

APPLICATION OF BUSINESS MODEL CANVAS (BMC) IN EMPOWERMENT OF BUMDESA MAKMUR JAYA

Ferdisar Andrian^{a)}, Herman^{a*)}, Abdul Kohar^{a)}

^{a)} Universitas Pakuan, Bogor, Indonesia

^{*)} Corresponding Author: herman_fhz@unpak.ac.id

Article history

Received 29 July 2020
Revised 05 August 2020
Accepted 30 August 2020

Abstract

Community Service aims to improve the ability of BumDesa Makmur Jaya in business management. This problem stems from the existence of a lemon plantation business managed by BUMDesa Makmur Jaya. The yields of the lemon orange plantation business have not been able to improve the performance of the BUMDesa because they are sold at low prices. To increase the selling value of the harvest, the lemon fruit harvest must be processed in order to increase the selling value, but the human resource capacity of BUMDesa Makmur Jaya has limited ability to increase the value of the harvested product. This Community Service is an effort to improve the ability of BUMDesa Makmur Jaya in improving its business performance. The method used is the application of the Business Model Canvas system model, the application of this business system model is carried out as an effort to implement Appropriate Technology as part of efforts to increase the competitiveness of BUMDesa Makmur Jaya. The result of this Community Service is the creation of a professional and competitive BUMDesa

Keywords: business model canvas; BUMDesa; Makmur Jaya.

I. INTRODUCTION

BUMDesa is a village business established by the village government where capital ownership and management are carried out by the village government and the community [1]. BUMDesa is expected to stimulate and drive the economy in rural areas [2]. The Bogor Regency Government stated that out of 416 villages, 282 only had Village-Owned Enterprises (BUMDesa). One of the BUMDes in Bogor Regency, BUMDesa Makmur Jaya, Sukamantri Village, Tamansari District, is about 8 Km from the center of Bogor city. One of the business activities of BUMDesa Makmur Jaya is lemon orange plantation. The public's need for health is quite high, one of which is by consuming lemons which have high levels of vitamin C. This high demand for lemons has not been accompanied by domestic availability. Sukamantri Village, located in the Tamansari District area, is a mountainous area with cool temperatures. Having fertile soil and high rainfall, Sukamantri Village is very suitable as an agricultural area, various plants grow in Sukamantri Village and make the livelihoods of some of its residents as farmers. This is one of the business opportunities for Village-Owned Enterprises (BUMDesa) [3]. On this basis, BUMDesa Makmur Jaya, Sukamantri Village, one of its business activities is lemon orange plantation. But lately the import of lemons from abroad is quite high, so that the

availability of lemons in the market is abundant, this of course makes the price of lemons cheap. Apart from the low price, the quality of the lemons produced is also of inferior quality to the imported lemons. If this continues to be ignored, it is not impossible that the lemons produced cannot be sold on the market and of course this will result in considerable losses and the BUMDesa Makmur Jaya business is threatened with failure. Based on this, an effort is needed to increase the selling value of the lemons produced, namely by processing lemons into beverage processed products. Lemon drink processed products have many health benefits and of course will have a large market share. However, before making further efforts to make lemon juice processed products, of course, it is necessary to conduct a business analysis first. The business analysis carried out is using the Business Model Canvas (BMC) [4].



Figure 1. Lemon Orange Plantation BUMDesa Makmur Jaya

II. METHODS

The implementation method of community service can be divided into several stages as follows:

a. Preparation (14 days)

1. Visiting partner locations, namely BUMDesa Makmur Jaya, Sukamantri Village. The goal is to get as much information as possible about the problems faced by partners. See firsthand the BUMDesa Makmur Jaya business process. (3 days)
2. Conducting interviews, the aim is to obtain information about the profile of BUMDesa Makmur Jaya. (3 days)
3. Perform data collection, including analysis of business needs (1 day)
4. After the complete information and data are obtained, then do a business model design design using the Business Model Canvas method. (7 days)

b. Activity Implementation (48 days)

1. Making a business model (14 days)
2. Training for BUMDesa Makmur Jaya administrators (14 days)
3. Direct assistance for the implementation of the business model (20 days)

e. Activity Evaluation (5 days)

Evaluation of activities in the form of an assessment of increasing production capacity and sales capacity, increasing BUM Desa assets and increasing income of Village BUM management as well as contributions to Village Original Income (PA Des) in Sukamantri Village (5 days)

f. Continuous Assistance (65 days)

1. Continuous assistance in the form of monitoring the implementation of business models in the production and marketing aspects (60 days)
2. Repair and improvement of Business Model Canvas (BMC) material for production and marketing (5 days).



Figure 2. Lemon Fruits.

III. RESULTS AND DISCUSSION

The implementation of the service that has been carried out is in the form of making a Canvas Business model on processed products for fresh lemon drinks, while the Canvas Business model that has been created is as follows:

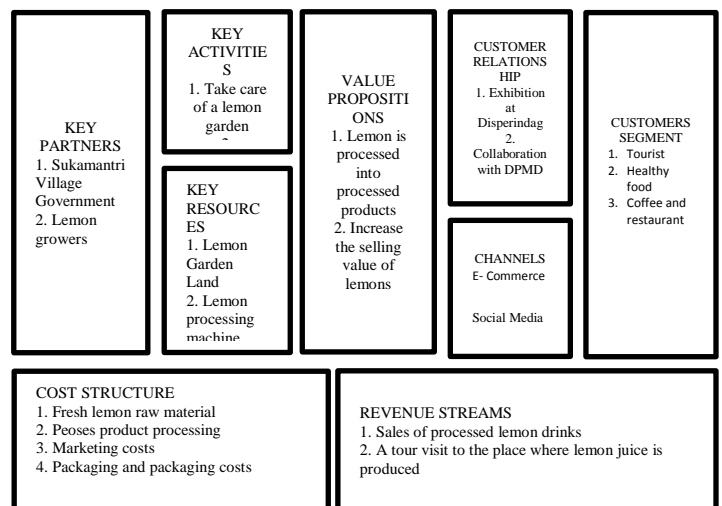


Figure 3. Business Canvas Modelling

Based on Figure 3 above, some of the things that can be done by the management of BUMDesa Makmur Jaya are as follows:

1. Key Partners, the need for cooperation with the Sukamantri Village Government and the farmers who manage lemon plantations.
2. Key Activities, the main activities are caring for and maintaining lemon citrus plantations and processing the lemon fruit harvest into processed products.
3. Key Resources, the resources owned are lemon plantations and machines that process lemons into lemon juice processing products.
4. Value Propositions, lemons are processed into processed lemon drink products with the aim of increasing the selling value of lemons
5. Customer Relationship, which is to collaborate with the Department of Industry and Trade, the Office of Cooperatives and SMEs and the Community and Village Empowerment Service of Bogor Regency to help introduce and market the processed lemon juice products.
6. Channels, promotion and sales channels are through the market place and utilizing social media.

7. Customer Segment, the market segment for processed lemon products is tourists, lovers of healthy drinks as well as cafes and restaurants.
8. Cost Structure, the cost structure required is raw material for fresh lemon, processing costs, marketing costs, packaging and packaging costs.

Revenue Streams, the revenue revenue plan is from the sale of processed lemon products and a visit to a lemon processing plant.

IV. CONCLUSION

The conclusion of this service activity is to provide a business modeling concept for BUMDesa Makmur Jaya which will create a derivative business from lemon orange plantations, namely processed lemon juice products. By making a business model first, it is hoped that the new business that will be managed by BUMDesa Makmur Jaya can run and be sustainable so that it provides benefits for the business continuity of BUMDesa Makmur Jaya and provides additional economic value for BUMDesa Makmur Jaya and the people of Sukamantri village.

REFERENCES

- [1] Departemen Pendidikan Nasional Pusat Kajian Dinamika Sistem Pembangunan (PKDSP). 2017. *Buku Panduan Pendirian dan Pengelolaan Badan Usaha Milik Desa (BUMDes)*. Fakultas Ekonomi: Universitas Brawijaya
- [2] Amanda, Helmei Willy. 2010. *Strategi Pembangunan Desa Dalam Meningkatkan Pendapatan Asli Desa Melalui Badan Usaha Milik Desa (Studi Kasus pada Badan Pengelola Air Minum (BPAM) di Desa Ketapanrame Kecamatan Trawas Kabupaten Mojokerto)*. Jurnal diterbitkan Fakultas Ilmu Sosial Universitas Negeri Surabaya.
- [3] Kotler, P., dan Keller, K. L. 2013 *Marketing Management*. England : Pearson Education.
- [4] Osterwalder, A dan Pigneur, Y. 2017. *Business Model Generation : Pedoman bagi para Visioner, Penggerak Perubahan, dan Pendobrak*. Jakarta : PT Elex Media Komputindo