



The Business Model Canvas Workshop for Building the Capacity of MSME Entrepreneurs in Harjamukti

Isa Elfianto^{1*}, Chindy Respa², Nur Rahmi Fajri Yanti¹, Aan Hidayat³

Article Info

*Correspondence Author

¹ Community Development Officer, PT Perusahaan Gas Negara, Tbk – Offtake Stasiun Cimanggis

² Assistant, CSR Planning and Controlling, PT Perusahaan Gas Negara, Tbk

³ Socialimpact.id

How to Cite:

Elfianto, I., Respa, C., Yanti, N.R.F., Hidayat, A. (2024). *The Business Model Canvas Workshop for Building the Capacity of MSME Entrepreneurs in Harjamukti*. ASEAN Journal Social Responsibility, Vol.1(1), 15-, 2024

Article History

Submitted: 10 August 2024

Received: 15 August 2024

Accepted: 18 August 2024

Correspondence E-Mail:

Isa.elfianto@gmail.com

Abstract

Depok City is one of the buffer cities of the Special Region of Jakarta. This condition brings potential in the development of micro, small, and medium enterprises (MSMEs). However, MSME entrepreneurs in Depok City still face several problems, one of which is human resources. Thus, PT Perusahaan Gas Negara, Tbk – Offtake Stasiun Cimanggis (PGN Cimanggis) developed the MSME Entrepreneurial Mindset Change Workshop event through the utilization of Business Model Canvas (BMC Workshop). The BMC Workshop aimed to improve knowledge of participants in designing, managing, and optimizing business models to achieve success in a dynamic business environment. This BMC Workshop event was used the PIE (Planning, Implementation, and Evaluation) model approach. There were 3 delivery techniques, including: lecture, group discussion, and practice. PGN Cimanggis successfully held the BMC Workshop as part of its CSR program targeting vulnerable group of women, who are head of household (PEKKA is an abbreviation of *Perempuan Kepala Keluarga*, in Bahasa) in Harjamukti Subdistrict, Cimanggis District, Depok City. The BMC Workshop was successful in improving the knowledge of participants in designing, managing, and optimizing business models to achieve success in a dynamic business environment.

Keywords: BMC; Business Model Canvas; Community Development; Capacity Building; CSR; MSME.

Introduction

Depok City is one of the buffer cities of the Special Region of Jakarta. This condition brings potential in the development of micro, small, and medium enterprises (MSMEs). There are 10.167 entrepreneurs in the productive age group in Depok City (DKUM Kota Depok, 2023). However, MSME entrepreneurs in Depok City still face several problems, one of which is human resources (Lantara, 2024). The definition of human resources is a potential of human that can be developed for the production process (Badan Bahasa, 2023). One of the potentials that can be used in business development is knowledge about effective business planning.

Effective business planning can be analyzed with the Business Model Canvas (BMC). BMC is a tool for describing, analyzing, and designing business models (Osterwalder & Pigneur, 2010). BMC offers a simple strategic framework for visualizing the work processes of a business. The utilization of BMC in business planning is relevant to the problems faced by MSME entrepreneurs in Depok City. Through the implementation of BMC, MSME entrepreneurs are able to understand, design, and project detailed business models to be clearer and more directed (Maulida & Haryanto, 2020; Sepriyadi et al, 2023).

The private sector can participate in resolving issues faced by the community. PT Perusahaan Gas Negara, Tbk – Offtake Stasiun Cimanggis (PGN Cimanggis), located in Harjamukti Subdistrict, Cimanggis District, Depok City, is one of the companies that has contributed to the resolution of social and environmental issues through the Corporate Social Responsibility (CSR) Program. Capacity building for MSME entrepreneurs is one of the agendas in PGN Cimanggis CSR program.

In line with the spirit of CSR, PGN Cimanggis developed the MSME Entrepreneurial Mindset Change Workshop event through the utilization of Business Model Canvas (BMC Workshop). The BMC Workshop was a part of community development programs targeting vulnerable group of women, who are head of household (PEKKA is an abbreviation of *Perempuan Kepala Keluarga*, in Bahasa) in Harjamukti Subdistrict, Cimanggis District, Depok City. The BMC Workshop aimed to improve knowledge of participants in designing, managing, and optimizing business models to achieve success in a dynamic business environment.

Method

This BMC Workshop event was used the PIE (Planning, Implementation, and Evaluation) model approach as the main framework. The PIE model is a simple approach consisting of 3 management functions: planning, implementation, and evaluation (Dachi, 2016). This systematic approach

was chosen because it is suitable for the technical conditions of the workshop.

The Planning Stage

The Community Development Team of CSR PGN Cimanggis started with a needs assessment. The needs assessment was held through a focus group discussion (FGD) with several stakeholders and representatives of the community (especially, MSME entrepreneurs). The results of the FGD agenda were in the form of an assessment to develop the technical implementation of BMC Workshop. In addition, data from social mapping documents and work plans were used as considerations in program development.

Table 1. Technical Information of BMC Workshop

Date	Topic	Delivery Technique	Location
30 July 2023	Entrepreneurial Mindset Change for Success and Resilience Practice for Using BMC	Lecture, Group Discussion, and Practice	PAUD Ar-Rabbani

Source: PGN Cimanggis, 2023

The Implementation Stage

The implementation of BMC Workshop was held face-to-face (offline) on 30 July 2023 at PAUD Ar-Rabbani, Harjamukti Subdistrict, Cimanggis District, Depok City. There were 2 topic sessions in this workshop. The first topic was the mindset change of MSME entrepreneurs. The second topic was the practice of using the Business Model Canvas (BMC). There were 3 delivery techniques, including: lecture, group discussion, and practice. The media used in presenting the material were LCD projector, BMC analysis form template, and stationery.

The Evaluation Stage

The evaluation stage was used to measure the success of the program. The evaluation was implemented at the end of the workshop. The evaluation method used consisted of interviews and qualitative data analysis on the improvement in knowledge and continuity in the application of BMC. The results of the evaluation were used as a basis for improving the program in the future.

Discussion

The Process of BMC Workshop

The BMC Workshop was initiated by CSR PGN Cimanggis successfully attracted the interest of various MSME entrepreneurs in Harjamukti

Subdistrict. A total of 8 MSME entrepreneurs participated in this workshop. The participants came from various business sectors, including: catering, herbal product reseller, and printing.

The BMC Workshop was held face-to-face (offline) on 30 July 2023 at PAUD Ar-Rabbani, Harjamukti Subdistrict, Cimanggis District, Depok City. There were 2 topic sessions in this workshop. The first topic was the mindset change of MSME entrepreneurs. The second topic was the practice of using the Business Model Canvas (BMC). There were 3 delivery techniques, including: lecture, group discussion, and practice. The media used in presenting the material were LCD projector, BMC analysis form template, and stationery.



Figure 1. Lecture Session

Source: PGN Cimanggis, 2023

The first topic was the Entrepreneurial Mindset Change for Success and Resilience presented by Coach AK. This material explained the entrepreneurial mindset, MSME management mindset, consumer development, and the causes of MSMEs not developing. This topic aimed to help MSME entrepreneurs to be skilled in managing their business units.

The second topic was the Practice of Using the Business Model Canvas (BMC) presented by Coach FA. Participants learned and practiced conceptualizing, analysing, and explaining innovations related to the business to be run using the BMC tool. This topic aimed to help MSME entrepreneurs in Harjamukti Subdistrict be able to design, manage, and optimize business models to achieve success in a dynamic business environment.

Evaluation

The evaluation was held to determine the extent to which the participants understood the knowledge gained from this BMC Workshop. The evaluation interview was collected after the workshop was completed. The result of this BMC Workshop was that participants could apply the knowledge and skills gained. The knowledge and skills were designing, managing, and optimizing business models to achieve success in a

dynamic business environment. This BMC Workshop also contributed in the development of a Harjamukti MSME group. The entrepreneurs in the Harjamukti MSME group tried to build a change in the mindset of entrepreneurs in developing their business by separating household needs from their business needs. This group encouraged the development of MSMEs in the area, such as: assisting in marketing, product packaging, licensing, and certificates. This is an opportunity for community economic development in Harjamukti Subdistrict.



Figure 1. Results of the Practice of Filling Out the BMC Analysis Form Template

Source: PGN Cimanggis, 2023a



Figure 1. Photo of products from BMC Workshop Participant on the Day of Monitoring and Evaluation

Source: PGN Cimanggis, 2023b

Although this workshop provided benefits, there were some challenges in its implementation, such as:

1. The lack of enthusiasm of MSME business actors who came to participate in the training.
2. The facilities were narrow so that participants could not move easily in practicing filling out the Business Model Canvas.
3. The workshop did not start at the scheduled time because participants joined the venue late.

Conclusion

The private sector could contribute to build the capacity of MSME entrepreneurs. PGN Cimanggis was an example of a company that took on this role. PGN Cimanggis successfully held the BMC Workshop as part of its CSR program targeting vulnerable group of women, who are head of household (PEKKA is an abbreviation of *Perempuan Kepala Keluarga*, in Bahasa) in Harjamukti Subdistrict, Cimanggis District, Depok City. The BMC Workshop was successful in improving the knowledge of participants in designing, managing, and optimizing business models to achieve success in a dynamic business environment. As a follow-up plan and appreciation, workshop participants who perform well (continuous in implementing BMC) based on the evaluation assessment will receive business equipment assistance. Thus, that is the conclusion of this BMC Workshop.

Reference

- Badan Bahasa. (2023). "Sumber Daya Manusia". *KBBI VI Daring*. Retrieved on 3 August 2024 from <https://kbbi.kemdikbud.go.id/entri/sumber%20daya%20manusia>
- Dachi, R. A. (2016). *Manajemen Kesehatan*. Medan: Universitas Sari Mutiara.
- DKUM Kota Depok. (2023). *Laporan Kinerja Dinas Koperasi dan Usaha Mikro Kota Depok Tahun 2023*. Kota Depok: Dinas Koperasi dan Usaha Mikro Kota Depok.
- Lantara, F. (2024). *Klinik Bisnis Diharapkan Mampu Atasi Masalah dan Tantangan UMKM Depok*. Retrieved on 14 June 2024 from <https://megapolitan.antaraneews.com/berita/279438/klinik-bisnisdiharapkan-mampu-atasi-masalah-dan-tantangan-umkm-depok>
- Maulida, A. R., & Haryanto, A. G. (2020). Studi Perencanaan Usaha Keripik Kaca Menggunakan Business Model Canvas. *Journal of Food and Culinary*, 36-44.
- Osterwalder, A., & Pigneur, Y. (2010). *Business Model Generation: A Handbook for Visionaries, Game Changers, And Challengers*. New Jersey: John Wiley & Sons, Inc.
- PGN Cimanggis. (2023a). *Laporan Kegiatan Pelatihan Perubahan Mindset Pelaku UMKM Bisnis Model Canvas (BMC)*. Kota Depok: PT Perusahaan Gas Negara – Offtake Stasiun Cimanggis.
- PGN Cimanggis. (2023b). *Laporan Monitoring dan Evaluasi Program Pengembangan Masyarakat/Community Development (CD)*. Kota Depok: PT Perusahaan Gas Negara – Offtake Stasiun Cimanggis.
- Sepriyadi, M. I., Wardani, A., Syahfitri, M., Alfayyadh, M., & Resmaliana, R. (2023). Analisis Business Model Canvas (BMC) Pada UMKM Cimol Aa di Kota Tanjungpinang. *Innovative: Journal Of Social Science Research*, 3(4), 2270-2281.