

ABSTRACT

Probioterra Lestari is a company engaged in the traditional medicine industry based on probiotics, located in Surakarta City. Its main product, Bioterra, is a probiotic herbal supplement designed to support health and maintain microbial balance in the human body. Amid the rising trend of healthy lifestyles following the COVID-19 pandemic, the company faces several external challenges such as increasing raw material prices and the emergence of substitute products, as well as internal challenges including limited distribution, suboptimal digital marketing, and underdeveloped human resources.

This study aims to develop a business model innovation using the Business Model Canvas (BMC) approach and to propose a new, more adaptive business model. The research employs a qualitative descriptive method with a case study approach. The initial phase involves observation and in-depth interviews with internal stakeholders and customers of Probioterra Lestari, followed by mapping the current business model. The next steps include the development of a Value Proposition Canvas and an analysis of the internal and external business environment. The final step is the design of a proposed business model based on the BMC framework. The outcome of this research is a proposed Business Model Canvas tailored to the needs and challenges faced by Probioterra Lestari. The business innovation focuses on enhancing digital marketing activities, expanding market segments, strengthening distribution channels, and improving human resource capacity. Based on the conducted analysis, the proposed business model is expected to enhance the competitiveness and sustainability of Probioterra Lestari in the future.

Keyword : Business Model, Business Model Canvas, Value Proposition Canvas