

CONSUMER PERCEPTION OF BROKETIR PRODUCTS (BLACK STICKY RICE BROWNIES) AS A DEVELOPMENT OF BUSINESS MODEL CANVAS

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ABSTRACT

Finding out how consumers feel about Broketir products—brownies ketan ireng—and developing their opinions using a business model canvas are the goals of this study. Data on consumer opinions of black sticky rice brownie items are gathered through the use of an online survey disseminated using Google Form. This approach was selected due to its capacity to quickly and efficiently gather relevant and organized data from a large number of respondents. The questionnaire utilized is a closed questionnaire; responses are limited to selecting directly from the written question column options that have been provided. Following data collection, the researcher organized the information into nine business model canvas elements for study.

Based on the nine elements of the business model canvas that have been described from customer perceptions, this broketir business shows the potential to grow in the future, making this broketir one of the long-term businesses and. From the analysis of the nine elements, the broketir business has a strong foundation and can grow with the right strategy.

Keywords: *Business, Model, Canvas, BMC*

INTRODUCTION

The majority of people in Indonesia are employed mostly in the agricultural industry because it is an agricultural nation. For the Indonesian people, agriculture plays a significant role in supplying a variety of everyday food items, including rice. After being processed once more, rice becomes rice, which is the main ingredient in most meals.

There are numerous rice varieties that can be processed, according to the Ministry of Agriculture's Directorate General of Food Crops. White rice is not the only form of rice that is consumed. When it comes to rice varieties, there are a few to choose from: dry rice, soft rice, fragrant rice, and glutinous rice.

Red, white, and black glutinous rice are among the varieties of the grain. For Indonesians, glutinous rice is typically utilized as a substitute staple in meals such sticky rice tape, “wajik”, sticky rice porridge, and other regional specialties.

The ability of Indonesians to use rice as a food ingredient and convert it into ready-to-eat dishes that are profitable for them, such as black sticky rice, is undoubtedly vital given the advancements of the times and the numerous developments in the culinary industry. One food element that has numerous health advantages is black sticky rice.

According to Fadli (2023), black sticky rice has health benefits such as antioxidants, natural

detoxification, a high fiber content, lowered risk of diabetes, protein, and heart health support. These advantages are what we can utilize as intriguing, distinctive, and creative food ingredients. We can also use them as traditional food, but we can also use them as a culinary enterprise by fusing traditional and modern food ingredients.

Black sticky rice is suitable for all age groups—children, teens, adults, and the elderly—and is quite simple to prepare. Unfortunately, due of its sticky and moist feel, a small portion of black sticky rice is now disliked. Sticky rice is typically only utilized as a raw ingredient in industrial-scale production of traditional processed dishes. n.d. Heriyana et al. (2021).

In this instance, it is undoubtedly our responsibility as Indonesians to keep innovating in the food industry by making use of the harvest of glutinous rice to create goods that are manufactured from black glutinous rice that aren't sticky or wet.

Brownies, a sort of dense bar cookie with a rich, genuine, and soft chocolate flavor, are sometimes referred to as “bantat cakes” (Mulyadi et al., 2022). Typically, brownies are made using a combination of chocolate ingredients. There are two methods for making brownies: steaming and baking. The final textures of brownies that are steamed or baked differ; the former will have a softer texture, while the latter will be crispier and drier.

In addition to chocolate, brownies also include a blend of wheat flour. Wheat flour plays a role in regulating the elasticity of food because it comprises starch, a complex carbohydrate that is not soluble in water and has a protein content that can produce gluten.

One drawback of wheat flour is that it might cause celiac disease if taken in excess (Ramadhani & Rahmawati, n.d.). Thus, when compared to wheat flour, black sticky rice flour offers greater advantages. Considering that wheat flour is consumed more often in Indonesia than other flours, it is reasonable for Indonesians to be extra cautious about eating wholesome meals.

Culinary innovation is advancing so quickly that, in response to challenges, new products are created by fusing traditional ingredients—like black sticky rice—with contemporary forms while retaining all of the classic ingredient's qualities.

The concept of "broketir" (black sticky rice brownies) surfaced as one of the ideas for new businesses in 2019. This company was founded to allow customers to experience the advantages and distinctiveness of the broketir product (black sticky rice brownies). Brownies are generally known for their unique variation, which is chocolate; however, in this case, we want to use black sticky rice as a feature of broketir (black sticky rice brownies), in addition to its good content, so Indonesians can experience a greater variety of brownies by utilizing the outcomes of local product cultivation in Indonesia.

In addition to being made for financial benefit, these black sticky rice brownies are managed to support Indonesian local food producers and ensure that sticky rice is always produced. Using the business model canvas as a tool for business development, we can thereby demonstrate the gastronomic legacy of regional Indonesian food ingredients.

A business model, according to Osterwalder and Pigneur in Anter et al., (2022), outlines the fundamental ideas behind how an organization generates, distributes, and retains value. Customer segmentation, value proposition, channels, customer interactions, income streams, important resources, important activities, important partnerships, and cost structure are some of the components that make up the business model canvas. As brokers for business development, we can utilize some of these components (black sticky rice brownies).

The house business used to make these black sticky rice brownies is situated on Jalan Tidar 157-C, which is reachable by both private and public transportation. This brand of black sticky rice brownies

is produced in a highly strategic position to facilitate customer purchasing. The primary objective of this transaction is also customer satisfaction; when customers are happy, it is anticipated that they will make additional purchases.

The phrasing of the problem to be studied is "What is the perception according to consumers towards the Broketir product (black sticky rice brownies) as a development of the business model canvas" and is based on the problems from the background.

LITERATURE REVIEW

To achieve success in every business, there is a visual framework or planning in a business that can be developed more effectively and efficiently through the elements contained in the business model canvas (Osterwalder and Pigneur in Anter et al., 2022).

Here are the details of the 9 elements of the business model canvas:

1. *Customer Segment*

The first component of the business model canvas, known as the client segment, is devoted to identifying or classifying the intended customer base for each company's product offerings. This consumer group can assist a company in creating a marketing plan that is more successful, better understands the demands of the target market, and fosters customer loyalty and satisfaction.

2. *Value Propositions*

Value propositions make up the second component of the business model canvas. Value propositions can be defined as the advantages or benefits that a company can provide its clients above those of its rivals. Knowing this allows a company to operate in accordance with the value proposition it offers and keep clients, giving it a competitive edge. Businesses can generate highly satisfied, devoted, and repurchase-oriented customers by delivering excellent customer value (Kotler, 2021:24).

3. *Channels*

According to Osterwalder and Pigneur (2012), this element is a channel that explains how a business interacts with different client segments and reaches out to them with value propositions. Any approach, including distribution, communication, and consumer interaction in sales, can be considered a channel in this context.

4. *Customer Relationship*

The fourth factor that every organization needs to establish in the business model canvas is the customer relationship. Establishing communication or identifying different kinds of interactions between sellers and purchasers can help a firm achieve its objectives in the long run.

5. *Revenue Streams*

The business model canvas's fifth feature, income streams, identifies the ways in which entrepreneurs can profit from each consumer category. Osterwalder and Pigneur (2010:31) state that there are two categories of revenue: transactional revenue, which is defined as money derived from a customer's one-time payment. Recurring revenue, on the other hand, is defined as income from periodic payments.

6. *Key Activities*

The primary tasks listed in this sixth part are crucial for any organization to undertake in order to create value, reach the market, uphold client relationships, and produce income.

7. *Key Resources*

According to Osterwalder and Pigneur (2012:34), the primary resources in this seventh aspect might be human, financial, or physical, and they can be owned or rented by the business or acquired from key partners.

8. *Key Partners*

Business partners who recommend third parties to support all carried out business activity procedures are key partners in this eighth factor. Marketers need to practice effective partnership relationship management in addition to good customer relationship management.

9. *Cost Structure*

The cost components experienced by businesspeople to be able to operate all operations from various recognized parts that they are already familiar with can be understood as the cost structure in the ninth element of this business model canvas.

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RESEARCH RESULTS

Customer brownies ketan ireng 46.7% people said they agreed that the quality of brownies broketir products is better than other brownies. Good quality can ensure customer satisfaction with a product or service. As many as 50% of customers strongly agree and are increasingly aware that brownies broketir in addition to prioritizing quality also provides natural and healthy ingredients in its products without preservatives.

By prioritizing natural and healthy ingredients in making these brownies, it can not only meet customer demand but also build a good reputation. Natural and healthy ingredients are often more expensive than artificial or preservatives, but 46.7% of Brokertir customers said that Brokertir's price is affordable compared to other brownies. Brokertir's value proposition has a big influence on the customer segment.

Brownies ketan ireng should be able to utilize the gofood, grabfood and shopeefood platforms for product delivery, 40% of customers strongly agree and feel comfortable when buying products through these platforms without having to pre-order via whatsapp. In addition to making it easier for customers to buy online, based on the questionnaire 50% of customers are very willing if Broktir has a special offline store. Customers can enjoy directly with a variety of variant choices and have a product display that explains natural ingredients. An attractive shop design with tables and chairs provided makes customers enjoy the atmosphere more.

In increasing sales, the Instagram platform can also be optimized because 36.7% of people say that the provision of product information is not good. Therefore, Broketir needs a management strategy to increase Instagram accounts. For example: doing endorsements on one of the influencers, interacting with followers and uploading educational, informative and consistent content. With this marketing channel, Broketir's business can reach customer segments and provide value to customers.

RESEARCH METHOD

Data on consumer opinions of black sticky rice brownie items are gathered through the use of an online survey disseminated using Google Form. This approach was selected due to its capacity to quickly and efficiently gather relevant and organized data from a large number of respondents. The questionnaire utilized is a closed questionnaire; responses are limited to selecting directly from the written question column

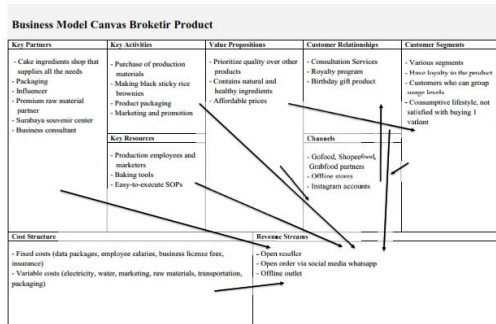


Figure 1: Business Model Canvas Broketir

63.3% of customers strongly agree that good communication between sellers and buyers is a very important and mutually beneficial foundation and supports the success of a long-term broketir business. To achieve business success with good communication, it can be seen that 63.3% of customers say that the seller's service to customers is very good.

From these results, in addition to strengthening the business reputation, it can also achieve sustainable growth. 46.7% of customers highly recommend broketir products to others. It can be concluded that with good customer relations according to existing customer segments, the value proposition provided can be increased and can reach them through better marketing channels.

When the value proposition has been delivered to the customer and they are reached through marketing channels and good relationships are built, then these four elements greatly influence sales revenue. Broketir revenue streams can be generated through direct product sales or online sales. This revenue stream is very important for a broketir business because it can help ensure sustainability and growth.

56.7% of customers want broketir to open resellers in order to reach more consumers and 40% of customers are very willing to pay more if broketir uses premium materials and to meet online sales needed we still maintain promotions on WhatsApp 40% of customers said that it was very good at providing promotions. Therefore, identifying and managing revenue streams effectively is very important for the long-term success of a broketir business.

Key activities are purchasing production materials to produce a product, and making and packaging products in accordance with standard operational procedures, as well as marketing and promoting to new customers. This marketing and promotion can be done by creating content on Instagram and WhatsApp.

Key resources at Broketir currently include human resources, namely production and marketing employees, adequate baking and kitchen equipment to carry out production, and standard operational procedures that can be understood to facilitate the production team.

Key partners are very important for broketir businesses because by working with external parties, it can help improve this business to achieve more efficient goals and become a long-term business. In this case, of course, broketir can work with external parties such as cake ingredient stores, product packaging design, promotions through culinary influencers and online delivery partners (grabfood, shopee food, gofood).

Cost structure management greatly influences profitability, resource management and overall business strategy. Cost structure plays a major role in determining the running of a broketir business.

CONCLUSION

Based on the nine elements of the business model canvas that have been described from customer perceptions, this broketir business shows the potential to grow in the future, making this broketir one of the long-term businesses and. From the analysis of the nine elements, the broketir business has a strong foundation and can grow with the right strategy.

In order for this broketir business to grow faster, it needs planning that focuses on the elements that are priorities in the business model canvas. The priority of this development must be given to the Instagram marketing channel to ensure that the product can be known to many people and consumers more widely, as well as customer relationship elements to maintain and improve customer satisfaction.

In addition, development of key activities can be done through research and development to improve operational efficiency and product innovation. By prioritizing these elements, the broketir business can maximize the potential to achieve significant and sustainable growth.

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