**Creation Design Film and Music Big Entertainment: Platform Based Business Model Canvas and Enterprise Architecture**

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**ABSTRACT**

BIG Entertainment is an application that provides entertainment in the form of music and movies like never before. Previously, applications such as Spotify only provided music as well as Netflix, Joox and Disney which only provided movies. This entertainment provides movies and music in one application. The purpose of this study is to analyze the business model canvas of the Big Entertainment application. This research uses the literature study method by collecting various scientific and relevant sources with this research. The results of this study are that BIG Entertainment service providers are trying hard to diversify their services due to variations in market trends and technological advances. On the other hand, users have also changed their listening behavior due to the occurrence of the BIG Entertainment platform. Then the service provider designs more functions to meet the needs of the users. Customization and interaction between service providers and users has not stopped. By having a service that is distinct and difficult to imitate, BIG Entertainment can make itself capable of meeting the needs of specific customers. BIG Entertainment creates a new Battlefield, there may be a new first mover advantage living better in a fierce environment. The business model includes both tangible and intangible assets for customers, they not only need the final product (music service) but also need one-stop service. BIG Entertainment can make a profit while still creating a unique and efficient business model if it integrates tangible and intangible assets successfully.

*Keywords: Application; Business Model Canvas; Film; Music; Entertainment*