SUMMARY

DWI PUTRI DESTIANI. Strategy Analysis Business Model Canvas PT Angkasa Pura II For Soekarno Hatta International Airport. Supervised by AMZUL RIFIN and IMAM TEGUH SAPTONO.

Indonesian aviation industry increases every year. Airport passenger’s growth has reached 60 million in 2013. Those facts had proved that aviation industry still have major contribution and high demand.

PT Angkasa Pura II is an Indonesian airport services operator company. One of the airport is Soekarno Hatta International Airport. Soekarno Hatta International Airport should develop both airside and landside to balance the rate of movement of passengers and airlines. Currently Soekarno Hatta International Airport is facing capacity constraints and incompatible outdated airport facilities. Therefore, the airport has to be fast and responsive undertake airport services development and improvement.

Airport development strategy can be done by Business Model Canvas. This model can integrate overall conditions of the airport because it consists of nine elements. They are customer segments, channels, customer relationships, value propositions, key activities, key resources, key partners, cost structures, and revenue streams. The increasing airport business competitions has lead PT Angkasa Pura II to pursue priority strategy by combining both SWOT and AHP methods for Soekarno Hatta International Airport development in the future.

Airport improvement through business model canvas by choosing three elements, those are key activities, key resources, and channels. These three elements are considered to have great influence into the changes and the development Soekarno Hatta International Airport.

Keywords: strategy, business model canvas, airport, SWOT analysis.