The development of tourism sector in this era of globalization requires each business actor in this sector to continue development business including Lokawisata Baturaden which is one of the natural tourist attractions located in Central Java. Therefore, it is necessary to design the right business model so that Lokawisata Baturaden can understand how to run management activities effectively and efficiently.

The purpose of this study: 1) identify the business model of Lokawisata Baturaden that is applied today with a business approach of canvas model; 2) identify the factors that become the strengths, weaknesses, opportunities and threats for Lokawisata Baturaden in carrying out its management; 3) design a new business model appropriate as a Baturaden Lokawisata development strategy. This research was conducted by using qualitative descriptive method through case study approach. This research uses business model approach of canvas. The approach is guided by questionnaires or interviews conducted on respondents on the nine key elements contained in the business model canvas at Lokawisata Baturaden and SWOT analysis of each element of the canvas business model. In addition, the research also uses the Focus Group Discussion (FGD) method. This FGD method has functions, among others, to enrich the view of the future business model of the canvas.

Identify of business model element at Lokawisata Baturaden can be seen that from customer segment side, visitor from domestic and foreign tourist. Value proposition offered are nature-based tourism environment, cheap tickets and easy accessibility. Customer relationships that take place today are hospitality services and through the community to visitors and distribution channels also directly and indirectly with visitors. Income received from APBD, rental fee, entrance fee and parking fee. Key resources in this ecotourism are physical assets, human resources and branding. Key activities are services in ecotourism and maintenance/monitoring of natural condition and infrastructure. Key partnership that is done now is with the surrounding community. The main cost structure is the cost for fixed salaries ie for employees, maintenance costs, and promotional costs.

This research offers two ideas of business model planning based on blue ocean strategy that can run Baturaden Lokawisata in developing tourism business in the future. two business model design ideas based on blue ocean strategy where these two ideas are related and can affect each other. The first idea is motivated from several centers of innovation, such as on the key activities point where Lokawisata Baturaden establishes entertainment teams whose purpose is to increase the role of PPMB in the events held and the point of offering (value proposition) in the form of new entertainment program that is eduwisata. While the next idea the starting point of the formation of innovation starts from changes in the offer to create a new value proposition for customers. The making of official website and mobile application of Lokawisata Baturaden become the starting point of the
formation of business model idea based on the condition where the utilization of information technology by Lokawisata Baturaden is still less than optimal.

Keywords: business model canvas, tourism, blue ocean strategy, ecotourism,