

## **ABSTRACT**

UMKM Usaha Muda Souvenir is one of the businesses making Acehese embroidered bags which has been established since 2014 in Gampong Meunasah Aron. The decline in people's purchasing power and fluctuations in production numbers every year are among the obstacles experienced by MSME owners. This research aims to determine the application of the Business Model Canvas (BMC) in the development of Acehese embroidered bag MSMEs in Gampong Meunasah Aron, Muara Batu District. The data analysis method used is a qualitative descriptive analysis method using a business model, namely the Business Model Canvas (BMC). The results of the research show that the application of the Business Model Canvas (BMC) in developing Aceh's embroidered bag MSMEs has six BMC elements that need to be improved and added, including customer segments that need to increase the target market of local tourists and old customers in order to build a positive image through social media access. which can attract new customers to buy products and expand to foreign markets with social media, customer relationships created by MSMEs must use digital media more, value propositions by offering products in packaging with silica gel for each unit purchase so that the product lasts longer and makes product identification marks, key resources must be increased by providing supporting facilities in the production house, replacing sick workers and keeping diaries, revenue streams by making products of marketable value from patchwork, channels by increasing the search for new customers and opening your own shop either physical or online stores so you can produce bags without waiting for orders.

*Keywords : Aceh embroidered bag MSMEs, application BMC, development*