

## **Business Planning Training Using Business Model Canvas for Student Community in West Jakarta**

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### Abstract

The training was conducted on July 12, 2022, as a part of a community development program with a community of university students, namely AyoKreasi Community. The problem faced by this community is the lack of business planning knowledge, which frequently becomes a factor which causes individuals' hesitancy in starting or carrying out a business. Therefore, the students in the community need to understand some tools which could be used in the business planning phase. One of the tools in business planning is the Business Model Canvas (BMC). The training was conducted online, considering the Covid-19 Pandemic. In the training session, the presenter delivered the material through the seminar, case study, discussions, as well as questions and answers sessions. At the end of the training, a post-test quiz was conducted as a part of an evaluation process to measure the participants' learning process after the seminar was delivered. The quiz result showed that 85% of the participants were actively engaged, and most of them acquired a good level of understanding regarding the Business Model Canvas after the training was delivered.

**Keywords:** *Business Model Canvas, community development, business planning*

### Abstrak

Pelatihan yang merupakan program pengabdian masyarakat ini dilakukan bersama dengan komunitas mahasiswa bernama Komunitas AyoKreasi pada tanggal 12 Juli 2022. Masalah yang dihadapi oleh komunitas ini adalah minimnya pengetahuan mengenai perencanaan bisnis sehingga hal ini seringkali menjadi salah satu faktor yang menyebabkan adanya keraguan dalam memulai atau menjalankan usaha. Karena itu, penting bagi mahasiswa untuk memahami beberapa tools yang dapat digunakan dalam perencanaan usaha, salah satunya adalah Business Model Canvas (BMC). Pelatihan pada komunitas dilakukan secara daring, mengingat situasi Pandemi Covid-19 yang belum berakhir. Pada saat kegiatan dijalankan, pemateri menyampaikan materi dengan metode seminar, studi kasus, dan tanya jawab serta diskusi. Pada akhir pelatihan dilakukan *post-test quiz* sebagai evaluasi dan pengukuran pembelajaran peserta setelah pelatihan disampaikan. Hasil kuis menunjukkan bahwa 85% peserta terlibat aktif dan sebagian besar telah memiliki tingkat pemahaman yang baik terkait materi Business Model Canvas yang telah disampaikan.

**Kata Kunci:** *Business Model Canvas, pemberdayaan komunitas, perencanaan bisnis*

## A. INTRODUCTION

In many countries, business sectors have played a significant role in stimulating the accomplishment of one's Gross Domestic Product (GDP) (Manyika et al., n.d.). In recent years before the Covid-19 Pandemic, Indonesia enjoyed a vast and steady economic growth of 4.8-5%, especially in recent years, from 2015 to 2019 (ADB, 2021; World Bank, 2020). This stability of economic growth is partly attributed to more than 64 million of Indonesia's micro, small, and medium enterprises (MSMEs), which contribute over 61% to the country's gross domestic product (GDP) (Bank Indonesia, 2020). Of all those MSMEs, 98.68% or 63,350,222 units are micro enterprises (Ministry of Cooperatives and SMEs of the Republic of Indonesia, 2019).

Based on the National Census in 2020, Indonesia currently has a demographic bonus consisting of young people of productive age which accounted for 70.72% of the total population. This group mainly comprises Gen X to Gen Z generations ages 15-64 years old (Badan Pusat Statistik, 2021). This demographic bonus indeed holds the promising capability of catalyzing and creating employment opportunities in the future. Research also shows that there has been an escalation in the spirit and motivation of entrepreneurship among the younger generation with productive age in Indonesia these past few years (Sathirathai et al., 2020). However, human resources in Indonesia are still generally low-skilled and lack exposure to proper education and experience, which can enhance their entrepreneurial skill (Rohmatunnisa et al., 2022). Additionally, new businesses are often not established based on careful planning, so the risk of failure is high. The high risk of failure in business is another factor that causes the younger generation in productive age to experience fear and hesitation in starting up a new business.

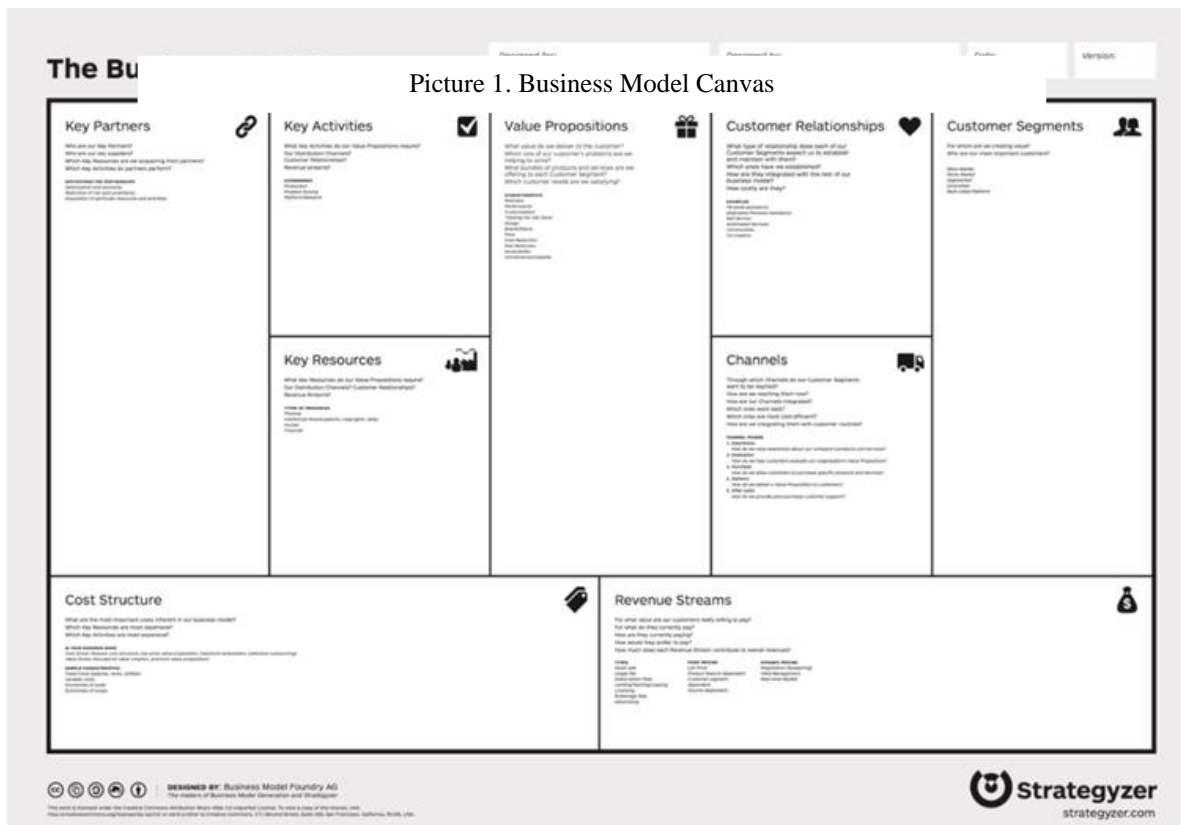
Therefore, as part of a young generation that will continue the future of businesses and entrepreneurship in Indonesia, students and the young people community need to be nurtured in an eco-

system that supports the growth and development of entrepreneurial spirit and perspectives on proper business conduct.

Business Model Canvas (BMC) is one of the valuable tools for defining and managing business ideas and concepts simply and concisely. Alexander Osterwalder first introduced BMC in 2005 (Osterwalder et al., 2010). BMC consists of 9 elements: customer segment, value proposition, channel, customer relationship, revenue stream, key resources, key activities, key partners, and cost structures. In mapping business concepts to these elements, an entrepreneur or a team should be able to see the general concept of their businesses, enabling them to forecast the business flow in the following period after their businesses start. Therefore, BMC is an essential tool for an entrepreneur, especially in the business planning phase. By utilizing BMC, an entrepreneur could also anticipate aspects related to their business's *strengths*, *weaknesses*, *opportunities*, dan *threats* (SWOT). This tool is also applicable to various businesses with different scales (micro, small, medium, or large enterprises).

AyoKreasi Community is a university student community in West Jakarta which comprises university students with interests and passions in collaboration, innovation, and entrepreneurship. Through an initial interview, we found that one of the issues which the members of this community face are their need for knowledge and insights into how to minimize the risk of failure once they start and carry out their businesses.

To solve this issue, through a community development program, the authors conducted a workshop and training to deliver insights on how to utilize BMC for AyoKreasi Community so that the members could implement the use of BMC in planning and starting their businesses. By conducting this workshop, we hope that the participants could gain insights and knowledge regarding



the BMC framework and the importance of planning aspects in starting a business.

## B. METHOD AND IMPLEMENTATION

Considering the Covid-19 Pandemic, on July 12, 2022, this community development activity was done as online training via Zoom meeting. This activity was delivered mainly as a seminar which was divided into several sessions shown in Diagram 1.

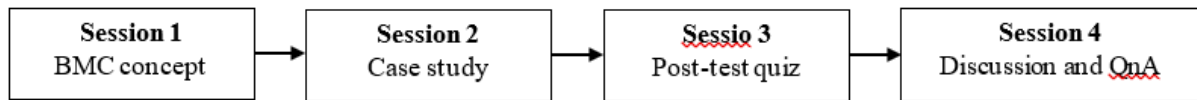


Diagram 1. BMC Online training activity sessions

In the first session, the presenter explained the BMC theory and its importance in the business planning phase. In this step, it is crucial to ensure that the explanation is delivered at a proper pace so that the participants can grasp the essence of the concept and distinguish each BMC element thoroughly. Then, in the second session, the presenter delivered a study case regarding the implementation of BMC by using an example of its implementation on a micro-business, namely @jimopet. Using a study case, it is hoped that the participants would understand the implementation of BMC in a real business. Consequently, in the third session, the presenter gave a short post-test quiz through Mentimeter. The purpose of this post-test quiz is to evaluate and measure the participants' level of understanding regarding the materials delivered. This session also served as a break before another session afterwards, which was a discussion and question and answer (Q&A) session. Finally, this last session was intended to serve as a space for two-way interactions so that the participants could ask questions relevant to their own experiences. The purpose of the Q&A session was also to clear up any confusions the participants had so that they could find the solution to their unique business problems.

## C. RESULT AND DISCUSSIONS

This training was attended by 6 presenters from Bina Nusantara University and 27 participants from AyoKreasi Community, which was shown in Table 1.

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Table 1. List of participants

After the first and second sessions were delivered, the presenters started the Mentimeter quiz to measure whether the participants had grasped the basic concept of BMC. Some questions from the quiz are depicted below in Picture 2.



Picture 2. Examples of Mentimeter questions in the post-test session

Based on the quiz results, it appeared that participants' understanding of the BMC concept was below expectation, as several participants still got the wrong answer on several fundamental questions. This issue might be because this concept might be entirely new for some. However, generally, a larger number of participants got the correct answers and understood the basic concept of BMC in general. In this session, the presenter also re-discussed the basic concept of the BMC in each question where participants got wrong answers, so they could learn from their mistakes.

The session afterwards, which was the Q&A, served mainly as a casual, closing session where participants could voice and clear up their confusion on the BMC concept. It proved to be an effective follow-up session as participants could clarify their understanding of the concept and ask about the practical implementation of BMC in their ongoing businesses and business plans. Overall, the discussion and Q&A went smoothly, and the participants actively asked questions. At the end of this session, the presenters also asked for oral testimonials from the participants regarding the train-

ing. Based on the testimonials, it can be concluded that the participants' enthusiasm in following through with this training was relatively high, and the insights gained from the training were helpful for the improvement of their business planning process.

## **D. SUMMARY**

### **Conclusion**

Based on the Q&A at the beginning of the training session, the authors found that one of the reasons why students and the young generation are hesitant to start their businesses is due to the fear of failure. However, the risk of failure could be anticipated and minimized by carefully planning the business concept. One of the tools for business planning is BMC.

BMC training for AyoKreasi Community went well even though it was conducted only due to Covid-19 Pandemic. The main challenge in online learning was to anticipate boredom among the participants. Hence, the presenter should devise careful strategies to engage participants so that they can still actively be involved when the materials are delivered.

### **Suggestions**

Despite its advantages in terms of convenience, cost-efficiency, and massive targeting in online training, the workshop model for BMC training for the student or entrepreneur community could be better if it is conducted onsite. By conducting the training onsite, the outcome of the activity could be measured better. One could also add a session where participants could brainstorm their ideas and concepts in creating their own BMC so that they could directly implement the materials they have just learned in the session. There was no brainstorming session in the community development for AyoKreasi community due to the time limit.



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