

IMPLEMENTATION OF THE BMC AND PROMOTIONAL STRATEGIES FOR THE 'PISANG AROMA' SMALL AND MEDIUM-SIZED ENTERPRISES AT MADIUN CITY SQUARE AND THE CFD IN BANTARAN AS AN EFFORT TO BOOST SALES

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Abstract

This community service initiative aims to improve the sales of the MSME "Original Pisang Aroma" through the implementation of the Business Model Canvas (BMC) and promotional strategies. The approach employed was Participatory Action Research (PAR), involving steps such as observation, interviews, BMC formulation, Focus Group Discussions (FGD), the execution of promotional strategies, and ongoing mentoring. The results indicate that the BMC implementation helped the partner understand their business model in a more structured manner, while promotional strategies utilizing banners, Google Tags, and social media served to strengthen the business identity and expand market reach. In conclusion, the application of the BMC and promotional strategies plays a role in enhancing competitiveness and holds the potential to boost MSME sales, thereby highlighting the need for continued mentoring support.

Keywords: Business Model Canvas, Promotional Strategy, MSME, Digital Marketing, Sales

A. INTRODUCTION

Micro, small and medium-sized enterprises (MSMEs) are economic activities owned by individuals or organisations that meet certain criteria based on the number of employees, the size of the business and a relatively low turnover. The majority of these enterprises are typically established with limited capital (Evi Sirait et al., 2024). The development of Micro, Small and Medium Enterprises (MSMEs) has the potential to broaden the economic base and make a significant contribution to accelerating structural development. This can drive economic growth at the regional level and strengthen national economic resilience. Consequently, Micro, Small and Medium Enterprises (MSMEs) play a vital and strategic role in the country's economy.

The MSME that is the subject of our research is ‘Original Pisang Aroma’, which operates in the culinary sector specialising in banana-based products with a wide variety of flavours. This business is located at Alun-Alun and the CFD Taman Bantaran; both locations are frequently visited by the people of Madiun and the surrounding areas, presenting an opportunity to operate there due to the high volume of visitors. Although both locations are frequently visited by consumers, SME operators face various challenges, such as unattractive stall designs, limited promotional efforts, and a lack of Google tags.

Given the challenges faced by MSME operators, the application of the Business Model Canvas (BMC) could serve as a strategic step for Pisang Aroma in developing its business. According to Mardyandhani and Hariastuti (2024), the BMC is a strategic framework utilised by business owners to plan and map out a business model comprehensively. This framework supports businesses in formulating and explaining the rationale behind how an organisation creates, delivers and captures value from the products or services it provides. By drawing up a Business Model Canvas, business owners can develop a more organised business plan, thereby enabling the company’s vision and mission to be achieved more efficiently in the future (Mardyandhani & Hariastuti, 2024, as cited in Aryan Putri et al., 2026). Through the BMC, business owners can identify strengths, weaknesses and opportunities for development within their business. The development of digital technology is one of the efforts to drive marketing strategies. By promoting their business on social media, such as Instagram and WhatsApp, business owners can reach a wider audience.

This research serves as a useful reference regarding the application of the Business Model Canvas (BMC) and promotional tactics across various social media platforms for the development of MSMEs. In practical terms, the findings of this research are expected to provide guidance to operators of ‘Pisang Aroma’ MSMEs in designing more efficient business models and promotional strategies to boost sales.

This study aims to analyse the use of the Business Model Canvas (BMC) and marketing tactics via social media platforms at the ‘Pisang Aroma’ MSMEs located in Madiun City Square and the Taman Bantaran Car-Free Day area, with a view to increasing sales figures.

B. METHOD

This community engagement activity employs a participatory action research approach, which is a method that emphasises the active involvement of the community throughout the entire cycle of activities, from observation and reflection through to action planning and programme implementation (Rahmat & Mirnawati, 2020). Generally, the steps in the PAR method are summarised in a cycle that begins with the observation stage, followed by reflection, then action planning, and concludes with the action stage or programme implementation (Safeí et al., 2020, as cited in Qomar et al., 2022). In this initiative, the Pisang Aroma MSME partners were directly involved in every stage of the process, from identifying problems and developing a business model to implementing promotional strategies at their sales outlets.

Time and Venue

The community service activities were carried out at two partner sales locations: the Madiun City Square and the Car Free Day (CFD) area at Bantaran Traffic Park, Madiun City. These two locations were selected due to the high number of visitors at weekends, making them suitable for implementing the promotional strategies to be formulated. The activities were carried out in stages over several weeks, covering an initial observation phase, support with the development of a business model, and support with the implementation of promotional strategies.

Target Audience

The target audience for this community engagement initiative is the owners of Pisang Aroma MSMEs who regularly sell their products at Madiun City Square and the Taman Bantaran Car-Free Day. Partners were selected based on their willingness to actively participate in the entire series of mentoring activities.

Stages of Activity Implementation

1. Initial observations and interviews were carried out to gain an overview of the partners' business conditions, including products, prices, sales methods, and the promotional challenges they have faced to date.
2. The Business Model Canvas was developed in collaboration with the partners through guided discussions to map out the nine elements of the business model, namely customer segments,

value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure.

3. A Focus Group Discussion (FGD) was held with the partner to formulate alternative promotional strategies in line with the results of the BMC mapping and the characteristics of the sales location.
4. The promotional strategies were implemented in collaboration with the partners at Madiun City Square and the Taman Bantaran Car-Free Day (CFD) venue, including improvements to stall layout and packaging, the creation of simple promotional materials, and the use of social media to expand the customer reach.
5. Regular mentoring and monitoring were carried out to ensure that the strategies developed were consistently implemented by the partners.

Activity Evaluation Method

Activity evaluation is carried out by comparing the partners' business conditions before and after the mentoring program, through direct observation and interviews regarding changes in promotional strategies and product sales trends. The success of the activity is measured descriptively based on the partners' improved understanding of their business model and the consistent implementation of promotional strategies at their sales outlets.

C. RESULTS AND DISCUSSIONS

1. Banner Design



Figure. 1 Banner Production

Simple branding or marketing can be achieved by using banners as an effective promotional tool. Banners serve as an efficient means of communication in marketing efforts that can increase visibility for MSMEs. An attractive design influences consumers' willingness to make a purchase (Rosandi, S. and Sudarwanto 2014, as cited in Salman & Deniaty Sholihah, 2024). Consistent banner design provides a distinctive identity to build a brand and enhance the image of an SME, thereby setting it apart from competitors or providing added value (Kusnadi, 2018). The use of visual elements featuring bright or elegant colours will reinforce the image of a product (Mujib, F. and Saptiningsih 2020). The choice of striking colours and appropriate fonts makes the information on the banner easier to read and understand. Banners should be designed for easy readability, taking into account the principles of typography—that is, using a font size that is neither too small nor too large (Gautama, I. M. B., and Putri 2019). Adding images to the banner design can attract attention and help visualise the products of MSMEs. Therefore, a good banner design also influences customer interest, so an attractive and informative design is required. The banner design in the image above has been created to be eye-catching, making it one way to attract customers' interest in purchasing 'Aroma' banana products.

2. Creating a Google Tag



Figure 2. Creating a Google Tag

Business location tagging is the process of marking a business's location on Google Maps, so that customers can easily and accurately find that business via an online search. With this feature, micro, small and medium-sized enterprises (MSMEs) can display information about their businesses, including the business name, address, opening hours, telephone number, product images, and customer reviews (Husain et al., 2023; Sahetapy et al., 2024, as cited in Ramadhan et al., 2026). The reason for creating a Google Tag is that it is quite difficult to pinpoint the exact location of customers, meaning the business is not yet widely known; therefore, the Google Tag will help customers, particularly new ones, to easily find the exact location of 'Original Pisang Aroma'.

3. Strategi Promosi Di CFD & Alun-Alun



Figur 3. Promotion at the CFD in Taman Bantaran

Promotion is a set of methods employed to achieve sales or marketing objectives in a cost-effective manner. Its aim is to provide added value to a product or service, both for intermediaries and consumers (Kotler, P. and Keller, 2019, as cited in Salman & Deniaty Sholihah, 2024). Promotion is a marketing activity that companies must take into account when selling their goods or services. Promotion is a strategy utilised to attract customers' interest so that they wish to find out more about the products offered by a business, ultimately leading them to decide to purchase them. Promotion serves as a form of communication from the marketer aimed at providing information, persuading, and reminding prospective buyers about a product, in order to influence their views or encourage them to respond (Kanada, 2019, as cited in Elimar et al., 2024). Customers carry out promotions directly by selling 'Aroma' bananas at the Taman Bantaran and Madiun Town Square open-air markets, as both locations are usually bustling with visitors and are considered capable of generating maximum turnover and profit.

D. CONCLUSIONS

The community engagement activities at the 'Original Pisang Aroma' SME, carried out at Madiun City Square and the Taman Bantaran Car-Free Day, demonstrated that the use of the Business Model Canvas (BMC) alongside promotional strategies successfully helped business owners to develop better business models and improve their ability to reach the market more effectively. This mentoring programme included the creation of banners as a branding tool, the setting up of Google Tags to help customers find business locations more easily, and the optimisation of promotions at points of sale, all of which had a positive impact on increasing

business visibility and expanding the reach of the target customer base. Furthermore, SME business owners gained a deeper understanding of the importance of establishing a clear business identity, utilising digital media effectively, and implementing sustainable promotional strategies to navigate market competition.

The implementation of this initiative remains limited as it was carried out over a relatively short period of time; consequently, its impact on sales growth cannot yet be fully assessed in the long term. Therefore, future community engagement activities should involve providing ongoing guidance, optimising digital marketing strategies across various social media platforms and online marketplaces, and conducting regular assessments of business progress so that improvements in the competitiveness and sales of MSMEs can be measured more comprehensively and clearly.

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