ANALISIS MODEL BISNIS KANVAS PENGELOLAAAN TEACHING FACTORY DI SMK TATA BUSANA DI YOGYAKARTA

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ABSTRACT

Abstract. Directorate of Technical and Vocational Education Ministry of Education and Culture encourages Indonesian Vocational High School to to apply teaching factory learning concept to bridge education with industry needs. The aims are direct touch of students to industry system, bring students and teachers industry experience, industry supports to improve school facilities and minimize the gap between the needs of industry competence and knowledge of the school. At the completion of teaching factory students should be able to working properly and having entrerpreneurship experience. This study aims to describe the teaching factory at fashion design vocational high school viewed from the aspects of the Business Model Canvas. There are the nine building blocks Business Model Canvas, among others Customer Segments, Value propositions, Channel, Customer Relations, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure.This study used qualitative methods. Modeling by interviews using the Business Model Canvas building block. The results showed that should be improve in terms of the formation of new segmentation, exted distribution chanel to digital world , addition of value to the product, creating a customer relationship trough social media, key activities involving technology, partnership and networking, optimize resources and competent human resources placement As well as the improvement in terms of financial records.