

THE ROLE OF BUSINESS TARGETS IN THE BUSINESS PLAN MODEL CANVAS AT THE MEDAN MACARONI SNACK BUSINESS

Adhlun Nisa¹, Fitria Ningsih², Zahrona Romadani Pane³, Isra Hayati^{4*}

^{1,2,3,4}Universitas Muhammadiyah Sumatera Utara

^{*1}*email: adhlunnisa3107@gmail.com*

Abstract: This study aims to examine the role of customer segments in the business model canvas of a macaroni snack business in Medan. Using a qualitative research approach, data were collected from three respondents, all of whom are owners of macaroni snack businesses. The primary data source was interviews. The findings reveal that determining customer segments plays a highly effective role in improving business performance, particularly in terms of marketing strategy targeting, product development, and customer satisfaction.

Keywords: Business Model Canvas, Customer Segment, Customer Satisfaction

Introduction

Business targets is expected results from marketing and operational strategies company that aims for increase profitability, market share, or satisfaction customers. This is a component strategic important from success business (Kotler et al., 2016). This is in line with research that shows that clear market target determination can help business create marketing strategy, create proposition value, and reach customer.

In 2009, Osterwalder and Pigneur introduced a business model canvas, which consists of from nine components (Pipit Mulyah, Dyah Aminatun, Sukma Septian Nasution, Tommy Hastomo, Setiana Sri Wahyuni Sitepu, 2020) . Business can make suitable product with request consumers, including in industry food increasingly lighter developing, with understand the target market. When looking for opportunity market share , a company must evaluate whether brand the can fulfil market needs (Pieter Gunawan Wijaya, 2017) . Market share is something to want owned by businesses, especially business small, because offer opportunity big For success, With Thus , the company will can create a more strategy appropriate For implemented in the future (Pieter Gunawan Wijaya, 2017) .

Business in the field food is one of business or an effort that never dead and on developing (Miftahul Jannah Hasibuan et al., 2023) . Industry food Snacks, including macaroni snacks, are very popular in Indonesia. Report from the Central Statistics Agency (2022) shows that consumption food light in Indonesia continues increasing, especially among generation young and family. This provides an opportunity big for business small and medium enterprises (SMEs) to take advantage of this vast market by offer creative and competitive products. Medan is one of the areas that have potential big for development business food light. This city is known Because diversity its extraordinary cuisine and interest its population to food light local made with method themselves.

To make suitable product with preference public Locally, the Medan macaroni snack business must determine the target market. In this case, the people of Medan really like food light with a variety of spicy flavors. In addition, buyers in cities big more tend buy goods with attractive and useful packaging, which can used as local souvenirs. Therefore, the

business Medan macaroni has opportunity big to grow If can enter need customer local into its business strategy.

To create mark based on request customers, in particular business Medan macaroni to create a different taste from product macaroni others in the market. In addition, determining the right marketing strategy is very important, one of which is through use of social media to achieve demographics customer young, which is a group the largest consuming food light. Marketing strategy is one of the how to get superiority sustainable in the business of producing product or services. This is one of the basis for compiling planning in a way evenly. Shift competition in the business world is another reason why marketing strategy is very important (Z et al., 2022) .

According to Gunawan (2017) , The company markets the product through telephone continuously and offer higher price cheap to customers . Although so, the target market is not always in accordance with hope Because sometimes it goes up and down, when the market is quiet, it will down , but when the market is crowded, it will go up. Company location less than ideal because located on a narrow road , so sometimes customer feel difficulty find the place (Gunawan, 2017) .

However, the challenge in business food light like macaroni No only lies in the making products, but also on effective distribution and marketing. Small businesses in Medan often face difficulty in reach a wider market wide Because limited access to technology and networks distribution. Therefore that, the use of online platforms such as e-commerce and applications delivery food can become strategic solution for overcome obstacle this. With Thus , it is expected company can overcome facing problems , surviving , and improving sale For to achieve profit maximum , so that company can develop with rapidly (Hartatik & Baroto, 2017) . Medan macaroni business can build connection term long with customers and improve Power competition with understand the target market thoroughly comprehensive.

Researcher has operate business small in field food light, especially macaroni, with to innovate use of Himalayan salt as material standard main. Himalayan salt, which is known own higher mineral content tall than regular salt, often considered as more material healthy. This innovation is presented to meet need consumers in Medan are increasingly care with pattern Eat healthy, without sacrifice the distinctive taste that becomes Power pull food light.

In implementation business this, focus main business aimed at the segment caring consumers to quality and benefits health food, housewife modern stairs, workers office , and individual with style life Healthy become the main target , because they tend look for snack Healthy with premium quality . Researchers also found that The use of Himalayan salt provides strong differentiation in products, so that capable interesting attention in a highly competitive market .

Based on various relevant research , can concluded that Target market determination works not only as guide in planning business , but also as element the key to creating continuity business . In the case of Medan macaroni snacks , attention to need consumer local , usage spice typical area , as well as creative marketing strategy implementation can become foundation main to achieve growth sustainable business in an increasingly competitive market competitive .

Literature Review

Related research development product food light based on innovation has Lots done in context business small and medium enterprises . The Business Model Canvas highlights importance element Segmen Customers in creating mark suitable product with need

consumers (Osterwalder & Pigneur, 2018) . This is show that success a business is highly dependent on ability perpetrator business For identify target market specific. In case product macaroni, differentiation through innovation material standard, such as The use of Himalayan salt is one of the right strategies For interesting segment consumer certain. Products must under consideration return with notice need consumer, location business , and trends moment This For create a better business strategy effective (Kadek et al., 2024) .

Urban communities, such as in Medan, show high interest to food light with the distinctive taste that it also offers mark plus from aspect health . This preference opens opportunity for perpetrator business small to take advantage of material premium grade that provides excellence competitive , such as Himalayan salt. Products labeled food Healthy or made from experience own Power great appeal in the market , especially among consumer class middle to upper class . Segment The target consumers are the community aged 16-65 years , with more market focus specific to students . Recipients values in context This UMKM business is for snack fans who are looking for satisfaction from the food they eat consumption (Natallia et al., 2022) .

In the Business Model Canvas (BMC), the Customer Segments or target market element plays a role role crucial in determine direction development business . Business Model Canvas (BMC) is known as very popular tool in the world of entrepreneurship Because his ability For describe core elements of a business in One sheet canvas (Athia et al., 2018) . In addition , the advantage of BMC lies in its ease For changing business models with fast and easy understanding about implications change a element to element business others (Athia et al., 2018) . BMC also provides a business model that can accommodate creative and innovative ideas from various individual (through collaboration) and makes it easier to combine these ideas in a way effective (Athia et al., 2018) . The target market is the basis for creating mark products and design appropriate business strategies (Osterwalder & Pigneur, 2018) . For business macaroni with Himalayan salt, understanding the target market is very important because This innovation requires segmentation clear consumers , especially those who care to health and quality product .

Research (2018) state that each market consists of from various type buyer with needs , habits buy , and different reactions . The company does not Possible can fulfil need all buyers . Therefore that , company need grouping markets that are heterogeneous to in more market segments homogeneous .

In this case , the use of social media as means marketing become efficient solution Because many digital platforms are used to search information and purchase product food light . Therefore , social media can functioning as channel main to introduce superiority Himalayan Salt Macaroni .

Research (Ramaswamy & Prahalad, 2018) about the concept of value co-creation is very important in this context . With involving consumers in development products , such as through survey or interaction directly on social media , the perpetrator business can to obtain better understanding Good about need specific target market. This approach is not only help create more products appropriate , but also enhancing loyalty customers , ultimately can maximize benefits . With Thus , business can walk with smooth and successful .

In general Overall , choosing the right target market in business macaroni with Himalayan salt is an important element in the Business Model Canvas. Customer relationships, in particular short , referring to the type the relationship you want braided with certain market segments (Wijayanti & Hidayat, 2020) . With target segment caring consumers health , digital marketing and approaches based on value , this product has potential big to grow in the competitive Medan market . This emphasizes importance

integration target market elements in business strategy to create differentiation relevant and sustainable products .

Method

This research uses method analysis qualitative with approach studies case . The main purpose from This analysis is to understand How the role of business targets in the canvas business model can contribute to planning business macaroni , with focus on understanding deep about the role of customer segments in the Business Model Canvas for business macaroni in Medan. Approach qualitative chosen Because focus on exploration and understanding complex phenomena , especially circles students , with use technique data collection such as interviews , observations , and documentation . Owner or manager business macaroni will become Respondent main , because they own deep understanding about Application of canvas business model and target market strategy in development business . Interview with owner business will dig information related market segmentation , business target objectives , and implementation of marketing strategies .

Results and Discussion

Macaroni using Himalayan salt has a clear target market , namely consumer class intermediate to on the conscious will health , especially in urban areas like Medan. The community has trend For look for product food light with mark add related with health . Himalayan salt has natural mineral content more tall compared to table salt normal become Power pull main product This . The target market includes Mother House modern stairs that care to pattern Eat family , workers office looking for food light healthy , and race Millennials who are often exposed information about style life Healthy through social media.

Superiority main from this target market lies in harmony between characteristics consumers and the products provided . Consumers from circles intermediate to on generally own Power buy enough big , so they tend choose food light considered more Healthy although price more high . In addition , the trend style life increasingly healthy increasing among millennials give opportunity big for product like Himalayan Salt Macaroni for developing . Advantages product This No only lies in the use material quality height , but also on the image healthy related with Himalayan salt. The image supported by various sources that mention benefits of Himalayan salt, such as natural mineral content that can help guard balance electrolyte in body .

However , specific market segmentation This also presents a number of challenges . Higher product prices tall Because the use of Himalayan salt creates a product market This limited to consumers with Power buy high . In addition , awareness public about the benefits of Himalayan salt are still low , so that education be one of need main For introduce mark plus products . Food market premium light often faces competition fierce from products conventional which is priced more affordable . This is also relevant in Medan context , where many food light local for sale with price more affordable and has a bigger market wide .

Somantri et al., (2018) revealing customer segment in business model canvas put customer as priority main Because company must focus on needs and wants customer For create relevant values . In other words, orientation company must customer - centered so that it can fulfil hope they in a way effective and constructive ongoing relationship . For reach the target market effective , digital marketing through social media become the main strategy . In the context of this , consumer millennials and Gen Z more often utilizing social media For look for information and purchase product . Packaging product designed For

emphasize benefit health from Himalayan salt, with informative and modern design , as well as capable interesting attention consumers . In addition , branding strategies use storytelling to build connection emotional between consumers and products . For example , the story about the origins of natural Himalayan salt and its benefits his health can increase Power pull product .

Business model become very important in company because of the business model is a capture how business the ongoing and is architecture or building from A business unit used For see description from business the (Bask et al., 2010) . Within the Business framework Canvas Model, Customer Segment influences element others , especially the Value Proposition. The Business Model Canvas (BMC) approach has proven become effective tool in analyze and design business models . With notice elements important like segment customer , proposition value , channel distribution , and sources Power key , BMC enables company For understand in a way comprehensive dynamics business they as well as identify opportunities and challenges that exist . (Wardhana, 2015) . The uniqueness Products that use Himalayan salt provide mark add to become Power pull main for Consumers . Channels marketing focused on social media and e-commerce for reach a wider target market wide . While That is , Revenue Streams depend on sales direct and cooperation with food shops healthy . Adjustment of marketing and distribution strategies This done For ensure product can accessed by the right consumers . Indicators in the word of mouth strategy begins in guard good relationship towards customers or the community , because matter That will have a big impact on increasing profits in a business (Sipayung & Hayati, 2023) .

Perpetrator businesses , especially MSMEs, need to equipped with various skills based on understanding about strategies that can applied For face competition effort . (Rahayu et al., 2022) . Initial results from marketing strategy show that product macaroni using himalayan salt works interesting attention caring consumers to health . Feed come back from online survey shows that consumer value differentiation products that use premium materials . Although price considered more high , consumers who understand benefits of Himalayan salt feel price the worth it with quality products offered and conscious consumers health tend more loyal to product with claim clear health .

For expand market segmentation , business This can consider Variants product with higher price affordable without sacrifice quality main . Market education is also necessary improved through digital campaign that explains the benefits of Himalayan salt in general simple and attractive . In addition , the development product new with innovative taste can be a strategy for interesting attention more consumers wide . Ability organization or company in recognize need customer can become indicator success company . On the other hand , the canvas model is tools used For describe in a way short business model that is currently executed , so that make it easier understanding to various aspects that support business processes in company . (Maita et al., 2022) . Based on research by (Ramaswamy & Prahalad, 2018) collaboration with consumer in develop product can increase loyalty customer at a time give valuable input For repair product .



Picture 1. The process of making macaroni



Picture 2. Macaroni snack product

Conclusion

Research shows that segmentation based on age and social status economy provide valuable insights for business macaroni . Consumer young (15-30 years) more attracted to the distinctive taste as well as practical and attractive packaging . On the other hand , consumers from segment family and parents more choose product more macaroni healthy and nutritious , with material natural and without preservative .

Research also revealed that with understand characteristics every segment customer , business macaroni can increase satisfaction customer . Customized products with preferences of each segment more appreciated by consumers , which ultimately contribute to the improvement retention and loyalty customers . In addition , personalization services , such as offering a new taste in accordance preference customers , proven effective in increase satisfaction .

In general overall , implementation market segmentation in business macaroni proven effective in adapt products , services and marketing strategies with need specific every segment . With a more approach focused on each segment , business macaroni can strengthen Power competition in the increasingly competitive market competitive and improve profit in a way significant .

Bibliography

- Afrilia, AM (2018). Digital Marketing as a Marketing Communication Strategy for “Waroenk Ora Umum” in Increasing the Number of Consumers. *Journal of Communication Research* , 1 (1), 147–157. <https://doi.org/10.24329/jurkom.v1i1.21>
- Athia, I., Saraswati, E., & Normaladewi, A. (2018). Application of Business Model Canvas (BMC) to Encourage Entrepreneurial Mindset Among Students of Islamic University of Malang. *Journal of Food Security* , 2 (1), 66–75. <https://e-equalsmc3.com/alex-osterwalders-business-model-canvas/>
- Bask, A.H., Tinnilä, M., & Rajahonka, M. (2010). Matching service strategies, business models and modular business processes. *Business Process Management Journal* , 16 (1), 153–180. <https://doi.org/10.1108/14637151011017994>
- Gunawan, CEP (2017). Business Strategy Analysis at PT. Omega Internusa Sidoarjo. *Agora* , 5 (1), 1–7. <https://media.neliti.com/media/publications/57198-ID-none.pdf>
- Hartatik, H., & Baroto, T. (2017). Business Development Strategy Using Business Model Canvas Method. *Journal of Industrial Engineering* , 18 (2), 113–120. <https://doi.org/10.22219/jtiumm.vol18.no2.113-120>

- Kadek, N., Oktavia, I., Ahmad, AM, & Annisa, V. (2024). Analysis of Business Model Canvas in Culinary Business . 3 (April), 36–42.
- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). Marketing Management . Pearson. <https://books.google.co.id/books?id=rxMjjwEACAAJ>
- Maita, I., Syafitri, SR, Syaifullah, S., Munzir, MR, & Rozanda, NE (2022). Business Model Canvas as a Business Strategy in RBMS Using SWOT Analysis and TOPSIS Method. Scientific Journal of Information Systems Engineering and Management , 8 (1), 100. <https://doi.org/10.24014/rmsi.v8i1.16056>
- Miftahul Jannah Hasibuan, Nursantri Yanti, & Waizul Qarni. (2023). Marketing Strategy to Increase MSME Income in Sua Snack Tembung. Transformation: Journal of Economics and Business Management , 2 (4), 190–201. <https://doi.org/10.56444/transformatasi.v2i4.1162>
- Natallia, D., Susanti, LW, Herisen, H., & Malind, M. (2022). Business Model Canvas for MSME Moii Foods. National Seminar on Tourism and Entrepreneurship (SNPK) , 1 , 154–160. <https://doi.org/10.36441/snpek.vol1.2022.33>
- Osterwalder, A., & Pigneur, Y. (2018). Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers : [Summary]. Skillssoft. <https://books.google.co.id/books?id=sFRpzweEACAAJ>
- Pieter Gunawan Wijaya. (2017). Analysis of Segmenting, Targeting, Positioning and Marketing Mix at PT Murni Jaya. Agora , 5 (1), 1. Journal GEEJ , 7 (2) , 111–119.
- Rahayu, VP, Astuti, RF, Mustangin, M., & Sandy, AT (2022). SWOT Analysis and Business Model Canvas (BMC) as Solutions in Determining Culinary Business Development Strategies. International Journal of Community Service Learning , 6 (1), 112–121. <https://doi.org/10.23887/ijcsl.v6i1.40965>
- Ramaswamy, V., & Prahalad, C. K. (2018). The Future of Competition: Co-Creating Unique Value With Customers . Skillssoft. <https://books.google.co.id/books?id=ccrHzQEACAAJ>
- Sipayung, E., & Hayati, I. (2023). Implementation of Word of Mouth Marketing Strategy at Tadika Integrasi Genius Khalifah Malaysia. Journal of Social Sciences , 10 (1), 47–53. <http://jurnal.um-tapsel.ac.id/index.php/nusantara/index>
- Somantri, GG, Satria, A., & Iskandar, BH (2018). Analysis of PT. Pahala Bahari Nusantara Business Model Using the Canvas Business Model Approach. ALBACORE Journal of Marine Fisheries Research , 2 (1), 1–12. <https://doi.org/10.29244/core.2.1.1-12>
- Wardhana, A. (2015). Digital Marketing Strategy and Its Implications on Competitive Advantage of MSEs in Indonesia. In National Seminar on Finance and Business IV , April 2015 , 327–337.
- Wijayanti, N., & Hidayat, HH (2020). Business Model Canvas (BMC) as a Strategy to Strengthen the Competence of Snack Food MSMEs in Kebumen Regency, Central Java. Halal Agroindustry Journal , 6 (2), 114–121. <https://doi.org/10.30997/jah.v6i2.2631>
- Z, M., Zainuddin, MZ, & Saputra, MK (2022). Marketing Strategy to Increase Sales in Simple MSMEs. Sultra Journal of Economic and Business , 3 (2), 132–149. <https://doi.org/10.54297/sjeb.vol3.iss2.338>