

APPLICATION OF THE BUSINESS MODEL CANVAS TO THE BUSINESS MASTER PISANG

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Abstract

Indonesia is the largest producer of bananas because Indonesia's climate is suitable for growing bananas. Bananas are plants that are not foreign to the people of Indonesia because they contain many kinds of vitamins and potassium, therefore in implementing an idea to make banana-based snacks such as banana crispy, banana nuggets, bananas blankets. This snack is suitable to be consumed while doing activity nor no , can restore the mood during activities. Master Pisang is a business that is engaged in the culinary and snack fields, so this product is very suitable for all people because it uses selected and hygienic raw materials. Initially the business was founded to implement business plans, starting with the Business Model Canvas (BMC) and SWOT analysis . The implementation of BMC produces nine building blocks of business activities which are important pillars of a business SWOT analysis is used for knowing internal and external environment business moment this , like Strengths , Weaknesses , Opportunities and Threats business . Therefore, there is a great opportunity in implementing the BMC strategy in the Banana Master Pisang because it can find out the weaknesses or shortcomings of the strategy that has been implemented by the Master Pisang so that it aims to improve and develop the business model in order to improve all the elements contained in the BMC (*Business Model*). *canvas*) or SWOT analysis. in order to increase business competitiveness.

Keywords: *Business Model Canvas , SWOT Analysis*

INTRODUCTION

Indonesia is area with climate tropical as well as biggest banana producer in the world , thing this because Indonesia 's climate is very suitable for growth the banana plant . Banana plants are a type plant cultivated with good for climate tropical . Whereas own banana plant divided two type there are commercial

bananas and ornamental banana plants for each of these bananas many Contains good vitamins and potassium for those who consume it , with a lot the content contained in the banana plant wants make an idea that is management food made from banana base , which can be made a businesses that have score added . From the observations that have been done , a lot found street vendors selling fruit the bananas only , will but still very minimal found businesses that offer type miscellaneous food that has score added .

Master Pisang is a business engaged in banana processing. Product this is perfect for consumed by all circle Public start from children until age carry on because ingredient The raw materials used are very hygienic and of choice . These hygienic and nutritious snacks will certainly attract people's attention to buy these products. Processing of bananas into products like this is very necessary to improve product quality and increase the economic value of the community. The development of the culinary business is currently running very rapidly which has an impact on the creation of intense competition. This requires business owners to be more sensitive, critical and creative to existing changes. Today's business competition is very tight, dynamic and uncertain which makes business owners have to always think creatively, innovatively and always provide differentiation in the prices applied by thinking about the quality that will be given to consumers.

In effort apply implementation of the strategy of carrying out promotional activities through platforms provided by application parties such as Gofood and Grabfood so that business can be known by many people , so that in use application the expected could help increase sale Master Pisang business as a marketing medium or promotion for introduce product the among Public wide , so that requires an effective marketing strategy in developing its business in order to get new customers and expand market reach . Based on analysis that has been conducted more focus on developing appropriate strategies in Thing develop effort to get have image brand in society .

METHOD

Strategy is the media used to achieve the final goal (target). Strategy is a unified plan , strategy binds all parts of the company together. The strategy is comprehensive, the strategy covers all important aspects of the company. SWOT analysis is a systematic identification of various factors in an effort to formulate company strategy (Rangkuti, 2018).

According to George Steiner in the book Rachmat (2014: 2) strategy is a long-term plan consisting of several important activities needed to achieve goals. Strategy is also defined as a means and tools used to achieve the ultimate goal or goal. In formulating strategy, it begins with identifying internal and external factors that affect the business environment so that it can reflect the formulated strategy according to the current situation (Shafieyan & Homayounfar , 2017).

There are several methods that used in explaining the Business Model Canvas (BMC) can be a simple tool in generating alternative corporate strategies. presented by (Tjitradi , 2015) who in his research stated that BMC is a business model that can be used as material for evaluating and designing a new business model that is better and modern for businesses that are being run in the future.

The same thought was also conveyed by (Boedianto and Harjati , 2015) stating that BMC can be used as an approach to create business development strategies. In addition (Putri, 2015) states that the use of the BMC approach can provide greater business opportunities for business development with a SWOT analysis in order to find out the threats faced.

The business development method that will be carried out by Master Pisang uses BMC, and the analysis is SWOT. Based on previous research that the BMC method can be used as a method to develop new business models by utilizing existing strategies. In apply Master Pisang implementation must have the right strategy to get enhancement sales and changes that will occur in Century upcoming.

RESULTS AND DISCUSSION

The results of this study are in the form of implementation The strategy is to use SWOT Analysis, Business Model Canvas (BMC) on the Master Pisang implementation based on several previous aspects.

a. BMC Results (Business Model Canvas)



Gambar 1.1 BMC Master Pisang

1. Customer Segment

Master Pisang reaches all people from teenagers to adults from ages 10-60 years old who are culinary enthusiasts. So that *customers* play an important role in business activities, if without customers the business will not last long .

2. Value Proposition

This method describes something effort in build relation Among businesses and consumers. Master Pisang 's efforts in establishing good customer relations by using high service for support loyalty consumers. By providing attractive offers such as discounts or free shipping, it is hoped that customers will feel satisfied and not disappointed, so that customers will continue to buy Master Pisang products. in To do offer product expected could guard form service as well as can continue to establish good relations with consumers and also as a form of introduction to the existence of Master Pisang.

3. Channel

The means used as the delivery of the product to the customer. Social media such as Instagram and using Go-Food and Grab Food are currently widely used for

business interests, so this is an opportunity for the Master Pisang product business to be introduced to the public.

4. Revenue Streams

This method is an illustration of how the company generates profits when running its business. The source of receipt of Master Pisang comes from product sales via *online* and *offline*, this element is very important so that it can maximize sales of Master Pisang that have been determined in order to increase revenue and develop the business.

5. Key Resources

On *Key . results Resources* consist of labor, namely the production and sales divisions. In production also use machines or equipment such as stoves, mixers and raw materials for making Master Pisang to make dough so that the resulting product can be as desired.

6. Customer Relationship

This method describes the type of relationship that is built by the company. Master Pisang makes various efforts in order to establish good relations with consumers by means of personal service and prioritizing the quality provided to consumers. By providing attractive offers such as discounted prices or free shipping, it is hoped that customers will feel satisfied and not disappointed, so that customers will continue to buy Master Pisang products. .

7. Key Activities

Activities whose main activities need to be carried out by businesses that is related with a productivity in order to provide good added value. The main activities carried out by the Master Pisang, namely the purchase of raw materials, production and marketing activities of the Master Pisang.

8. Key Partners

In this element how a company establishes a working relationship or partner in building and developing a business. The company forms relationships with partners, namely with several considerations that make the reason why choosing a *supplier* of cake ingredients or bananas is because the price offered is according to Master Pisang 's budget, because choosing a supplier who has price affordable for the price selling set is also cheap. If the price of raw materials is more expensive, it will affect the selling price of the product. In preparing lunch Master Pisang box or packaging partner with CV Hansupack as a supplier packaging because the price offered is very affordable and the ingredients are already *food grade* and has been laminated so it is safe to use.

9. Cost Structure

As a result of implementation, Master's Pisang cost structure includes sales labor costs. Production costs, including the purchase of raw materials for making Master Pisang, include banana flour, glaze, oil, granulated sugar and spring roll skin. Cost delivery, including postage, for purchases made by consumers through GoFood and Grabfood, marketing costs including applications. so that it can manage costs effectively efficiently in order to maximize profits and minimize losses so that this business can run as expected.

b. SWOT Analysis Results

Analysis following this cover strengths and weaknesses Master Pisang, while the Master Pisang external factors include opportunities and threats. Below are the results of the internal analysis and external after Master Pisang launches its implementation



Gambar 1. 2 Analisis SWOT Master Pisang

1. Strength

- The resulting product has a different taste image.
- Trendy and attractive packaging with food ingredients grade so it is safe for food can be an added value for Master Pisang.
- Affordable prices compared to competitors, because there are many variants products and toppings and can choose according to consumer wishes.
- Using selected raw materials, with natural ingredients and without any preservatives.
- The production process prioritizes hygiene.

2. Weakness

- Master Pisang Products yet have image brand and not yet many consumer know product that.
- Need accuracy in beautify appearance Banana Master products to get give impression attractive to consumers.
- Ingredient raw especially bananas not can last long.

3. Opportunity

- Not many similar products have melted filling.
- There are still not many similar competitors that have the form unique .
- Habits of consumers who are looking for cheap and delicious snacks especially teenagers and adults.
- Has several kinds of product variants as well as a variety of toppings, thus creating added value to the Master Pisang product .

4. Threats

- Master Pisang products are less well known among the public.
- The names of competitors are widely known by consumers, while consumer trust more brand which already has a pretty big name.

- c. Not all consumers choose the Master Pisang product.
 d. Competitor name more many known Public because have a brand that already big .

Table 1IFE Master Pisang

No.	Internal Factor	Weight	Rating	Score
Strength (Strength)				
1.	The resulting product has a different taste image .	0.1 0	3	0.3
2.	Trendy and attractive packaging with <i>food ingredients grade</i> so it is safe for food and can add value to the Banana Master.	0.12 _	3	0.3
3.	Affordable prices compared to competitors, because many have product variants and top shopping and can choose according to consumer wishes.	0.1 3	4	0.64
4.	Using selected raw materials, with natural ingredients and without preservatives	0.1 2	4	0.68
5.	The production process prioritizes hygiene.	0.13	4	0.4
Sub-Total		0.6	1 8	2.32
Weakness ice Weakness				
1.	Master Pisang Products do not yet have a brand image	0.1 3	2	0.23
2.	Requires accuracy in beautifying the appearance of the Master Pisang product in order to give an attractive impression to consumers.	0.1 4	3	0.32
3.	Raw materials, especially bananas, cannot last long.	0.1 3	3	0.3
Sub-Total		0.4	8	0.85
Total		1	26	3.1

a) Internal Factor Matrix Evaluation (IFE)

This matrix is used to find out the strengths and weaknesses of a company having a way of working on the IFE Matrix as follows .

1. Value element assessment starting from 0.0 which is less maximum up to 1.0 very maximum then the sum must be 1.0.
2. Giving a rating of 1 to 4 for the factors contained in the matrix that . So it is necessary to pay attention to strength values from 3 to 4 whereas

weakness 1 or 2.

3. In To do analysis need to know this value, it needs to be multiplied by the rating factor. If the IFE score, > 2.50 indicates a strong internal position of the company, so that it can be a reference in the future so that the Master Pisang business will develop.

Table 2EFE Master Pisang

No	External Factor	Weight	Rating	Score
Opportunities (Opportunity)				
1.	Not many similar products have melted filling .	0.10	2	0.2
2.	There are still not many similar competitors that have a unique shape .	0.17	4	0.68
3.	The habits of consumers who are looking for cheap and delicious snacks, especially teenagers and adults.	0.15	3	0.45
4.	Has several kinds of product variants as well as a variety of top ing .	0.16	4	0.64
Sub-Total		0.58	13	1.97
Threats (Threat)				
1.	Master Pisang products are less well known among the public.	0.1	3	0.45
2.	The names of competitors are widely known by consumers, generally more trust a well- known brand.	0.1	4	0.56
3.	Not all consumers choose the Master Pisang product.	0.1 0	4	0.6
4.	Competitor names are more widely known by the public. Because it has a brand that already big .	0.10	3	0.2
Sub-Total		0.4	1 4	1.1
Total		1	2 7	3.58

b). External Factor Matrix Evaluation (EFE)

This matrix is very suitable for knowing the external variables of the company. In this case the matrix can find out information outside the company and be analyzed so that it can be related to financial, social , political , EFE matrix has a number of stages work as following .

1. Value element assessment starting from 0.0 which is less maximum up to 1.0 is the maximum then the number must be 1.0.
2. Giving a rating of 1 to 4 for the factors contained in the EFE matrix . So

it is necessary to pay attention to opportunities and threats the more the higher the rating the more strong in face threat and can reach opportunity in face threat.

3. Element the value contained from weighting multiplied by rating on each factor. If value obtained $EFE > 3.00$ means the company responds strongly to opportunities and threats that affect the company.
4. In the Master Pisang business, the results of the EFE analysis are 1.24. Because the total score is > 3.00 , the Banana Master's business responds to opportunities and threats very strongly.

CONCLUSION

the results and discussion of business implementation in the Master Pisang business, it can be concluded several things, including: this obtained a description regarding the Master Pisang business model that applies a marketing strategy using BMC (*Business Model Canvas*) which can mapped become Nine alliances among them *Value Propositions, Customer Segments, Channels, Customer Relations, Revenue Streams, Key Resources, Key Activities, Key Partnerships* and *Cost Structure*. After conducted a business model SWOT analysis can drawn a conclusion which is the result of a business model renewal that can be applied for knowing weakness or lack of strategies that have been applied to Master Pisang, so that aim for improve and develop a business model so that could repair all elements contained in the BMC (*Business Model Canvas*) and SWOT analysis so that could increase power competitive effort that.

The results of the Master Pisang implementation found that there were still elements which is not optimal or good, it is necessary to repair to prevent potential failures and difficulties in conducting business activities the because it is a reject measuring a effort. will never stop to always be improved even though it has started to run because the business model must continue adapt to today's unpredictable and rapidly changing market.

Suggestion

1. With conducted It is hoped that the implementation of this strategy will allow Master Pisang to maximizing strength and the opportunities you have by continuing to do an evaluation periodically to various weakness which there is, as well as active To do various effort in develop and promote effort the so that could made a reject measuring for achieve the set target expected could increase brand image.
2. With conducted It is hoped that the implementation of the strategy with the innovation of the canvas business model can become a the best solution for business it is to minimize various weaknesses and problems faced so far with permanent put forward gift score add , so that could know the current market conditions and be able to look for opportunities so that the business can grow and see what the community needs at this time .

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