

ABSTRACT

This study aims to test the business strategy model implemented to improve the ecosystem of public Electric Vehicle Charging Stations at PT. PLN (Persero) UID Central Java and DI Yogyakarta Units and what causes the infrastructure of Public Electric Vehicle Charging Stations and electric motor vehicle owners to be less massive . If this problem can be identified, then the strategy for improving the electric vehicle ecosystem can be formulated appropriately, so that the Business Model Canvas method is used to analyze each problem . The Business Model Canvas (BMC)) which is used as a guide for conducting research interviews in determining the right strategy . The purpose of this thesis is to find out how companies can change their business models after environmental changes occur. To identify and analyze the various changes that may need to be made in the business model, the Business Model Canvas has been used.

Qualitative research method is an approach used in this study to analyze the improvement of the electric vehicle ecosystem in the PT. PLN (Persero) UID Central Java and DIY, through another approach used, namely the Business Model Canvas which is aligned with the SWOT analysis. Then the analysis of the four-step framework or what is called the Blue Ocean Strategy .

The results of the study indicate that PT. PLN faces several challenges in its business model. They need to overcome these problems in order to remain competitive in a changing environment. The results of the SWOT matrix analysis indicate that PT. PLN's current position is in good condition. The SWOT matrix analysis produces several alternative strategies with strategic priorities, namely Management Improvement. In implementing the four-step blue ocean strategy framework, there are several elements of the business model canvas that must be improved, created and reduced. However, nothing needs to be removed .

Keywords: *Electric Vehicle Charging Station, Business Model Canvas, SWOT analysis*