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PROFILE ANALYSIS AND BUSINESS CHAIN MODEL OF VIRGIN COCONUT OIL IN INTEGRATED NYIUR COMMUNITY MSMEs -INHIL

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UIN SUSKA RIAU

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PEKANBARU
2024**



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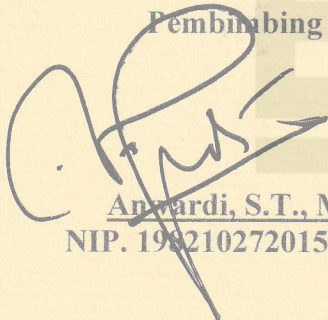
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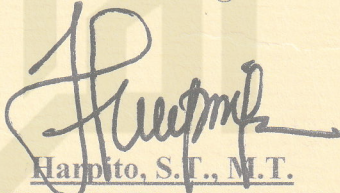
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PROFILE ANALYSIS AND BUSINESS CHAIN MODEL OF VIRGIN COCONUT OIL IN INTEGRATED NYIUR COMMUNITY MSMEs - INHIL

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ABSTRACT

The problem faced by MSMEs is that the average sales of virgin coconut oil (VCO) are still relatively low. In addition, the problem faced by integrated Nyiur Community MSMEs is that the production process cannot keep up with existing market demand, this is due to market demand that is too large and the production process in MSMEs is limited. The purpose of this research is to identify business profiles, analyze and create business chain models. This research uses the Business Model Canvas and SWOT methods. The results showed that integrated nyiur Community MSMEs needed business improvements in the elements of Channels, customer relationships, revenue streams, key resources, key activities, key partners and cost structure. For the customer segment and value proposition elements, no improvement is needed, only need to be maintained. The results of the swot analysis show that MSMEs have Strengths, Weaknesses, opportunities and threats and found several strategies for integrated Nyiur Community MSMEs.

Keywords : MSMEs, VCO, BMC and SWOT

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1. INTRODUCTION

Micro, small and medium-sized enterprises (MSMEs) contribute to increased employment, provision of broader economic services, contribution to increased community income, and drive national economic growth. The majority of small and medium-sized businesses (MSMEs) contribute greatly to economic growth and job creation around the world. About 90% of global enterprises and more than 50% of employment worldwide come from MSMEs. In developing countries, MSMEs contribute up to 40% of GDP. Most MSMEs

create 7 out of 10 jobs in developing countries. However, a major constraint to MSMEs growth is access to finance. This is also the second most common barrier faced by MSMEs when expanding in emerging markets. Currently, MSMEs face various challenges from within and outside, such as human resources, production, marketing, technology, capital, and business climate, but the government must provide support, protection, and development to MSMEs as a group of people's economic enterprises.

Currently, the development of MSMEs in Riau province is in a positive trend, with the number of



MSMEs increasing every year. Based on data from BPS Riau Province, there are 518,106 MSMEs in Riau Province, which is a significant number and needs to be encouraged in terms of financing, product quality, human resources, and marketing.

One of the MSMEs that is currently developing in the community is the Virgin Coconut Oil (VCO) business. VCO has benefits and high selling value, and has a long shelf life of more than 12 months. In Indragiri Hilir Regency, Kuala Indragiri Sub-district, Sapat Village, there is an Integrated Nyiur Community MSME, which is a community business that makes VCO in Riau Province. In fact, the Integrated Nyiur Community MSME is less well known by the general public. Therefore, this business profile analysis can help these MSMEs be recognized by the public both in Riau province and outside Riau province.

The sales results of the Integrated Nyiur Community MSMEs are still relatively low. Where the average sales only reaches Rp. 1,450,000/year. With the existing market potential, Integrated Nyiur Community MSMEs need to see market opportunities by utilizing VCO product marketing facilities so that MSMEs can develop and increase product sales so as to increase the income of Integrated Nyiur Community MSMEs. In addition, the problem faced by integrated Nyiur MSMEs is the production process that cannot keep up with existing market demand, this is due to market demand that is too large and the production process in MSMEs is limited so that cannot meet this demand, this has an impact on the production process in integrated nyiur community MSMEs. Therefore, it is necessary to have a strategy to improve MSMEs from the production process, production equipment and human resources. For this reason, a strategy is needed to identify or develop a VCO business development strategy using the Business Model Canvas (BMC) approach so that the VCO business can develop, expand the market, increase marketability and can provide increased income and welfare for the surrounding community. The following is the average sales data of the Integrated Nyiur Community MSMEs.

Table 1 VCO Sales in 2023

Month	Coconut Fruit	Coconut Meat (Kg)	VCO (Kg)	Sales Results VCO
January	170	72	18,2	Rp 1.456.000,00
February	104	43	11,2	Rp 896.000,00
March	240	46	25	Rp 2.000.000,00
April	100	32	17	Rp 1.360.000,00
May	70	25	8,7	Rp 696.000,00
June	120	51	15,5	Rp 1.240.000,00
July	160	53	15	Rp 1.200.000,00
August	260	106	25	Rp 2.000.000,00
September	270	107	25,5	Rp 2.040.000,00
October	150	51	13	Rp 1.040.000,00
November	260	80	21,4	Rp 1.712.000,00
December	270	81	22	Rp 1.760.000,00
Total	2174	747	217,5	Rp 17.400.000,00
Average	181	62	18	Rp 1.450.000,00

To answer these problems, MSMEs need a profile and business model to increase sales of VCO production so that they can develop and expand their market. Because in addition to the availability of abundant raw materials and has various benefits caused by VCO. In addition, the VCO processed by the Integrated Nyiur Community MSMEs has very good prospects, because it is seen from the potential of coconut in Indragiri Hilir district, this shows that VCO has good potential as a business opportunity that can grow. In order for this VCO to be sold to the target market, this VCO business needs to be designed using BMC. Because BMC can help any business planning including the VCO business at the Integrated Nyiur Community MSMEs.

2. METHODS

This research uses Primary data and secondary data, Primary data comes from in-depth interviews with Integrated Nyiur Community MSMEs owners who answer a number of predetermined questions and direct observation directly at MSMEs. Furthermore, secondary data comes from relevant articles, journals, production, and sales.

In the planning stage of the business model canvas, some of the things that must be done are determining the parts of the business model canvas for MSMEs. Then, these parts of the initial business model are adjusted to fit the analysis that has been done.

2.1 Data Collection

The method used in collecting data in this study consists of:

1. Interview. Interview is a way of collecting data used to obtain information directly from sources such as owners or employees of the MSMEs concerned.
2. Observation. Observation is carried out by means of direct observation carried out by collecting information related to the object to be studied in the form of object conditions, environment, characteristics, economy and local community.

2.2 Data Processing

The research stages carried out in this study are as follows.

1. Business Model Canvas

(Hidayah et al., 2023) Business Model Canvas (BMC) is a tool that helps us see more clearly the type of business we are running or will run. Transforming complex business concepts into simple concepts displayed on a piece of paper contains a business plan with nine well-integrated key elements, including internal and external strategic analysis outside the company.



Business Model Canvas is a business model consisting of 9 blocks from the business area depicted in a canvas. The 9 blocks include: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key activities, Key Partnerships, and Cost Structure.

SWOT (Liqomh et al., 2018) SWOT analysis is a tool to systematically identify factors to create a company strategy. A strategic planning method used to evaluate strengths, weaknesses, opportunities, and threats that can affect the performance or position of an organization, project, or initiative. SWOT analysis helps strategize based on a thorough understanding of the internal and external factors that affect an organization.

The SWOT matrix is used to clearly delineate the company's external opportunities and threats and match them with strengths and weaknesses. By summarizing the strengths, weaknesses, opportunities, and threats in the SWOT matrix, the company can clearly see the relationship between these elements and devise appropriate strategies.

3. FINDINGS AND DISCUSSION

3.1. Integrated Nyiur Community MSMEs Profile

Nyiur Terpadu is a community that has been established since September 13, 2013. Nyiur integrated is engaged in copra farming because the majority of Indragiri people's profession is mostly copra farmers. The integrated nyiur community is located on Jl. Education village sapat Kuala Indragiri District (Kuindra) Indragiri Hilir Regency (INIL).

The name Nyiur Terpadu comes from the word "Nyiur" from the Banjar language which means coconut in Indonesian. While Integrated means spreading to other villages (open). The naming of this community was determined by community members together. In addition, the Integrated Nyiur Community has a community spirit, namely "cangkal" in Banjar language means "persistent" while persistence in Banjar language is called "tuguh" this spirit can describe the Community. The product produced by the integrated nyiur community is Virgin Coconut Oil (VCO), which is pure oil extracted from fresh coconut meat.



Figure 1 VCO Production Building

3.2 Organizational Structure of the Integrated Nyiur Community

The organizational structure of the management of the Integrated Nyiur Community of Sapat Village, Kuala Indragiri District was ratified on 09 October 2018 No. KPTS.19/KLS-X/2018 which was signed by the head of the sapat village. The following is the organizational structure of the Integrated Nyiur Community MSMEs.

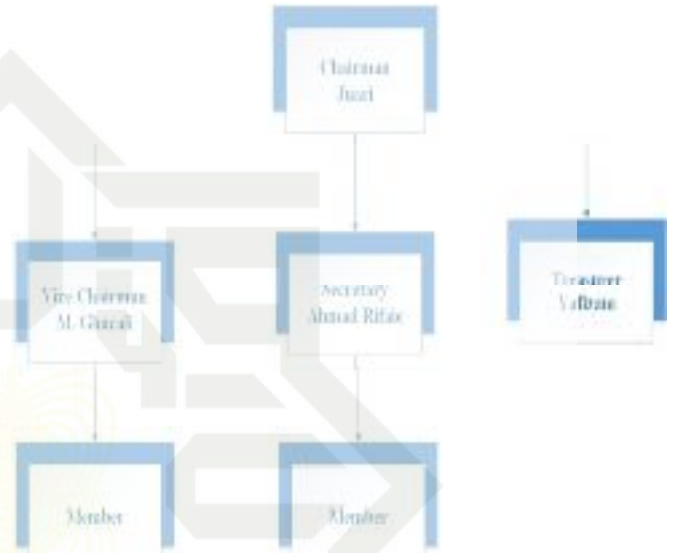


Figure 2 Organizational Structure of the Integrated Nyiur Community

The Integrated Nyiur Community MSMEs has 19 members with 4 people as the core of the integrated Nyiur Community. The core is the chairperson, vice chairperson, secretary and treasurer, thus a total of 23 people. According to the results of interviews, most of them work as coconut farmers and fishermen, then currently the MSMEs of the Integrated Nyiur Community has not been able to provide income directly to their income. One of the factors causing this is the amount of production that cannot accommodate all of the coconut production in Sapat Village. In addition, the demand for production products is still partly local residents, although sometimes there are those from outside. If there is a large enough demand, the Integrated Nyiur Community has not been able to meet the demand, this is due to the limited production process both in terms of equipment and environment that can only be done in the afternoon and the lack of human resources in the Integrated Nyiur Community.

3.3 Mass Balance of VCO Product Processing

VCO processing requires a concept in process engineering that is used to measure and understand the mass flow of raw materials, products, and waste in a system. In the context of Virgin Coconut Oil (VCO) production, mass balance can help optimize the production process, measure efficiency, and identify



essential improvements. The following is the mass balance of VCO products (Ariatma et al., 2020):

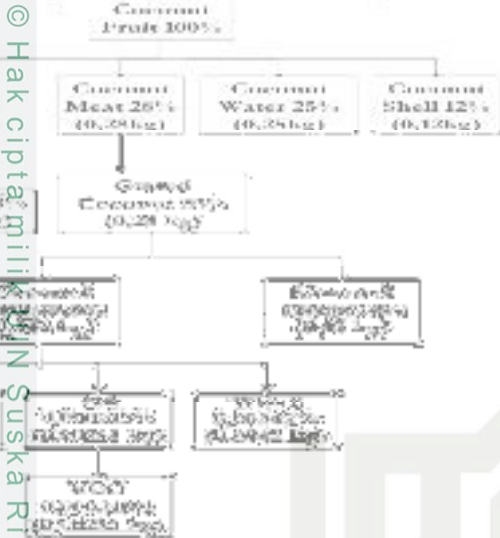


Figure 3 Neracca Mass of VCO Processing

quality to be made into VCO are about 6-10 months old and other criteria for coconuts for VCO have buds that are about 10 cm in size. The purpose of selecting raw materials is to ensure the quality of VCO production. The price of coconuts is generally Rp 800/grain to Rp 2000/grain. The Integrated Nyiur Community itself obtains raw materials from its own plantations or from the gardens of Integrated Nyiur Community members at a higher price. This is done at the same time to help the income of coconut farmers and so that members or the community can join the Community to get greater benefits than selling to collectors.

Each production usually requires 50-60 coconuts to produce 5 liters of VCO. In one month, Nyiur Terpadu usually only produces 5 times a month, this is because the production process is carried out if there are customers who order VCO or commonly called the By Order system. For Nyiur Terpadu itself, the highest production amount is obtained with 200 coconuts with a total of three orders and produces different amounts of VCO, namely 21 liters, 9 liters and 16 liters. This difference can be caused by the coconuts used during the production process. The following is the production data received by the Integrated Nyiur Community from January 2023 to December 2023:

3. Integrated Nyiur Community MSME Production Data

The VCO production process in the Integrated Nyiur Community uses quality coconut raw materials obtained from their own plantations. Coconuts that have good

Table 1 Integrated Nyiur Community Production Data for 2023

Month	Coconut Fruit	Coconut Meat (Kg)	VCO (Kg)	Coconut Price	VCO Selling Price	Round Sales Results	VCO Sales Result	Difference
January	11	72	18,2	Rp 2.000,00	Rp 80.000,00	Rp 340.000,00	Rp 1.456.000,00	Rp 1.116.000,00
February	10	43	11,2	Rp 2.000,00	Rp 80.000,00	Rp 208.000,00	Rp 896.000,00	Rp 688.000,00
March	23	46	25	Rp 2.000,00	Rp 80.000,00	Rp 480.000,00	Rp 2.000.000,00	Rp 1.520.000,00
April	16	32	17	Rp 2.000,00	Rp 80.000,00	Rp 200.000,00	Rp 1.360.000,00	Rp 1.160.000,00
May	7	25	8,7	Rp 2.000,00	Rp 80.000,00	Rp 140.000,00	Rp 696.000,00	Rp 556.000,00
June	13	51	15,5	Rp 2.000,00	Rp 80.000,00	Rp 240.000,00	Rp 1.240.000,00	Rp 1.000.000,00
July	14	53	15	Rp 2.000,00	Rp 80.000,00	Rp 320.000,00	Rp 1.200.000,00	Rp 880.000,00
August	20	106	25	Rp 2.000,00	Rp 80.000,00	Rp 520.000,00	Rp 2.000.000,00	Rp 1.480.000,00
September	20	107	25,5	Rp 2.000,00	Rp 80.000,00	Rp 540.000,00	Rp 2.040.000,00	Rp 1.500.000,00
October	15	51	13	Rp 2.000,00	Rp 80.000,00	Rp 300.000,00	Rp 1.040.000,00	Rp 740.000,00
November	20	80	21,4	Rp 2.000,00	Rp 80.000,00	Rp 520.000,00	Rp 1.712.000,00	Rp 1.192.000,00
December	20	81	22	Rp 2.000,00	Rp 80.000,00	Rp 540.000,00	Rp 1.760.000,00	Rp 1.220.000,00
Total	217	747	217,5	Rp 24.000,00	Rp 960.000,00	Rp 4.348.000,00	Rp 17.400.000,00	Rp 13.052.000,00
Average	18,1	62	18	Rp 2.000,00	Rp 80.000,00	Rp 362.333,33	Rp 1.450.000,00	Rp 1.087.666,67

3. Integrated Nyiur Community MSMEs Business Model

The results of identifying the business model of the Integrated Nyiur Community MSMEs have a business model that is explained in the 9 Business Model Canvas elements used by MSMEs today as follows:

1. Customer Segment. Customer segment or customer segmentation in the Integrated Nyiur Community

MSMEs target customers include all groups ranging from children to adults, both men and women, the majority of buyers are domiciled in areas around MSMEs and Inhil district, there are also buyers from the city of Pekanbaru. However, the majority of buyers are middle to upper class. A segment of society that has a relatively stable and above-average economic level. This usually includes individuals or families who have sufficient income to meet their



3.7 SWOT Matrix of Integrated Nyiur Community MSMEs

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used to design alternative strategies for the plan is the matrix. The SWOT matrix clearly illustrates how external factors are matched with internal factors to produce a business development strategy formulation, the resulting strategy has four possible alternatives, namely the S-O strategy, W-O strategy, S-T strategy, and W-T strategy.

- a. Increase production and utilize abundant raw materials
 - b. Improve marketing by utilizing technology to increase income and employment
 - c. Cooperate with the government or certain agencies
- W-O Strategy
- a. Increase marketing network by promoting outside the region
 - b. Improve and develop human resources and develop innovative products

Based on the results of the analysis of the Nyiur Terpadu community, the SWOT analysis of VCO production and marketing can be presented as follows:

Table 3.7 SWOT Matrix

Internal	Strengths	Weaknesses
	1. Abundant availability of raw materials 2. VCO has a very good quality with the production process using modern machinery 3. VCO products are multifunctional and have many health benefits. 4. 100% Pure VCO Product 5. VCO has a long shelf life	1. Marketing and promotion of VCO is still limited 2. Lack of human resources in MSMEs 3. Limited production process 4. Manual financial system 5. Buildings, production equipment and transportation services are inadequate for large-scale production.
Opportunities	S-O Strategy	W-O Strategy
1. Large market demand 2. Innovative product development 3. Government regulations and policies that support VCO 4. Increase job vacancies 5. Increase community income	1. Increase production and utilize abundant raw materials 2. Improve marketing by utilizing technology to increase income and employment 3. Collaborate with the government or certain agencies	1. Improve the marketing network by promoting outside the region 2. Improve and develop human resources and develop innovative products 3. Improve the financial system by recording using software or applications. 4. Adding and improving buildings, equipment and transportation services
Threats	S-T Strategy	W-T Strategy
1. Competition Market dominated by vegetable products 2. Increase and sale of Raw Materials in round form. 3. Replacement of coconut land with oil palm 4. Limited resources in MSMEs 5. Product Manipulation and Counterfeiting	1. Maintain and improve the quality of VCO products to be able to compete with similar and non-similar products. 2. Cooperate with relevant agencies (agriculture office, local government or YSM, etc.) to obtain assistance and information. 3. Provide information on the derivative benefits of the product 4. Labeling the product	1. Improve marketing and promotion of the benefits of VCO products by using technology applications 2. Enhance partnerships with local government or related institutions to develop human resources.

- c. Improve the financial system by recording using software or applications
 - d. Adding and improving buildings, equipment and transportation services
3. S-T strategy
- a. Maintain and improve the quality of VCO products to be able to compete with similar and non-similar products.
 - b. Cooperate with relevant agencies (agriculture department, local government or YSM and others) to obtain assistance and information.
 - c. Provide information on the derivative benefits of the product
 - d. Labeling the product
4. W-T Strategy
- a. Improve marketing and promotion of the benefits of VCO products using technology applications.
 - b. Increase partnerships with local government or related institutions to develop human resources.



T. (2018). 96. *Technopreneurship. Thirty Years Hundred Stories*, 205–206.

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Dengan Hormat,
Bersejajarnya kami sampaikan bahwa Paper dengan Judul :

PROFILE ANALYSIS AND BUSINESS CHAIN MODEL OF VIRGIN COCONUT OIL IN INTEGRATED NYIUR COMMUNITY MSMEs - INHIL

Telah Kami Terima dan Telah memasuki tahapan pemeriksaan oleh Tim reviewer dan Tim Editor Pada tanggal 2024-03-22 dan Sampai surat Penerimaan ini Diterbitkan Tim Jurnal akan Berencana Menerbitkan tulisan Saudara di **Journal of Industrial Engineering and Management (JIEM) Volume 9 No 2. Bulan November 2024**

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