

## SUMMARY

ZEANY CAHYARI GINTING. Development of Service Company of Occupational Health and Safety Case Study of PT Mutiara Mutu Katiga in Depok – West Java. Supervised by MUSA HUBEIS and DENI ACHMAD SOEBOER.

PT Mutiara Mutu Katiga is a service company of Occupational Health and Safety in the field of OHS certification. PT Mutiara Mutu Katiga provides certification such as Certification of General OHS Experts, Auditor OHS Management System Certification, Construction OHS Experts Certification, Fire OHS Experts Certification, Electric OHS Experts Certification, Certification of Quality Management System, Certification of Environmental Management System, Certification of Occupational Health and Safety Management System and Certification of Food Safety Management System. In the business competition, PT Mutiara Mutu Katiga created a program that never exist before, the program is 6 in 1 Certification. The high market demand for 6 in 1 Certification program make competitors offer the same program and make many parties interested to set up service company of Occupational Health and Safety with the same program. However, until now the company has not been able to expand market. While the competitor expanded 6 in 1 certification program in 24 major cities. It's become big problem that must be overcome by PT Mutiara Mutu Katiga.

The main purpose of this research is to analyze development of PT Mutiara Mutu Katiga as services company of Occupational Health and Safety by doing research at company model, business environment condition and improvement program that must be performed. This research using primary data and secondary data through observation, questionnaires, Focus Group Discussion, literature study and documentation study.

The technique sampling and sample using Model Business Canvas and SWOT Analysis. The mapping of Business Model Canvas showed that customer segment of PT Mutiara Mutu Katiga is college student, fresh graduate and workers. Based on the result of SWOT Analysis and Focus Group Discussion there are six elements that must be improvement that is customer segment, value proposition, channels, revenue streams, key activities, key partnership.

Keywords: occupational health and safety, model business canvas, 6 in 1 certification

