ABSTRACT

PLN as a BUMN in the field of electricity assigned by the government as the holder of an electricity supply business license (IUPTL) based on the law of the Republic of Indonesia (NKRI) number 30 in 2009, the PLN in providing the best service should commit to continue to make service improvements, especially for new prospective customer connection service. The purpose of this qualitative research is to understand the Business Model Canvas of new electrical connection services in the company PT PLN (Persero) Central Java and D.I Yogyakarta Distribution Unit (UID JTY) and identify the causes of new connection delays.

The resources person is the manager of the construction section of 13 (thirteen) Customer Service Implementation Units (UP3) / Area, the resources person is one of the structural officials who is seen to know the most and is directly related to the new electricity connection contract work. Implementation techniques using the Focus Group Discussion (FGD), method are divided into 2 (two) question sections, namely FGD pre-test and FGD interviews, where in the pre-test questions will be asked regarding the value proposition of the new customer's connection service, then the FGD will be conducted from the question new connection services especially in 3 (three) business model canvas blocks (blocks of key activites, key partners and key resources)

The results of the coding interview conducted the focus group discussion with the speakers concluded that the dominant factors that occurred and impacted the delay in the new connection of PLN UID Central Java& DIY was related to the availability of the main distribution material (MDU) such as kWh meters and house connection cables in UP3 and ULP warehouse, is also constrained by external customers such as SLO (operation worthiness certificate) from the late Engineering Inspection Agency (LIT) and building installations from prospective customers not ready. So that 9 (nine) blocks of Business Model Canvas (BMC) from new electrical connection services can be identified and the main causes of new connection delays are in key activites and key resources blocks.

Keywords : Business Model Canvas, Focus group Discussion, MDU