



Business Model Innovation as an Effort to Improve Marketing: Case Study in Rodokar, Yogyakarta

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Abstract

To be able to excel in business competition in the culinary industry, MSME managers need to carry out good sustainable innovation. The aim of this research is to assist and improve the rodokar business. Research methods that can help business actors in designing a strategic plan is to use the Business Model Canvas. Data collection to carry out analysis on the Business Model Canvas was carried out by observation and interviews manager. Digitalization support activities marketing will be carried out in three stages: education, mentoring, and sustainability assessment. Training will given to increase partners' knowledge and understanding of various digital marketing platforms. The results of this activity are expected to expand partners' knowledge and understanding in the field of digitalization marketing. Mentoring activities are carried out to ensure partners are able to apply technology and training provided. In the end, the outcome that the partners want to achieve as business actors is an increase in partner economies of scale.

Keywords: Business, Canvas Business, Community Economy, Digital Marketing.

1. INTRODUCTION

Rodokar is a business in the culinary sector that is classified as deep small business category. The products sold by this business include: donuts, bread and coffee. Currently, Rodokar is focusing its operational activities on offline stores and is starting to serve limited orders via WhatsApp (Capó Vicedo & Ortiz Rodríguez, 2015). The power of Rodokar is a strategically located shop, namely on the side of a major road which is easy to access visited by customers (Montenegro et al., 2021). In terms of ordering service, consumers said that the WhatsApp admin responded quickly to customer orders response so that consumers become quite comfortable subscribing to the store. The business manager also said that he currently has a raw material supplier cakes and packaging whose relationship is well established (Sogenbits & Turksen, 2024).

Economic conditions in Indonesia have not experienced significant improvement from year to year, even though the community has great potential to create jobs (“What Entrepreneurs Are like, and What They Do,” 2006). Business Micro, Small and Medium Enterprises (MSMEs) both in villages and cities have not developed well Good. Several home businesses such as laundry services, sewing services, processed food production, and grocery stalls are still operating (Setiawan & Malihah, 2021).

The development of the food industry sector is one of the biggest contributors to economic growth in Indonesia. This condition shows that this sector needs to be handled more intensively as time goes by (Ubrežiová et al., 2015). Entrepreneurship training collaboration between academics, government and practitioners is one solution to reduce unemployment in the productive age (Sikorová et al., 2015). This training can include various types, such as basic life or business skills training, business strengthening training, and business development training (Baron, 1998). Therefore, collaboration between academics and entrepreneurship training is urgently needed practitioners for the development of MSMEs in Yogyakarta. One of the MSMEs that can be used a training place that has the potential to be developed is Rodokar in Wonocator, Yogyakarta.

2. METHODS

The method of community service is a quantitative descriptive method with mentoring and training methods. This method was chosen to create descriptions and images systematically and the relationship between mentoring and training and improvement marketing. The following are the steps in community service activities in Rodokar:

1. Discussion with the owner of Rodokar

This community service activity begins with field research and interview with Rodokar's partner, Mrs. Mufarokhah. Next, partners and teams The servant formulated the existing problems at Rodokar, namely regarding marketing which is still quite conventional. Hence, the marketing and sales area The product is small, so business development is not growing rapidly. This matter impact on revenue, the number of products sold does not increase, and coverage marketing area is not wide. The next problem is operational costs for promotion and sales of products. So there is a need for real action solutions to problems.

2. Training with Rodokar employees

Employees are the main milestone in running a business, when the owner and employees have the same vision and mission, then the progress of SMEs can be achieved. Training of employees is considered very important in overcoming problems Rodokar. The training here includes counseling on how to create an account increase ratings in digital marketing.

3. Real action of implementing the application

The solution given in this activity is to provide more knowledge regarding the use of social media as digital marketing. Deep implementation The use of social media as digital marketing is a training that is carried out in the form of direct practice, where each training participant (owner and employee rodokar) using a laptop or cellphone that will later receive it training materials. Create content, distribute content, schedule content, Arranging the display of images and photos of products to be sold is material from this training.

3. RESULTS

From the results of observations and interviews, it can be analyzed using the Business Model Canvas. The main activities carried out to maintain business continuity include: production and periodically create new variants of snacks and food for sale at the Rodokar outlet. The fixed cost structure of this business includes employee salaries, electricity costs, and taxes. The variable costs incurred are related to material costs and production. Rodokar's income stream is obtained from product sales at its outlets. A summary of the Rodokar Business Model Canvas is shown in Figure 1 as follows.

The business model canvas helps business owners or entrepreneurs to map and communicate key aspects of their business model in a way that is easy for others to understand. Through the business model canvas, business owners can build, test, and manage business models that have the potential to be successful. Furthermore, BMC can increase focus and clarity about what an entrepreneur's business wants to achieve. Apart from that, BMC can be a medium for identifying the strengths and weaknesses of a business model, looking for new ideas, and developing a business for the long term (Kittichotsawat et al., 2024).

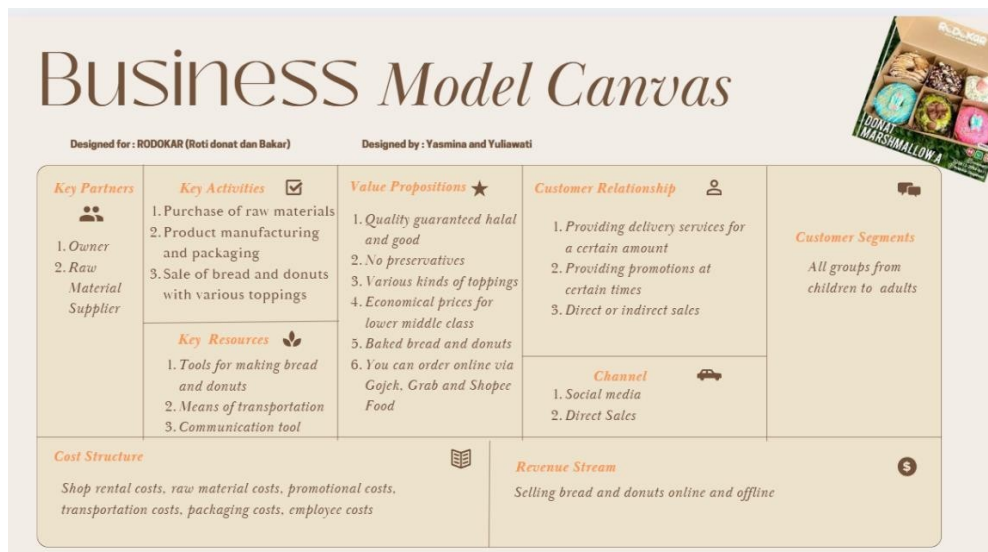


Figure 1: Rodokar Business Model Canvas

The business model canvas is a business planning model that is beginner friendly (Murphy et al., 2023). Here are some plus points that you can consider when creating a canvas model business, namely:

1. Easy to use

The Business Model Canvas is a simple and easy to understand tool for those who have never been involved in the business world. Simply put, the owner can create a business plan using 9 existing component blocks.

2. Has simple and attractive visuals

Are you a visually oriented business owner? If so, of course the canvas business model will be very helpful.

The reason is, this business model presents the strategy visually, making it easier for related parties to understand and evaluate the overall business plan.

3. Flexible

A newly started business is generally still unstable, meaning that there will be certain components or plans that may have to change to adjust to business conditions.

Therefore, the business model canvas is a suitable choice for beginners, because you can change the contents of each component to follow changing business needs.

4. Collaborative

For those of you who want to build a business with a team, there's no need to worry. The business model canvas is very possible to be used by different teams to produce a collaborative process in designing effective business plans.

5. More focused

Consisting of 9 main blocks or components, the business model canvas can help simplify the business planning process by being more focused, clear and well-directed.

This activity takes the form of distributing multiple choice tests to determine the increase in understanding of training participants. Table 1 shows the results obtained before and after training from the 10 questions given.

Table 1: Results before and after training

Number	Name	Results before training	Results after training
1	Owner	6	9
2	Employee 1	4	9
3	Employee 2	3	7
4	Employee 3	5	8
5	Employee 4	4	9
6	Employee 5	5	9

The results of the training show an increase in understanding or mastery of the material by participants. The service found that 6 participants got good grades and mastered the material with an average score of 85%. One indicator of the success of this service is the positive response from the participants who enthusiastically attended each session. Training participants stated that this activity increased the knowledge of MSME stakeholders about the use of social media for digital marketing. Apart from that, MSME stakeholders hope for continued support between the service team and MSME stakeholders.

4. CONCLUSION

The conclusions of this research are:

1. The training activities are carried out well and in accordance with plan. The participants gave positive responses and showed deep enthusiasm attend each session during this activity.
2. MSME players experienced an increase in knowledge of 85% after participating this training.
3. The need for ongoing activities and development training regarding applications can help MSME players in recording buying and selling transactions.
4. Business Model Innovation with the Canvas method helps business owners to map and communicate key aspects of their business model in a way that is easy for others to understand

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