

ABSTRACT

One type of drink that is popular in society is coffee. Coffee is the world's main tropical commodity trade, accounting for half of total tropical commodity exports. The increasing popularity of coffee makes coffee shops a promising business so that it targets high business competition every year following cultural developments, including digital business. 372 Kopi Indonesia is one of the coffee business players that still adheres to the principle of offline sales so development is needed in running its business in order to survive in the world of the coffee business. One thing that needs to be done is digital business expansion and changes in management strategy. The research method used is qualitative, the research strategy is a case study, the unit of analysis used is an organization, the involvement of researchers is minimal interference, the background of this research is a non-contrived setting and the time for conducting the research is a cross-sectional study. The results of this research are to analyze the existing business model canvas which will identify the company's external and internal factors. External data analysis using PESTEL, Porter's Five Forces, and competitor's analysis. Meanwhile, internal data analysis uses the VRIO framework and value chain analysis. Next, these data are summarized using a SWOT matrix which is linked to business strategies using Porter's Generic Strategies, so that a New Proposed Business Model Canvas (BMC) can be proposed to see the possibility of developing the digital business of 372 Kopi Indonesia.

Keywords: *Coffeeshop, Business Digital, Business Model Canvas, PESTEL, Porter's Five Forces, Competitors Analysis, VRIO, Value Chain Analysis, SWOT.*