

**Kata Kunci :** Validasi model bisnis, kanvas model bisnis, *testing card*.

### **ABSTRACT**

*The Micro, Small and Medium Enterprises sector in Indonesia is recovering its business situation after a pandemic of approximately two years. This Micro, Small and Medium Enterprise is one of the most affected by the pandemic. One of them is in the travel industry which is almost paralyzed due to government policies related to travel and restrictions on community activities. Currently, various policies to relax community activities in line with the recovery from the pandemic, especially in travel regulations, are now required to make adjustments to changing market needs and flexibility of government policies in running their businesses.*

*This study aims to validate the business model by using the microenterprise business model validation method in the travel industry by testing nine blocks of the prioritized business model canvas.*

*This research uses qualitative methods. The data collection technique is by interview and observation in a mandala. The resource persons involved are business owners and customers. Where the resource person of the business owner will be interviewed about his business while the customer will be interviewed about the program offered by the company. According to customer requirements. Where the second data will be used to validate the suitability of the value that will generate suggestions and follow-ups for Arjuna Travel Corner microenterprises.*

*After validating with testing, researchers will formulate suggestions and follow-ups to create a new business model run by Arjuna Travel Corner.*

**Keyword :** *Business validation, Business model canvas, Testing card.*