

Abstract

In October 2019, the tourism sector experienced a very complicated challenge where the Covid-19 crisis began to hit. Since the outbreak of the pandemic, restrictions on travel and other activities in various parts of the world to prevent the spread of COVID-19 have created an ongoing combination of a drastic drop in demand and hampered travel activity. The corona virus pandemic hit the tourism industry business, including Tiket.com as one of the OTA (Online Travel Agent) service providers whose business has decreased. This has made Tiket.com prepare several strategies to again improve its performance in the midst of the Covid-19 Pandemic.

Based on this background, this study analyzes the Business Model Canvas that has been implemented by Tiket.com in dealing with the Covid-19 Pandemic in 2021. The purpose of this research is to analyze the Business Model Canvas that has been designed and implemented by Tiket.com in dealing with the Pandemic. . Covid19. The analysis is carried out based on three aspects, namely comparative analysis, competitive environment and advantages with partners. The method used in this research is qualitative analysis where the data sources are obtained from interviews, questionnaires and other archival sources such as journal articles. The results of the comparative analysis show that there is a change in the business model but the changes made are not too big. Another result is that in terms of the analysis of the competitive environment, it was found that other competitors can be considered as competitors because the other online travel agents have similarities in terms of meeting consumer needs. Meanwhile, in the profit analysis with its partners, the company shows the possibility of a positive reciprocal relationship with its partners so that it has an impact on long-term relationships.

Keywords: *Tiket.com, Covid-19, Business Model Canvas, Qualitative Analysis.*