

ABSTRACT

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Study Program : Entrepreneurship

Title : *Business Plan and Implementation of DNA Products as the Solution of Hygiene Toilets that Environmental Friendly*

Plastic is one of the materials that is often used by the people of Indonesia in daily activities. However, the plastic that has petroleum-based materials that are difficult to decipher makes plastic one of the global scale problems, namely plastic waste. As the COVID-19 virus pandemic, the level of cleanliness is also increasing due to the maintenance of health and hygiene. Therefore, DNA emerged with product innovations that provided solutions to protect skin from cross-contamination of various types of bacteria and viruses and sources of disease due to the use of toilet seats, especially in public toilets while reducing the use of plastic. In the era of globalization, technology is kept on improving while the earth pays for all losses arising from the exploitation of natural resources for its development. This happened because humans are more concerned with financial benefits rather than the survival of living things. In this era where everybody starts concerning the durability of natural resources, DNA social values and environmental care movement within the business will attract the millennials around B-A Level of socioeconomic status. By strengthening the Business Model Canvas and Value Proposition Canvas, which is the very core of the business, DNA will be used and cherished in daily life not only as a simple toiletry but also a change-maker business.

Keywords: *Business Model Canvas, Value Proposition Canvas, globalization, technology, hygiene*