

Business Model Canvas Training in Encouraging the Realization of TKMP Cileungsi Business Sustainability

Yulia Nurendah, Ani Mekaniwati, Ita Rosita, Mumuh Mulyana, Bobby Arkan Sanusi, Desi Rahmawati Fajar, Muhamad Rifqie

Institut Bisnis dan Informatika Kesatuan

Bogor, Indonesia

yulia@ibik.ac.id



Abstract— In 2024, the business world in Indonesia is still characterized by various challenges. This is inseparable from the dynamics of developments in the country and the global situation, which in turn has had an impact on employment conditions throughout this year. On the other hand, the number of unemployed people and the open unemployment rate (TPT) in Indonesia have tended to decline in the last 5 years. Although in August 2024 it began to rise again in Indonesia (<https://dataindonesia.id/>, 2024). Various efforts have been made by the Government to reduce the rate of unemployment, and increase the number of people working and trading. One of these efforts is the beginner independent workforce program. The development of beginner independent labor in Indonesia is an integral part of the government's efforts to create jobs and improve community welfare (<https://kemnaker.go.id/>, 2024). The purpose of this activity is to conduct counseling / training filled with lectures, questions and answers and case examples regarding the Business Model Canvas and its application. This Community Service activity will begin with the initial step, namely observation of understanding of the Business Model Canvas. The training will be conducted in Cileungsi. Steps taken: 1) preparation; 2) training implementation. Evaluation during the training process: 1) 85% of TKMP Cileungsi can understand well the activities of the training; 2) 80% of TKMP Cileungsi were able to practice the Business Model Canvas; 3) 75% of TKMP Cileungsi were willing to socialize the Business Model Canvas skills. Taking into account the data above, it can be concluded that the training success indicators that have been set at the beginning have obtained optimal results and achieved the target.

Keywords— Business Model Canvas Training, TKMP Cileungsi, Business Sustainability

I. INTRODUCTION

A. Situation Analysis

Throughout 2024, the labor sector in Indonesia faced various complex dynamics. Starting from wage regulations that have changed again to the storm of layoffs that hit a number of industries in the country. On the one hand, the Open Unemployment Rate (TPT) from Sakernas as of August 2024 was recorded at 4.91% with 7.47 million unemployed people. The percentage dropped 0.41% points compared to August 2023. TPT itself is an indicator used to measure labor that is not absorbed by the labor market and illustrates the underutilization of labor supply. The TPT in August 2024 was also the lowest throughout August 2021 - August 2024. BPS noted that the TPT in August 2021 was 6.49%, then fell 0.63% points or to 5.86% in August 2022. The TPT in August 2023 was recorded at 5.32%, down 0.54% compared to August 2022. Although the TPT in August 2024 showed a decrease, the percentage of the working population in informal activities was still far greater than in formal activities, although in this period

formal activities increased by 1.16% against August 2023. BPS defines the working population in formal activities as including workers with the status of business assisted by permanent and paid laborers and laborers/employees/employees, while other employment statuses are categorized as informal activities (own business, business assisted by non-permanent laborers/family workers/unpaid, free workers, and family workers/unpaid). In August 2024, the population working in informal activities was recorded at 83.83 million people or 57.95%, while those working in formal activities were 60.81 million people or 42.05% (<https://ekonomi.bisnis.com> 2024)

In 2024, the business world in Indonesia is still characterized by various challenges. This is inseparable from the dynamics of developments in the country and the global situation, which in turn has had an impact on labor conditions throughout this year. In August 2024, the total labor force in Indonesia was recorded at 152.11 million people. This number consists of 144.64 million workers and 7.47 million unemployed people. Thus, the working population still dominates around 95%. On the other hand, the number of unemployed people and the open unemployment rate (TPT) in Indonesia have tended to decline in the last 5 years. Although in August 2024 it started to rise again as shown in Figure 2.



Figure 1 Total working population in Indonesia (<https://dataindonesia.id/>, 2024)

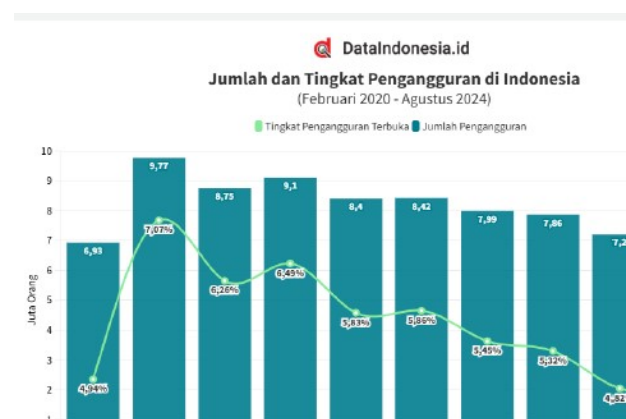


Figure 2: Number and Rate of Unemployment in Indonesia (<https://dataindonesia.id/>, 2024)

Various efforts have been made by the government to reduce the rate of unemployment, and increase the number of people working and trading. One of these efforts is the beginner independent workforce program. The beginner independent workforce is an initiative promoted by the Ministry of Manpower of the Republic of Indonesia to reduce unemployment and improve people's

lives. The program aims to provide support to individuals who want to start their own business, especially among youth and underserved communities. The TKM program was launched in response to the high unemployment rate and the need to improve people's living standards. With more entrepreneurs, more jobs are expected to be created. According to data from the Ministry of Cooperatives and MSMEs, by 2023 there will be around 66 million MSME businesses that absorb 97% of the workforce in Indonesia, contributing 61% of the national GDP. (<https://www.indonesiaplus.id/>, 2024)

The development of a budding self-employed workforce in Indonesia is an integral part of the government's efforts to create jobs and improve people's welfare. The Tenaga Kerja Mandiri (TKM) program launched by the Ministry of Manpower aims to provide support to individuals who want to start their own business, especially among youth and underserved groups (<https://kemnaker.go.id/> , 2024). The main objective of the TKM program is to expand employment opportunities, reduce unemployment, and improve the economic standard of the community. The program also aims to encourage individuals to shift from job seekers to productive self-employment. Thus, the program not only focuses on job creation but also on improving the quality of self-employment (Tri Jamhari 2022)

The development of a budding self-employed workforce in Indonesia shows great potential in creating new jobs and improving people's welfare. With support from the government through the TKM program as well as efforts to improve skills and mentoring for budding entrepreneurs, it is expected that more individuals will be able to become economically independent and contribute to overall national economic growth. The program is not just about providing financial assistance but also about building a sustainable entrepreneurial ecosystem in Indonesia. The Tenaga Kerja Mandiri Pemula (TKMP) program in Indonesia has shown very positive developments. This program, initiated by the Ministry of Manpower, aims to increase employment opportunities and reduce unemployment Here are some key points regarding the development of TKMP (<https://kemnaker.go.id/> , 2024)

- 1) Growth in the number of entrepreneurs: The number of entrepreneurs involved in the TKMP program continues to grow. The program has helped many people to start their own businesses and become self-sufficient.
- 2) Economic Contribution: MSMEs involved in the program have a major contribution to Indonesia's GDP. By 2023, the number of MSME businesses will reach around 66 million with a contribution of 61 percent of GDP.
- 3) Productivity Improvement: The TKMP program also focuses on improving labor productivity through mentoring and relevant training.
- 4) Challenges and Solutions: Despite the many challenges faced, such as technological innovation, digital literacy, and financing, the program continuously strives to address these issues through various initiatives, including Business Matching.
- 5) Support from the Government: The Ministry of Manpower has consistently supported and expanded this program to create more job opportunities.

The TKMP program is an important step in developing local economies and improving the welfare of communities in sustainable Indonesia..

A business model is a business actor's work system in making a profit (Sri Wardhani, 2020). Business actors must be observant in choosing the right type of business model by considering the economic environment and emerging market opportunities, as well as to overcome a series of internal factors that affect the organization's ability to pursue the necessary changes. A dynamic business model must be able to carry out two important aspects of business model dynamics, namely the evolution of the business model over time following changes in the business environment and the constant thinking of the value generated by the business model. In today's chaotic and competitive environment, there can be no absolute competitive advantage, what exists is a business struggling together with its ecosystem. (Rantoko Gadang, 2020).

A business model will provide four benefits if implemented. First, a business model makes it easier for planners to make decisions and see the logical relationships between business components, resulting in value for consumers and producers. Second, the business model can serve as a testing tool for the relationships between components. Third, a business model can be used to help test the market and assumptions used when developing a business. Fourth, a business model can be used to show the radical

extent to which a change is made and its consequences. The impact of these four benefits is that the business model can undergo changes, for example changing products or adding customer service support, so that the organization can see the possible impact on other component (Rantoko Gadang, 2020)

Business Model Canvas (BMC) is one of the tools created to help companies see accurately what a business looks like. Through BMC, businesses can see their business from a big picture but still complete and detailed what are the key elements related to the business (Osterwalder, 2010). Thus the company can see the whole picture which is very helpful in answering questions about the business. Evaluating the key elements one by one will make it easier to analyze what is not right, and in the end the company can take steps to achieve business goals. BMC has recently been widely used in various business mapping, including by distributors. In this case, BMC is applied in the form of a framework (frame work) to map the business so that its performance is more optimal. The business framework is also directed to further improve certain aspects. For example, increasing closeness with the principal so that this key partner does not terminate the cooperation relationship when there is an increase in sales. (Royan, 2014)

Before starting a business, business actors need a strategy, management, or system that makes it easy for them to run the business effectively and in accordance with the set goals. TKMP Cileungsi's business strategy can be structured using a model called the Business Model Canvas (BMC). This Business Model Canvas is a framework that discusses business models in the form of a visual canvas painting, so that it can be easily understood and understood. TKMP Cileungsi can utilize BMC to maintain its business, because it can help TKMP Cileungsi actors capture potential business opportunities. In addition, BMC is needed to improve business strategy and competitiveness so that the business can later enter the global market. Business Model Canvas is a tool in business management strategy to explain the concept, consumers, infrastructure, target customers, and business finances more clearly. Generally, this strategy is used by novice business actors in order to produce a mature business strategy. However, there are still many Cileungsi TKMP actors who have not used this strategy, easy access to information and intense competition in the market make a strong reason for TKMP Cileungsi to use this strategy..

The research gap in this context lies in the lack of attention to the application of effective managerial tools such as the Business Model Canvas (BMC) in TKMP enterprise development. While many studies have highlighted the importance of innovation and business model development for TKMP, there are limited studies that focus on the practical application of BMC to TKMP enterprises. Most trainings or interventions still focus on the technical aspects of production and marketing, without providing comprehensive guidance on how to structure and manage a thorough business model. This gap is the main reason for the need for specialized research and training that can fill this gap..

The justification for the importance of the PKM activity "*Business Model Canvas Training in Encouraging the Realization of TKMP Cileungsi Business Sustainability*" is because this method offers a holistic and easy-to-understand approach to business planning and development. Business Model Canvas helps TKMP Cileungsi in understanding, designing, and implementing an integrated and sustainable business strategy. With this training, Self-Employed Beginners will gain the skills to identify and evaluate important elements in their business model, such as value proposition, customer segments, and distribution channels. In addition, this training is expected to increase awareness of the importance of innovation and sustainability in business, so that TKMP Cileungsi businesses can be more competitive and able to survive in the long term.

B. Identification and Problem Formulation

Based on the situation analysis above, it can be concluded that the TKMP need knowledge regarding "Business Model Canvas Training in Encouraging the Realization of TKMP Business Sustainability". Thus, the problems for TKMP can be formulated as follows.

- 1) How is the Business Model Canvas applied so far by the Self-Employed Beginners?
- 2) How is the utilization of the Business Model Canvas carried out by the Beginner Independent Workers for future business progress?

C. Activity Objectives

Referring to the problems proposed to be solved, the objectives of this activity are:

- 1) Counseling / training filled with lectures, questions and answers and case examples regarding the Business Model Canvas.
- 2) Counseling / training filled with lectures, questions and answers and case examples regarding the Application of the Business Model Canvas is carried out

D. Activity Benefits

The training "Business Model Canvas Training in Encouraging the Realization of TKMP Business Sustainability" in this community service program is expected to provide understanding and also the ability of TKMP which will have an impact on increasing TKMP income. The benefits of the activity in detail are as follows:

- 1) The benefits of PKM Business Model Canvas Training activities in encouraging the realization of TKMP business sustainability are very significant.
- 2) This training provides an understanding and practical skills for TKMP to design and manage effective, innovative, and sustainable business models.
- 3) Through the use of Business Model Canvas, TKMP can easily identify and integrate key elements of their business, such as value proposition, customer segments, and distribution channels, into an overarching strategy. This not only improves operational efficiency and competitiveness in the market, but also ensures long-term business sustainability.
- 4) In addition, the training also helped raise TKMP's awareness of the importance of adaptation and innovation in the face of market dynamics, so that businesses can continue to grow and contribute to strengthening the local economy.

II. ACTIVITY IMPLEMENTATION

A. Implementation Time

This Community Service activity will begin with the first step, namely observation of understanding of the Business Model Canvas. The training will be conducted in Cileungsi.i.

B. Problem Solving Framework

The problems raised in community service activities at TKMP Cileungsi Bogor are motivation, willingness and ability to develop a Business Model Canvas. Therefore, an operational problem-solving framework is proposed. The intended problem-solving framework is carried out by implementing the following work steps in community service:

- 1) Determine the number of training participants, namely TKMP Cileungsi.
- 2) All participants are gathered in a place/room that is adequate for organizing training.
- 3) Provide training materials which include: a) Material 1: How the Business Model Canvas; b) Material 2: How to Implement Business Model Canvas

C. Strategic Intermediate Target Audience s

The target of this activity is TKMP Cileungsi Bogor who has the willingness and ability to be trained to develop a Business Model Canvas.

D. Linkages

The existence of the Institute for Community Service, and the Study Program of Bachelor of Applied Digital Business, S1 Biokewirausahaan IBI Unity and Bachelor of Applied Digital Business Accounting, and TKMP Cileungsi Bogor and the Ministry

of Manpower are supported by quality and professional human resources in accordance with their fields, as well as complete and adequate infrastructure to support training activities in the context of applying science and technology.

While the potential possessed by TKMP Cileungsi is a strong willingness and ability to get training and coaching on Business Model Canvas with the aim of increasing TKMP Cileungsi's income. Based on several critical points that exist in each party involved in this training activity, this form of cooperation is expected to present a very strategic and positive synergism between higher education institutions and TKMP Cileungsi and the Ministry of Manpower.

E. Activity Method

The method of this activity is in the form of training to TKMP Cileungsi. After being given training, they were then guided to apply the results of the training in order to improve the ability of TKMP Cileungsi actors in the Business Model Canvas with the aim of increasing TKMP Cileungsi's income..

- 1) The preparation stage includes: a) Survey; b) Stabilization and determination of locations and targets; c) Preparation of training materials, which include: papers and modules for Business Model Canvas Training activities.
- 2) Training Implementation Stage. In this stage,: a) explanation of the Business Model Canvas and the Application of the Business Model Canvas; b) training sessions that emphasize the ability to carry out activities on the Business Model Canvas. The provision of these skills was carried out using simulation techniques so that TKMP Cileungsi could gain direct experience as well as enrichment from fellow TKMP Cileungsi and the training team.
- 3) Training methods: a) lecture method; b) question and answer method; c) simulation method.

III. RESULTS AND DISCUSSION

A. Result

- 1) Evaluation during the training process
 - a) As many as 85% of participants / actors of TKMP Cileungsi can understand well the activities of the Business Model Canvas Training implementation in Encouraging the Realization of TKMP Cileungsi Business Sustainability
 - b) As many as 80% of participants / actors of TKMP Cileungsi are able to practice the Business Model Canvas in Encouraging the Realization of TKMP Cileungsi Business Sustainability
 - c) As many as 75% of participants / actors of TKMP Cileungsi are willing to socialize the ability of Business Model Canvas in Encouraging the Realization of Business Sustainability of TKMP Cileungsi.

Taking into account the data above, it can be concluded that the training success indicators set at the beginning obtained optimal results and achieved the target.

- 2) Post-Training Evaluation
 - a) The success of this community service activity is evaluated based on the level of completion of the training material, and the Service Team conducts an evaluation by observing the Business Model Canvas idea in Encouraging the Realization of TKMP Cileungsi Business Sustainability.
 - b) The results of the post-training evaluation can be seen in Table 4.1. In general, respondents or training participants stated that the training, the material received and the level of mastery after training were declared useful and very useful to be applied in increasing TKMP Cileungsi's turnover. Furthermore, as an effort to guarantee the quality of understanding and mastery of the Business Model Canvas technique in Encouraging the Realization of Business Sustainability of TKMP Cileungsi Table 1.

Table 1. Recapitulation of Post-Training Evaluation

Training Evaluation Instrument	Participant Answer (people)			
	Not Helpful	Less Helpful	Helpful	Very Helpful
1. Knowledge of business model canvas	0	0	5	21
2. Understanding of identifying the business model canvas	0	0	5	21
3. Understanding the selection of business model canvas	0	0	5	21
4. Understand business place selection	0	0	6	20
5. Understand the initial steps to create a new venture	0	0	6	20
6. Understand to create a business model canvas plan	0	0	5	21
7. Understand business model canvas as a business strategy	0	0	5	21
8. Understand the legality of a new business	0	0	5	21
9. Understand business model canvas as a marketing strategy	0	0	5	21
10. Knowledge ability about star up	0	0	6	20
JUMLAH	0	0	53	207

Source: Primary Data Processing Results, 2024

B. Discussion

The PKM activity of Business Model Canvas Training in Encouraging the Realization of TKMP Cileungsi Business Sustainability that has been carried out is running well and smoothly in accordance with the objectives to be achieved from this program, and getting good results. TKMP Cileungsi gained knowledge and experience sharing. In general, TKMP Cileungsi gave a positive response to the implementation of this activity. The trainees expect that training activities can be continued in the future given the usefulness of this program.

Full support and appreciation from the Head of the Cooperative Office and TKMP Cileungsi was given to the Implementation Team and LPM of the Institut Bisnis dan Informatika Kesatuan from the exploration or observation stage to the implementation of this training activity. Furthermore, institutional cooperation that has been well established between the Institut Bisnis dan Informatika Kesatuan and TKMP Cileungsi actors is expected to continue and be developed in the future as part of the implementation of the Tri Dharma of Higher Education. The following are factors that support and hinder the implementation of activities

1) Supporting Factors

- Positive support from the Ministry of Manpower
- Positive enthusiasm from TKMP Cileungsi actors

2) Inhibiting Factors

- The need for relatively long and special time to increase the understanding and ability of Cileungsi TKMP actors in implementing the Business Model Canvas as a business strategy.
- There is a pessimistic attitude if the activities carried out by Cileungsi TKMP actors will be able to increase TKMP Cileungsi's turnover without the support of adequate capital, infrastructure, and other supporting factors needed in the marketing strategy development process.

IV. CLOSING

A. Conclusion

- 1) There was a positive response from the participants, which was shown by the questions and responses given during the implementation of the activity.
- 2) There is a suitability of the material with the needs of TKMP actors in an effort to increase interest, understanding and ability
- 3) Most participants have understood the importance and how to do Business Model Canvas in Encouraging the Realization of TKMP Cileungsi Business Sustainability
- 4) Business Model Canvas is one of the elements of business development that needs to be cultivated to be implemented by TKMP.
- 5) Community service activities Business Model Canvas Training in Encouraging the Realization of TKMP Cileungsi Business Sustainability can be used as a means of sharing academic conceptual knowledge with the practice of implementing marketing development in reality.

B. Suggestion

- 1) TKMP Cileungsi is expected to apply the knowledge and skills obtained during the training.
- 2) TKMP Cileungsi should be motivated to improve their professionalism in developing and mastering the required competencies and qualifications which are shown and proven by the existence of a business that is increasingly developed.
- 3) The Ministry of Manpower should always support and provide facilities for TKMP actors to improve the professionalism and quality of TKMP.
- 4) Training activities are needed in the future for TKMP Cileungsi who have not yet carried it out, as part of the Tri Dharma of Higher Education.

ACKNOWLEDGMENT

Thank you to the Institut Bisnis dan Informatika Kesatuan for providing excellent support and funding for the implementation of this research.

REFERENCES

- [1] Osterwalder, A., dan S. A. Pigneur. 2010. Business Model Generation. New. Jersey : John Wiley & Sons, Inc
- [2] Rantoko Gadang, Perilaku dinamis model bisnis. telkomuniversity.ac.id/perilaku-dinamis-model-bisnis-business-model-canvas/ , diakses pada Mei 2020
- [3] Royan, F. M. 2014. Bisnis model kanvas distributor: Memetakan kinerja optimal distributor dan 30 kesalahan yang dilakukan. Jakarta: PT Gramedia Pustaka Utama Sugiyono. 2012. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta
- [4] Sri Wardhani, "apa itu model bisnis dan seberapa pentingnya " dalam <https://zahiraccounting.com/id/blog/apa-itu-model-bisnis-dan-seberapa-pentingnya/> , diakses pada Mei 2020
- [5] Tri Jamhari. 2022. Program Tenaga Kerja Mandiri (TKM): Konsep dan Implementasi Published in Jurnal Ketenagakerjaan 1 December 2022 • DOI:10.47198/naker.v17i3.133
- [6] Osterwalder, A., dan S. A. Pigneur. 2010. Business Model Generation. New. Jersey : John Wiley & Sons, Inc
- [7] <https://dataindonesia.id/>, 2024. Kumpulan Data Ketenagakerjaan hingga Upah Buruh Sepanjang 2024
- [8] <https://ekonomi.bisnis.com> 2024. Kaleidoskop 2024: Polemik Kenaikan Upah Minimum hingga Badai PHK .