

# Implementation of Business Model Canvas Development Based on Ngandel, Kendel, Bandel, Kandel to Overcome Marketing and Productivity Problems in Yogyakarta's Typical Jumputan Craft MSME

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## ABSTRACT

This community service was aimed at helping Sanggar Jumputan Maharani, founded by Mrs. Surani, in facing the challenge of declining sales, especially among young people. In addition, this service is a form of community service to introduce the business model canvas method and the application of Ki Hadjar's teachings in the business world. The approach used in this service is ethnography, where the researcher not only conducts interviews with several informants but also observations and participates in carrying out a series of production activities of Sanggar Jumputan Maharani UMKM such as observing, helping if needed during the production process, participating in the jumputan making process. From the results of interviews and observations obtained, the authors found various phenomena in internal and external factors. In addition, the author tried to provide Business Model Canvas training at Sanggar Jumputan Maharani which was used as a bridge to improve the marketing and productivity of these MSMEs. The results of the service showed that Sanggar Jumputan Maharani has its own advantages compared to other MSMEs. As well as superior in design, product quality and quantity, and the number of exhibitions that have been participated in. However, Sanggar Jumputan Maharani needs to increase the collection of motif designs according to supply and demand, as well as register the distinctive designs of Sanggar Jumputan Maharani in HAKI, as well as increase the number of human resources and increase jumputan production in order to reach more market segmentations with the Business Model Canvas method.

**Keywords:** *Jumputan Maharani Studio, sales, Business Model Canvas, MSMEs, marketing, product excellence, market segmentation.*

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## INTRODUCTION

Sanggar Jumputan Maharani is one of the small and medium industry (SME) companies engaged in the batik and jumputan industry in Yogyakarta. Entering the digital era has made competition between similar businesses even more intense. The jumputan fabric in Sanggar Maharani also has problems in productivity and marketing, so it requires a BMC (Business Model Canvas) to deal with it.

The results of previous pengabdian that have been carried out by (Lestari, 2022), show that Sanggar Jumputan Maharani MSMEs in the Tahunan tourism village have advantages over other MSMEs in the Tahunan tourism village. As superior in terms of design, product quantity and the number of exhibitions that have been participated in.

In addition, research conducted by (Nurhayati & Yunitasari, 2018) states that the right business planning strategy for Sanggar Maharani is the Business Model Canvas which consists of 9 blocks: Customer Segments, Value Propositions, Channels, Customer Relations, Revenues Streams, Key Resources, Key Activities, Key Partnerships, Cost Structure. The nine strategy blocks are displayed on the Business Model Canvas Template.

The government as a policy maker needs to continue to stimulate MSME business actors to continue to be able to survive and grow in the face of internal problems in the development of MSMEs as well as external problems that do not rule out the possibility of occurring such as the nation's economic conditions in an economic crisis or the nation's situation during a pandemic. (Novitasari, 2022)

Because of this, companies need to increase productivity in order to be able to compete between similar businesses. Things that need to be considered include increasing the efficiency and effectiveness of resources and product quality.

This service to Sanggar Jumputan Maharani is aimed at helping Sanggar Jumputan Maharani, founded by Mrs. Surani, in facing the challenges of declining sales, productivity, and market segmentation mapping.

## METHOD

The method used in this service is through observation and interviews by providing training related to the Business Model Canvas. This service is useful to analyze more deeply how to develop productivity and marketing in the creative economy of jumputan crafts in the Tahunan tourism village of Yogyakarta.

Surani (48) is a jumputan cloth entrepreneur in Yogyakarta who founded Sanggar Jumputan & Batik Maharani in 2010. By embracing the community around the Tahunan tourism village to participate in the process of making Jumputan cloth.

Pengabdian discussed the topic that would be used as material for community service to UMKM Sanggar Jumputan Maharani. Then the servants conducted observations and

interviews related to the topics and problems that existed in the UMKM Sanggar Jumputan Maharani which was carried out on Friday, October 11, 2024.

Pengabdi provides counseling in the form of material exposure regarding the Business Model Canvas and Ki Hadjar Dewantara's teachings on the fatwa Ngandel, Kendel, Bandel, Kandel. Business model canvas (BMC) is one of the strategy tools used to describe a business model and illustrate the rationale for how organizations create, deliver, and capture value. (Warnaningtyas, 2020). Business Model Canvas (BMC) is a framework for strategic planners in developing new business strategies that can be used to determine the success of the company in achieving its targets. (Sukarno & Ahsan, 2021). The application of Ki Hadjar Dewantara's teachings in improving MSMEs, namely Ngandel (Confidence), Kendel (Brave), Kendel (Thick Faith), and Bandel (Resilient) did not forget the presenters also conveyed supporting factors as well as tips and tricks to start and maintain a business that follows developments The era was then closed with the character slogan "AKU BISA" which stands for "Antusias (Enthusiastic), Kreatif (Creative), Ulet (Tenacious), Belajar (Learning), Inovatif (Innovative), Sinergi (Synergy) dan Amanah (Trustworthy)". (Agus Dwi Cahya et al., 2022)

In this community service activity that took place at MSME Sanggar Jumputan Maharani, Pengabdi was able to provide solutions in the form of exposure to Business Model Canvas material which aims to be able to map including value proposition (things offered), customer segments (market segmentation), customer relationships (how to interact), distribution channels (how to distribute), key activities (what to do), key resources (privileges possessed), key partners (people who can help), cost structure (production costs), and revenue streams (profits earned). According (Natallia et al., 2022), to applying the nine factors in the Business Model Canvas to simplify business focus and reduce risks in the business being run, so that it can increase sales and compete with other MSME businesses

So that the author hopes that the UMKM Sanggar Jumputan Maharani can increase productivity and marketing according to the market segmentation desired by the UMKM owner.

## RESULTS AND DISCUSSION

### Conduct Observation and Interview Activities

This research was conducted using interviews and observation methods, namely taking information by directly interviewing MSME actors regarding the manufacturing and marketing processes carried out. (Roayada, 2023). This community service began with observations and interviews conducted by community service providers at the Maharani Jumputan Studio.



**Figure 1. Product of Jumputan Maharani Studios**

Furthermore, in this interview and observation session, the resource person explained the business problems being experienced by Sanggar Jumputan Maharani. And servants observed production activities, until the goods were finished and ready to be marketed.

#### *Monitoring dan Evaluasi*

Furthermore, the pengabdian conducted monitoring of Sanggar Jumputan Maharani in the form of an introduction to the business model canvas based on Ki Hadjar Dewantara's teachings in the form of Ngandel, Kendhel, Bandhel and Kandhel. Monitoring refers to an internal process in managing the efficiency of activities. Whereas evaluation is external with the involvement of stakeholders in assessing the effectiveness of (Purbantina et al., 2022). In this service, it is hoped that Sanggar Jumputan Maharani can implement the monitoring that has been carried out by the servants to their business.



**Figure 2.**

Sanggar Jumputan Maharani has obstacles in promoting its products, which has an impact on declining sales productivity. In the digital era, traditional marketing has shifted to digital marketing that focuses on product branding. The presence of digital marketing is important for all business actors, including MSMEs. (Wulandari & Nurhadi, 2023). Pengabdi provided advice and training on the use of social media and digital marketing platforms with the aim of increasing the reach of wider customers. Pengabdi also provided direction and application of the business model canvas based on the teachings of Ki Hadjar Dewantara (Kendhel, Bandhel, Ngandel, Kandel).



Figure 3. Group photo of the Jumputan Maharani Studios and the community service team

## CONCLUSION

This community service is carried out at MSMEs in the Yogyakarta area, more precisely at the Maharani Jumputan Studio to find out what problems are being faced by these MSMEs. By carrying out this community service, the pengabdian can provide direction to the Maharani Jumputan Studio so that its productivity and sales will increase. Pengabdian provides direction and application of the business model canvas based on the teachings of Ki Hadjar Dewantara (Kendhel, Bandhel, Ngandel, Kandel).

### Thank-you note

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