

DEVELOPMENT STRATEGY OF TANKAYO SYARIAH ECOPARK BASED ON BUSINESS MODEL CANVAS FOR SUSTAINABLE HALAL TOURISM

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Abstract: This study examines the business model implementation of Tankayo Ecopark Syariah, a thriving MSME in Padang Laweh Malalo, Tanah Datar Regency. Using the Business Model Canvas (BMC) framework, the study analyzes key components such as customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. Data was collected through interviews and observations, focusing on identifying strategies for improving business operations and competitiveness. The findings reveal that Tankayo Ecopark Syariah caters to diverse customer segments, including Muslim families, local and international tourists, and educational institutions, with unique value propositions such as halal tourism experiences, sustainability-based recreation, and community empowerment. Key revenue streams include entrance tickets, MSME partnerships, and facility rentals. The study highlights the importance of leveraging social media for promotion, fostering partnerships with local communities, and aligning activities with sharia principles. This research contributes to the development of MSMEs by showcasing the effective application of BMC in enhancing business operations and aligning them with market needs. It provides actionable recommendations for MSMEs to adopt targeted strategies, optimize cost structures, and leverage partnerships to achieve sustainable growth while supporting local economies.

Keywords: Business Model Canvas Analysis, Development Strategy

Introduction

Micro, Small and Medium Enterprises (MSMEs) are able to survive and continue to grow as providers of goods and services both at the national and international levels. The excellence of MSMEs in Indonesia is growing rapidly and making a great contribution to development. The community not only feels the impact of the development of MSMEs in Indonesia but also takes part in building the country's economy. This can be seen from several indicators, namely the increasing number of MSMEs, labor absorption, and contribution to Gross Domestic Product (GDP). This increase, of course, is not only due to the high creativity of MSME sector players, but also the ability of companies to choose strategies in marketing products also plays a very important role. (Tiandra, 2020).

Global Business Competition from year to year is getting tighter with various types of business competition. Global competition is like entering a war in an arena. Businessmen and marketing managers in the era of globalization have entered an era of total competition. They are entering an era where winning the competition will become

increasingly difficult in fierce competition. The competitiveness of the community in the demands of globalization opens up opportunities for the business world to grow to be more quality with efficiency and of course competitive business functions that are interested in supporting the adaptation to the external environment is marketing. (Yuliati et al., 2021) In 2003, Bukh stated that the business model is a useful framework for straightening communication in the context of reporting. In their next contribution, Nielsen and Bukh (2013) illustrate how the business model becomes a frame as a communication between investors and companies. In the business world, the right way to deal with various problems that will arise in the future is to develop a company strategy that is being implemented. The execution strategy needed in MSMEs is the Business Model Canvas method. Oasterwalder and Pigneur (2010) the canvas business model is a business model that describes the basis of thinking about how an organization or company creates, delivers, and captures value. Which consists of Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnership and Cost Structure.

Tankayo Syariah MSME is an MSME located in Padang Laweh Malalo. Tankayo Syariah is a business engaged in food and beverages and has tourist attractions and lodging. Currently, this MSME business is developing rapidly, in addition to a place to eat and drink, it is also a tourist attraction or vacation for many families to Tankayo Syariah

Table 1.1

Number of Visitors to Tankayo Ecopark Syariah (July 2023 to February 2024)

No	Month	Number of Visitors
1	July	30.000
2	August	15.500
3	September	19.300
4	October	12.200
5	November	18.100
6	December	26.400
7	January	15.000
8	February	13.500

Source : Interview with the owner of Tankayo Ecopark Syariah 2024

From the data above, we can see that there are a lot of visitors to Tankayo Ecopark Syariah, but it has increased drastically during holidays, holidays, and other holidays, while on normal days visitors have decreased. The data above can be known based on the sale of Tankayo Ecopark Syariah entrance tickets.

Business development in Tankayo Ecopark Syariah, located in Tanah Datar Regency, is very important to improve the welfare of the community and encourage local economic growth. In this context, there are several reasons that underlie the need for business development in the ecopark. First, the potential for ecotourism in Tanah Datar is very large. Research shows that the development of ecotourism can make a significant contribution to the local economy, create jobs, and increase community income. By taking advantage of the natural beauty and local culture, Tankayo Ecopark Syariah can attract tourists who are looking for a sustainable tourism experience and in accordance with

sharia principles. This is in line with global trends that show increased interest in sustainable tourism and ecotourism.

In the context of MSME development, the implementation of the right business model is very important. The Business Model Canvas (BMC) is an effective tool for designing and evaluating MSME business models. With BMC, MSME actors can identify value propositions, customer segments, distribution channels, and revenue streams that are in line with market needs (Joyce, 2016; Mini, 2022). The implementation of BMC in Tanah Datar can help MSMEs in formulating more targeted and sustainable strategies, as well as increase their competitiveness in local and national markets (Natallia et al., 2022).

Literature Review Business Model Canvas

Osterwalder and Pigneur (2010) The canvas business model is a business model that describes the basis of thinking about how an organization or company creates, delivers, and captures value.

Canvas Business Indicators

- a. Customer segment is the differentiation of groups of people or organizations to determine their goals. To provide satisfaction to customers, segmentation is needed so that they can focus more on developing business strategies for certain customer segments according to their characteristics, habits and needs.
- b. Value proposition is a collection of products and services that can be offered to meet customer needs and demands. The value proposition provides more value created from various elements such as something new, customization, design, branding, price, access and convenience.
- c. Channel is a medium for a company to build and establish relationships to achieve customer segmentation in providing a value proposition. Simply put, a channel is a link between businesses and consumers and customers.
- d. Customer Relationship (CR) is an organization's way of building relationships with customers to establish special relationships with the goal of improving customer relationships, retaining customers and increasing product sales. (Osterwalder & Pigneur, 2010).
- e. Revenue Stream (Revenue Stream) or what is called a source of income. With BMC, entrepreneurs can analyze, optimize, and select revenue options from customer segments. Source of income is the ability to generate profits from the results of business activities such as sales. (Osterwalder & Pigneur, 2010).
- f. Key Resources is the capital of entrepreneurs, both in the form of ideas and goods, so that this capital can produce products according to the plan. These resources include human resources, technology, equipment, channels, finance, intellectual and markets. Resources are critical because they allow companies to create and deliver value propositions, reach and maintain customer segments that generate revenue streams.
- g. Key Activity or key function is an activity carried out by business actors in creating products that are in accordance with the purpose. These activities are activities carried out by producers to produce a product, both services or goods.
- h. Key Partnership is form of cooperation with other parties who are expected to be able to Supporting the smooth running of the business while the type of partner is a supplier of materials and tools in production or the main function so that the business can run smoothly. (Osterwalder & Pigneur, 2010 i.Cost Structure is a component of the business model that explains all the costs required to operate the business, create value for customers, maintain customer relationships, and reach target markets. In other words, the cost structure includes all expenditures necessary for a business to

run effectively and efficiently.

Method

The type of research is field research with a qualitative approach, namely a method used is a type of qualitative research case study, namely an intensive description and analysis of the canvas model strategy in an individual, group, institution or community. This type of case study research is used because researchers can research related incidents, activities, and activities in Eco Park Tankayo sharia Padang Laweh Malalo. Sampling of data sources was carried out by interviews and observations, interview data collection techniques, and qualitative research results emphasized meaning rather than generalization. (Sugiono, 2010).

Result and Discussion

1. Customer Segment

Based on the results of the interview, Tankayo Ecopark Syariah has customer segments such as:

- a. Muslim families,
 - b. Local, national and international tourists,
 - c. Educational Institutions, Communities
 - d. Organization and Company.
- ### 2. Value Proposition

Based on interviews Tankayo Ecopark Syariah is an Ecopark that has

a. Integrated Halal Tourism Experience

Tankayo Ecopark Syariah offers a tourist experience that is in line with Islamic values, including comfortable worship facilities, family-friendly recreation areas, and halal culinary options. This approach ensures that visitors can enjoy their leisure time without sacrificing spiritual principles and an Islamic lifestyle.

b. Sustainability-Based Recreation

Tankayo Ecopark Syariah integrates sustainability principles in every aspect of its operations. Visitors can enjoy experiences such as lake views and create experiences that are not only enjoyable but also educational and environmentally responsible.

c. Family Recreation

Tankayo Ecopark is an ideal choice for families who want to spend quality time together. This experience offers a combination of learning, playing, and relaxation in the middle of nature.

d. Collaboration with Local Communities

Tankayo Ecopark Syariah supports local communities through the empowerment of MSMEs, handicrafts, and specialty food products. Visitors can feel the authentic value of local products while contributing to the economic empowerment of the local community.

e. Ease of Access and Digital Information

Through an active presence on social media and digital platforms, Tankayo Ecopark Syariah makes it easy for visitors to access information, book tickets, or follow the latest programs. This digital approach improves customer convenience in planning their visits.

3. Channels

Based on the interview, the Tankayo Ecopark Syariah channel is:

a. Social Media as the Main Channel of Promotion

Tankayo Ecopark Syariah utilizes social media such as Instagram, Facebook, and TikTok as the main channels to promote this tourist destination. Through creative content such as photos and videos, inspirational stories about halal tourism, and environment-based activities, ecopark has managed to attract the attention of customer segments, especially the young generation who are active in the digital world.

b. Partnership with Tour Agents and Tour Organizers

This ecopark collaborates with travel agents and tour organizers to reach domestic and international tourists. These agents act as intermediaries in offering tour packages that include unique experiences at Tankayo Ecopark Syariah

c. Dissemination of Information Through Local Communities

Involving community leaders and local communities as an informal communication channel helps Tankayo Ecopark Syariah reach more convenient traditional customer segments with a personalized approach. It also strengthens the relationship between the ecopark and the surrounding community

4. Customer Relationship

Based on the interview, Tankayo Ecopark Syariah seeks to build relationships with visitors by:

a. Personalized and Friendly Service

Every interaction with visitors is designed to provide a positive impression and a personalized experience. Staff at Tankayo Ecopark are trained to provide friendly, prompt and respectful service to Islamic values. Visitors feel cared for through an individualized approach, both in terms of needs during the visit and in receiving information related to the available programs.

b. Continuous Interaction through Social Media

Through social media, Tankayo Ecopark Syariah maintains relationships with customers on a sustainable basis. Visitors can interact directly through comments, private messages, or interactive content such as quizzes, reviews, and experience stories. This creates emotional engagement and reinforces a positive impression of ecoparks.

c. Loyalty Programs and Special Offers

Tankayo Ecopark Syariah rewards loyal customers through loyalty programs, such as discounts on subsequent visits, exclusive offers for specific events, or shopping vouchers at the souvenir shop. This approach encourages visitors to return and recommend ecopark to family and friends

d. Customer Feedback and Input

Tankayo Ecopark actively solicits feedback from visitors through surveys, interviews, or online reviews. The feedback received is used to improve the quality of services, programs, and facilities. By involving customers in the development process, Tankayo Ecopark demonstrates its commitment to meeting visitor expectations.

5. Revenue Stream

Based on the interview, Tankayo Ecopark Syariah has many revenue streams, such as income from Entrance tickets, MSMEs in it such as Avocado Cafe, Resto are located in the Tankayo Ecopark Syariah area, Gallery, Cottage There are water rides facilities, Take a stroll around Malalo's unique area or natural beauty,

6. Key Resources

Resources owned by Tankayo Ecopark Syariah

a. Natural resources in the form of Lake Maninjau

b. Physical Facilities

This ecopark has various facilities that support the visitor experience, such as a children's play area, a comfortable worship room, an environmental education center, an organic farming area, and an open space for events. This facility is designed with harmony with nature and sharia values in mind

c. Employee Team

Human resources are the main asset in running ecopark operations. Which has expertise in various areas, including customer service, environmental education, land management, and event management.

d. Sharia Brand and Reputation

The identity of Tankayo Ecopark as a sharia and sustainable tourism destination is a very important intangible resource. This reputation attracts a segment of customers who care about Islamic values and environmental sustainability, as well as being a key differentiator from competitors.

7. Key Partnership

Tankayo Ecopark Syariah focuses on relationships with visitors, collaboration with local communities, partnerships with institutions and strategic partners by holding training venues, workshops, and events.

8. Key Activities

Tankayo Ecopark Syariah focuses on a number of key activities that support its operations and business sustainability. These key activities are designed to create value for visitors while maintaining sharia identity and environmental sustainability. Tankayo Ecopark Syariah's main activities include: Digital marketing and promotion, partnerships with local communities and MSMEs, environmental management and sustainability and human resource enhancement.

9. Cost Structure

The main components of Tankayo Ecopark Syariah cost structure: Daily operational costs, HR costs, Infrastructure procurement and maintenance costs, Promotion and marketing costs, Logistics and supply chain costs, Licensing and compliance costs as well as investment and development costs.

Conclusion

Tankayo Ecopark Syariah is present as an innovative tourist destination that integrates Islamic values, environmental conservation, and meaningful recreational experiences. Through the Business Model Canvas (BMC) framework, namely **Customer Segments:** Tankayo Ecopark Syariah serves diverse customer segments, ranging from Muslim families, local tourists, educational institutions, communities, to companies. This inclusive approach ensures that ecopark services are relevant to the needs and preferences of various groups. **Value Propositions:** Ekopark provides family-friendly facilities and sharia-based programs, Tankayo Ecopark provides deep added value for visitors. **Channels:** By utilizing social media, as well as partnerships with travel agencies and local communities, this ecopark is able to reach a wide market while building sustainable relationships with customers. **Customer Relationships:** Relationships with customers are built through a friendly, personalized, and community-based approach. Through responsive services, loyalty programs, **Revenue Streams:** Ecopark's sources of income are diverse, including ticket sales, tourist trips, sales of local products, and rental of facilities. **Key Resources:** Tankayo Ecopark relies on natural resources, physical facilities, a team of employees, local communities, and a sharia reputation as the main foundation of its operations. **Key Activities:** The main activities of ecopark include digital marketing and promotion, partnerships with local communities and MSMEs, p and human resource improvement. **Key Partnerships:** Strategic partnerships with communities, MSMEs, educational institutions, and the government provide important support for ecopark development, from the provision of raw materials to joint promotion. **Cost Structure:** An efficient cost structure includes daily operations, human resource management, infrastructure maintenance, marketing, and the implementation of sustainability programs.

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