

BUSINESS MODEL CANVAS (BMC) ANALYSIS IN JUDES CHICKEN RESTAURANT PALEMBANG

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Abstract: Many aspects of daily life, particularly in the professional sphere, have been altered by the worldwide shift toward *digital* technology. Data Reportal, a research firm, said on its website that as of early 2022, 73.7% of the Indonesian population has access to the internet. When it comes to a company's *digital* growth, marketing on *Instagram* is a viable option. The goal of this design is to help grow the market for Palembang's Judes Chicken Restaurant on Jl. Puncak Sekuning by utilizing *Instagram* and a website built with the help of SWOT (Strength, Weakness, Opportunity, and Threats) and BMC (Business Model Canvas) analysis. Based on the research results, the customer segments of the Judes Chicken Restaurant in Palembang are all genders aged 10 years and over. The value proposition is the unique taste of chili sauce at an affordable price. Customer relationship, namely maintaining the taste of the product and holding promotions every month. Channel, namely implementing promotions on online applications. Revenue streams are cash and credit payments. The key resources owned are the production site, equipment and main materials. Key activities are maintaining the availability of raw materials. Key partnerships are raw material suppliers and plastic packaging suppliers. Cost structure in the form of salary costs, shop rental and raw material costs.

Keywords: MSME; *Instagram*; Digital Marketing; Business Model Canvas; SWOT

INTRODUCTION

The increase in the number of MSMEs from year to year in Indonesia creates increasingly competitive business competition. The world's development towards digital technology is changing many things in life, especially in the business world. The results of research conducted by the Data Reportal research company through its official website stated that Indonesia's internet penetration rate reached 73.7% of the total population in early 2022, this shows that internet users in Indonesia increased by 2.1 million (+1.0 percent) between 2021 and 2022.

Tabel 1.
Number of Indonesian Micro, Small and Medium Enterprises (MSMEs)
Based on Business Scale

Year	2019	2020	2021
Micro Enterprise	143.385,00	188.033,00	311.540,00
Small Enterprise	65.533,00	58.980,00	16.069,00
Medium Enterprise	39.581,00	30.664,00	2.110,00
Total	262.130,00	287.682,00	329.719,00

Source: Kemenkop UKM (2022)

Table 1 shows the development of MSMEs based on business scale in Indonesia over three years, which has always increased. This indicates that the economic level in Indonesia is starting to improve. A company or industrial business is a business unit that carries out economic activities and aims to produce goods or services, located in a basic category that is usually used as an MSME business among the community, namely food, beverages, textiles, apparel, and so on.

Technological advances have an impact on almost the average population in Indonesia who use smartphones as a means of information. With advances in technology, it can be utilized in the marketing sector which will reduce promotional costs with extraordinary results. With advances in technology, distance is no longer a barrier, it is very different from conventional methods which are very difficult and require a lot of money to market products.

Marketing a product is an effort to fulfill and satisfy consumer needs and desires. Consumers can change their purchasing decisions even at the last minute (Rizal & Dini (2023)). Digital marketing is a fast and precise effort to influence consumer purchasing decisions. Consumers can quickly get all the information about the products they will consume. Apart from that, marketing This digital makes product promotion costs cheaper when utilizing various digital platforms.

Research conducted by Kumoro & Pabowo (2021) states that marketing carried out using online media, especially social media, makes promotional activities more effective and faster. Likewise, research conducted by Hesniati et al. (2021), the implementation of digital marketing design for One Bowl Soup MSMEs shows the gradual development of brand image. Furthermore, research by Sari & Anggraeni (2019) states that using social media as a promotional medium can make promotions easier for companies. The results of research by Goenawan & Widawati (2021) show that implementing digital marketing in the Pong's Chips business can increase product sales from the target that is usually applied. The results of research by Karami, Sagita, & Praptono (2021) on the use of digital marketing strategies from digital platforms to increase access to a wider market.

The growth of the digital world and the internet in particular, has opened up new avenues for small and medium enterprises (SMEs) to offer their products and services. Digital marketing is a viable marketing strategy in the current economic climate (Harahap, Dewi, and Ningrum, 2021). Social media, such as Facebook, is a common medium for digital marketing efforts. Social media platforms like Instagram, WhatsApp, Twitter and so on all have unique features that allow businesses to promote and sell their products and services. The use of technology in marketing is very important for small companies to survive (Alford & Page, 2015). Therefore, it is very important to pay attention to the growth of MSMEs. The profitability of MSMEs can be increased by using online marketing strategies (Setiawati and Widyartati, 2017).

The various types of MSMEs in Indonesia vary and every year there are always new innovations sold by business actors, one of which is the micro business "Judes Chicken Restaurant Palembang" which operates in the food sector. This industry was founded and developed by Hasri Andika Septian since March 2018. This restaurant operates every day from 10.00 - 21.00 WIB with a total of 6 workers. At this outlet there are many menu variants sold so that buyers don't get bored and the prices are also very affordable for food starting from IDR 10,000 to IDR 22,000 per portion and for drinks starting from IDR 2,000 to IDR 7,000 per glass. Even though they have various menus and cheap prices, business actors still don't use digital marketing as a promotional method so their market reach is not very wide. Consumers often compare the prices of one company with other companies. Price can also be described as the exchange value of a product and can create customer satisfaction and customer loyalty (Damaiyanti, Hildayanti, & Veronica, 2023)

METHOD

This research was conducted at the Palembang Judes Chicken Restaurant micro business located on Jalan Puncak Sekuning, Lorok Pakjo District, Ilir Barat I Village, Palembang City, South Sumatra Province. The stages of carrying out this research can be seen in the picture below:

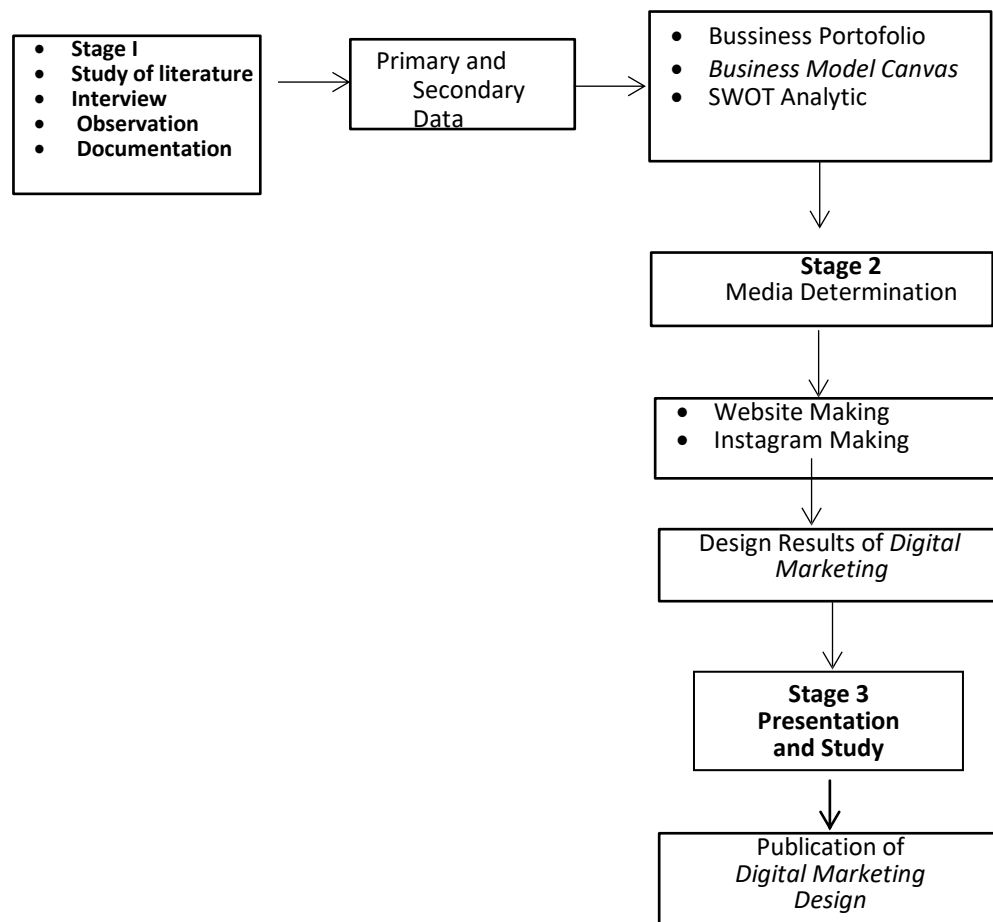


Figure 1. Framework of Thought

The first stage is the process of collecting the amount of information needed to design digital marketing for the Judes Palembang Chicken Restaurant micro-enterprise. At this stage the author uses data collection techniques in the form of literature studies, interviews, observations and documentation to obtain information related to consumers and the products being sold, so that the author knows what media to use to maximize digital marketing business strategies. The author uses a business portfolio, business model canvas, and SWOT matrix to get a comprehensive picture of the company, then develops it according to business needs.

The second stage is the process of determining what media will be used as a medium for conveying program information in an effort to approach the public in all groups to create interest in the Palembang Judes Chicken Restaurant micro-enterprise. The specified media is based on information that has been analyzed in the previous stage. At this stage, ideas are the basis for the creative strategy formulation process and are developed through the creation of social media and websites which include account names, profile pictures, social media content containing images, video and audio.

The third stage is the presentation and assessment process of digital marketing designs that have been created and approved for assessment and approval before the design is published through the media determined in this final research.

In increasing target market reach, MSME business actors must understand the products they will sell. This requires a more in-depth analysis of potential opportunities and threats that can be used as a basis for designing appropriate digital marketing for the Judes Palembang Chicken Restaurant micro business. BMC analysis in this case consists of nine factors, namely:

1. Customer Segments

The first element that must be had in starting this canvas business model is determining which

customer segment will be the business target.

2. Value Proposition

This element is an explanation and detail of the product's advantages, and what points actually can bring benefits that the company offers to its target customers. This is an opportunity to explain the strengths and advantages that differentiate your business from other businesses, or the uniqueness of your business.

3. Channels

Through the use of appropriate marketing channels or tools, new business owners can convey value propositions to customer segments.

4. Revenue Streams

Revenue streams are the most vital part, where a company or business obtains income from customers. This element must be managed as closely as possible to increase business income. Don't let any product raw materials or performance not be utilized optimally to bring in big profits.

5. Key Resources

These key resources or resources are elements in the business model canvas which contains a list of resources that the company should plan and own. The aim is to realize their value proposition.

6. Customer Relationships

To continue to get loyal customers, companies must bond with their customers intensely.

7. Key Activities

These key activities are all activities related to business productivity, which are also related to a product. Where the main activity is producing value propositions.

8. Key Partnerships

This element functions to organize the flow of goods or other services. These key partner positions are useful for the efficiency and effectiveness of the key activities that have been created.

9. Cost Structure

Managing costs efficiently will make your business more economical and minimize the risk of loss. This can also determine the right value proposition for customers

DISCUSSION

Business Model Canvas

1. Customer Segments

Customer Segments or customer segments describe a group of different people or organizations that a company wants to reach or serve. This Palembang Judes Chicken business has a consumer market for all genders aged 10 years and over. A culinary business concept that prioritizes the unique taste of the chili sauce so that consumers can immediately remember it with pleasure and don't forget the affordable price and ease of ordering.

2. Value Proposition

Value Proposition is the reason that makes customers switch from one company to another. This Palembang Judes Chicken business has several value propositions, namely:

- a. The taste of the chili sauce is unique with original ingredients from selected chilies.
- b. Many people already know where the outlet is in a strategic location.
- c. An affordable price.
- d. It's in the online application.
- e. Ease of transactions.

3. Customer Relationship

Customer Relationship shows the type of relationship you want to establish with customers from a specific market segment. Here are some categories, namely:

- a. Customer acquisition – looking for new customers.
- b. Customer retention – keeping customers from moving to competitors.
- c. Boosting sales – encouraging existing customers to spend more on the company.

The following is customer service for the Judes Palembang Chicken Business, namely:

- a. The type of relationship established with customers is customer retention, by keeping customers from turning to competitors and the type of customer acquisition by looking for new customers for business progress.
- b. Maintain the taste of the product by processing food staples in the best way every day, so that there is no change in the taste.
- c. Hold promotions every month.
- d. Utilizing digital marketing as promotional material.
- e. Judes Palembang Chicken Restaurant also collaborates with consumers who want to order to share their blessings.

4. Channel

Channel shows how a company communicates with its customer segments and reaches them to deliver a value proposition. In this case, the Ayam Judes Palembang business implements promotions on online applications and activates social media on Instagram as promotional material.

5. Revenue Stream

Revenue Stream is revenue or income which is usually measured in the form of money the company receives from its customers. This business uses cash and debit payments for all consumer markets.

6. Key Resources

Key Resources are the most important assets needed for a business model to function well. This Palembang Judes Chicken Business has several key resources, namely:

- a. Production place at the business location
- b. Production equipment: frying equipment, grilling equipment, meat refrigerator, stove, and eating place.
- c. Main ingredients: rice, chicken, fish, seafood, tofu, tempeh, and water.
- d. Plastic for packaging each side dish.
- e. Strategic location.

7. Key Activities

Key activities are the most important actions that must be taken by a company in order to operate successfully. The Palembang Judes Chicken business implements various important actions that are always maintained, namely:

- a. Maintain the availability of raw materials during sales.
- b. The production process uses tools that are suitable for use.
- c. Packaging for food packages uses styrofoam covered with greaseproof paper, then for the side dishes use separate plastic and the rice is covered with special rice paper.
- d. Improve digital marketing and promotional media on social media.

8. Key Partner

Key Partners are the main partners in a business, for example suppliers, so that the business model can run. This business has several important partners, namely:

- a. Supplier of raw materials (raw chicken and seafood).
- b. Plastic packaging supplier.
- c. Rice supplier.
- d. Spice supplier.
- e. Ice cube supplier.
- f. Stalls in different locations.

9. Cost Structure

Cost Structure is the cost components used so that an organization or company can run according to its business model. The following is the cost structure of this business, namely:

- a. Employee salary.
- b. Rent a Shophouse.
- c. Business Raw Materials.
- d. Electricity and PAM costs.

SWOT Analytic Results

1. Strengths

- a. Very friendly service to consumers.
- b. Distinctive taste.
- c. There are many choices of food packages at very cheap prices and the sales location is very strategic because it is located on the side of Puncak Sekuning road.

2. Weaknesses

- a. Lack of human resources in promoting products.
- b. Employees' knowledge and expertise in the digital marketing field is quite minimal.
- c. The restaurant is not yet widely known.

3. Opportunities

- a. Many organizations from agencies order packages for their event activities.
- b. Many students buy directly because the prices are very affordable.
- c. There is a wide business scope if you use digital marketing technology to market your products.

4. Threats

- a. Many competitors sell the same product but with different names.
- b. There are many outlets that sell at prices that are no less cheap.
- c. There are many online competitors in marketing their products.

Business Name and Logo Design

The owner named the business "Ayam Judes Palembang" because the word "Ayam" indicates the characteristic of the main food that will be sold, then the word "Judes" is taken from the characteristic spiciness of the chilies made, and the word "Palembang" indicates the location of the origin of the business.



Figure 2. Business Logo

Source: Restoran Ayam Judes Palembang (2023)

Brand Image Planning



Figure 3. Profil Instagram

Source: *Instagram* Restoran Ayam Judes Palembang (2023)

The image is a profile view on Instagram @ayamjudes_palembang, an Instagram account created on March 16 2018. Currently the account has 560 followers. There are highlights available which contain instastories, reels and feeds so that potential customers can get some information about the Judes Palembang Chicken Restaurant.

Content Creation Feed Instagram

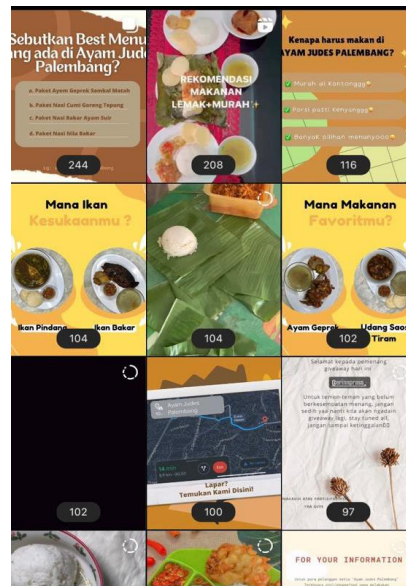


Figure 4. Postingan feed Instagram

Source: *Instagram* Restoran Ayam Judes Palembang (2023)

The Instagram feed contains a number of information related to the Judes Chicken business. There is information on products, place of business, business activities, operational hours, and so on.

Creation of Instagram Stories



Source 5. Postingan Instastories Instagram

Source: Instagram Restoran Ayam Judes Palembang (2023)

The Instagram stories that have been designed are then uploaded via Snapgram, then saved and added to the highlights. According to Setiawan, Bustan, Rini & Sayuti (2022), an active online media presence is very important to strengthen social networks in maintaining competitiveness in the market. There are various ways to stimulate communication between culinary business owners and consumers such as posting questions, contests, and welcoming Facebook and Instagram users to generate ideas and opinions in an effort to further encourage consumer engagement

Website Making



Figure 6. Wordpress Making
Source: wordpress.com (2023)

The author uses the website as a medium to publish articles related to Ayam Judes Palembang, so that consumers can access information about Ayam Judes Palembang via Google.

CONCLUSION

Based on the research results, the following conclusions can be obtained: Based on the research results, the customer segments of the Palembang Judes Chicken Restaurant are all genders aged 10 years and over, the value proposition is the distinctive taste of the chili sauce at an affordable price, the customer relationship is maintaining the taste of the product and holding promotions

every month, channel, namely implementing promotions on online applications, revenue stream, namely cash and credit payments, key resources owned, namely production sites, equipment and main materials, key activities, namely maintaining the availability of raw materials, key partnerships, namely raw material suppliers and plastic packaging suppliers, cost structure in the form of salary costs, shop rental and raw material costs. Judes Palembang Chicken Restaurant has carried out digital marketing in the form of creating a website and Instagram.

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