifying customer profiles based on questionnaires that have been distributed to customers, the next stage is the Esens environmental analysis stage. by using literature study data that aims to analyze the opportunities and threats of Esens. The next stage is the SWOT analysis stage by distributing questionnaires to Esens internal parties with the aim of getting the appropriate business strategy, then making a

value proposition canvas (VPC). The last stage is to determine the best proposed business model design by generating several proposals including creating social media (Facebook) and adding e-commerce (Shopee), improving special services by creating customer loyalty (reward points), creating tutors for reseller, providing product bonuses, adding variations in Esens aromas, creating a dropship customer segment reseller, creating quality employees by trainers, benchmarking with competitors, collaborating with partners to support liquid filling machine technology, techniques for making Esens raw materials, especially soap using olive oil and reduce fragrance, create marketing by creating digital marketing, create sales partnerships with offline, add revenue streams from product variations, add other income from tutors in the reseller, increase revenue from sales segment online through e-commerce , expanding the search for suppliers of raw materials at lower prices.

Keywords: Esens, BMC, Environmental Analysis, SWOT, VPC