

## STUDI KOMPARASI MODEL BISNIS BIRO PARIWISATA DAN SITUS RESERVASI ONLINE

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Business model describes how a company makes money. Business model canvas (BMC) is an excellent tool to show how a company makes money via nine building blocks. The nine building blocks are (1) customer segments, (2) value proposition, (3) channels, (4) customer relationships, (5) revenue streams, (6) key resources, (7) key activities, (8) key partnerships, and (9) cost structure.

This research is aimed to compare business model of conventional travel company and online reservation website through BMC. The methods of this research are indentifying the BMC of both of two companies and then comparing them.

The conventional travel company and online reservation website have similiarities and differences. The result of this research shows the similiarities and differences of both of two companies.

**Keywords:** Business Model, Business Model Canvas, Comparison, Customer Segments, Value Proposition, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.