

***Business Analysis of Umrah Travel Using the Business Model Canvas Method
at PT. Elaqsho Indah Wisata***

Prisilia Angel Tantri, SE., M.M
(Advisor 1)

Rizky Kurniawan Efendi
Digital Business Study Program
Department of Business

ABSTRACT

This research is motivated by the increasing number of Umrah pilgrims in Indonesia and the intense competition in the Umrah travel industry, which requires companies to have a structured and adaptive business model. PT. Elaqsho Indah Wisata, as one of the Umrah travel organizers, faces challenges in the form of fluctuating numbers of pilgrims that have not consistently reached the target of 30–35 pax per departure. This study aims to identify and analyze the implementation of the nine elements of the Business Model Canvas (BMC) in supporting the achievement of the company's targets. The research method used is descriptive qualitative through interviews, observations, and documentation. The results show that the company has implemented the nine elements of the BMC in a structured and integrated manner, including appropriate customer segmentation, systematic operational activities, and a realistic cost structure. However, several elements such as value proposition, channels, customer relationship, and key partners still require optimization, particularly in service innovation, strengthening digital marketing, establishing a formal customer satisfaction evaluation system, and diversifying partnerships. Overall, the company's business model has been running fairly well, but continuous development and innovation are necessary to consistently and sustainably achieve the target number of Umrah departures.

Keywords: *Business Model Canvas, Business Model, Business Strategy, Company Target, Umrah Travel*