

Design of New Business Models for REBEL 504 In Surakarta City by Using Business Model Canvas Approach

Yoga Widagda Wendy Pradhana¹⁾, Ir. Budi Praptono, M.M.²⁾, Bobby Hera Sagita, S.E., M.M.³⁾

¹ Industrial and System Engineering, Telkom University
Email: yogapradhanaw@gmail.com¹⁾, budipraptono@telkomuniversity.ac.id²⁾,
bobyhs.telkomu@gmail.com³⁾

Abstract

REBEL 504 is family-based organizations that provide security services with a strong commitment to our customers to provide the best service for each customer's needs. Just a note that the current REBEL 504 to serve multiple customer segment in the field of safeguard, bodyguard, security/event/music art festival, a Porter, and street fight.

REBEL 504 can be said to have not been managed by professionals. A business or businesses are already supposed to be managed with the serious and professional in order for the purpose of doing business can be achieved to the maximum. Therefore, required the design of appropriate and in accordance with the objectives or purpose of the business. One of the business models that can be run is a business model canvas. View of the problems occurred in the REBEL 504, then needed an approach that can be used to map the business model that is being lived, and explains about the condition of the company's business, so that new business models can be designed. One approach to business models that can be used i.e. Business Model Canvas (BMC).

This research resulted in the proposal of the strategy has been designed and will be on view is valid or whether to find out the profit that would be obtained if the company implements the proposal. The business model is designed to use nine blocks including the BMC Customer Segment, Value Proposition, Channels, Customer Relationship, Revenue Streams, Cost Structure, Key Activity, Key Partnership, Key Resources.

Keywords: Business Model Canvas, SWOT, Business Model

1. INTRODUCTION

Surakarta is one of the centers of economic growth in Central Java, set tourism as one of its driving force of the economy of the region. Within the last 10 years in the city of Surakarta once held much of the tourist event. The organized tour event was initiated by the Government of the city of Surakarta with financed APBD. The purpose of the tour is the event host to encourage economic activities related to tourism in the city of Surakarta.

Surakarta has a good economy. The economic growth of the city of Surakarta 2010-2013 year is always increasing, i.e. year 2010 amounted to 5.94, year 2011 rose to 6.04, year 2012 rose to 6.12, and in 2013 5.89%. The economic structure of the city of Surakarta in the year 2013 is dominated by trade, hotels and restaurants contributed most, namely 26.71%; further sectors of the

processing industry of 19.29%, building sector amounted to 14.35%, service sector – services of 13.97 percent, the financial sector, corporate services and rentals of 12.18 percent, transport and communication sector of 10.76%, the sector of electricity, gas and clean water 2.67%, 0.05%, agriculture and mining sector 0.02%.

However, in the event that such frequent unrest or security problems. It will certainly disrupt even ruining the convenience of the event itself. In order to anticipate or minimize the undesirable events, often organizing Committee event organizers or event organizer using the security service

REBEL 504 is family-based organizations that provide security services with a strong commitment to our customers to provide the best service for each customer's needs. Just a note that the current REBEL 504 to serve multiple customer segment in the

field of safeguard, bodyguard, security/ event/ music art festival, a porter, and street fight.

REBEL 504 can be said to have not been managed by professionals. A business or businesses are already supposed to be managed with the serious and professional in order for the purpose of doing business can be achieved to the maximum. Therefore, required the design of appropriate and in accordance with the objectives or purpose of the business. One of the business models that can be run is a business model canvas.

Business Model Canvas purposely chosen because through the business model issues relating to business activities is a complex and intricate look more modest. REBEL 504 engaged in the service and it can be said it is the business that is running or constructed very suitable by using the approach business model canvas. According to the author, there are a few thrifty things is still less than optimal on REBEL 504, as yet the existence of a value proposition that highlighted, not the existence of key partners, there has been no key activity are obvious, and others.

The use of business model canvas can give you an idea of the company's business model and relationships that occur between blocks with way more attractive. Business model canvas also helps companies to identify what the value proposition as well as how to build and run the key activity and key resources in creating the value proposition and get revenue streams, understand how the products and services offered may be communicated well to the consumer until to the consumer to consume.

2. LITERATURE REVIEW

Good business model must have the following components:

- a. Who served
- b. What is offered
- c. How do I produce a product
- d. How do I make money or profit
- e. How to distinguish itself strategically against a competitor

The business model itself could provide some benefits when applied. Here are some benefits to be had from the business model:

- a. Business Model can facilitate decision makers see the logical relationship between components in the business.

- b. The Business Model can be used to help test the consistency of the relationship between components.
- c. Business models can be used to help test the market and assumptions that are used when developing the business.
- d. Business models can be used to show just how radical a change done.

Business model canvas has 9 elements that are interrelated:

- a. Customer Segments
- b. Value Proposition
- c. Channels
- d. Customer Relationships
- e. Revenue Streams
- f. Key Resources
- g. Key Activity
- h. Key Partnership
- i. Cost Structure

Business models are designed and executed in a specific environment so as to develop a good understanding of the business environment the organization can help the company gain a stronger business models and competitive. Environmental business model consists of four main parts. The fourth part is market force, industrial force, key trends and macro-economic strength.

SWOT analysis is a method that is as tools to formulate a strategy for the management of a company. SWOT is an acronym for Strength, Weakness, Opportunity and Threats.

- a). Strength: a condition in which a company can do a project with very good effort that exceeds the average of other companies.
- b) Weakness: a condition in which the company is not able to give his best performance to execute a particular project.
- c) Opportunity: a State in which there is a potential for profitable business that cannot be achieved by the company of its kind and has not touched any party.
- d) Threats: a condition where the company experienced difficulties caused by the competitor's performance the better.

3. METHOD OF RESEARCH

Characteristics in this study can be explained on the basis of the method used, the research was included in the category of qualitative research. Qualitative research methods are methods that used to examine the conditions of natural objects, where researchers is a key instrument, techniques of data collection conducted in triangulation, the inductive nature of data analysis, and research results the qualitative significance of a stronger emphasis on generalities. Qualitative research does not use qualitative research because it populations started from the particular case with specific social situations and the results of its transform to another place on the social situation has in common with social situations in the studied case.

Additionally, needed data also relate to environmental business models such as the key trends, market force, industrial force, and macro economy force that gives you an idea of the conditions beyond the company's business environment. After all of the data collected is required the conclusion of existing conditions by giving REBEL 504 evaluation of conditions of business model using a SWOT analysis (strength, weakness, opportunity, and Threat) of existing companies. Based on the results of the evaluation, carried out business model canvas new for companies with strategies which give consideration of synergies with the new business model and analyze the results of the design use the analytical framework the four actions.

This stage is the initial part of the research process. At this stage the author doing some preparatory activities, among others, as follows:

1. Formulation of the problem and research objectives

At this stage undertaken the formulation of a problem based on the background. After getting a formulation of the problem. The next thing is to determine the purpose of the research will be done.

2. Literature study

Study of literature is an activity that is done after the formulation of the problem and determining research objectives. These activities are conducted to study or examine the issue on a scientific point of view. The study of literature in this research is the study

of scientific journals, research papers, scholarly articles and theories pertaining to the business model canvas.

3. Research methodology

Information obtained from the study of literature became the basis for determining the research methods used. The methods used in this research is a method of approach Business Model Canvas.

4. Create a conceptual model

A conceptual model is a mindset that is used in the research. In addition to this conceptual model also gives information about the factors that affect the business model used and affect the output of research.

In this stage, performed data collection to find the source of existing problems on study object using the appropriate tools and approaches. Data collection begins with identifying the data required. Then collect the required data. This data is differentiated into two, namely primary and secondary data. After the data collected will be made of data processing.

The first thing done to the collection and processing of data is to identify what data is needed in research. The type of data needed in this study can be viewed from a conceptual model that has been created. Identification of the needs of this data can provide an overview and facilitate subsequent data collection phase.

Stage analysis and the design of business models are made after obtaining the results data from the previous stage. The data obtained are then analyzed using a foundation theory accordingly. Here are the stages performed in conducting an analysis of the business model.

In this stage, provided the SWOT analysis taking into account the existing conditions data business models existing environment and condition of the company's business model. This analysis is used to provide an evaluation to business models in use today and are used as consideration for business improvement model.

After the results of the SWOT analysis that consider existing conditions data business models of existing environmental conditions and the company's business model is obtained, then carried out the design of the new business models for REBEL 504.

Based on the results of the research have been obtained, then the conclusion could be taken to address the problems that have been formulated at the beginning of the study. Further advice is intended for REBEL 504 and for further research.

4. RESULTS AND DISCUSSION

a. REBEL 504 Existing's Business Model Canvas

Key Partnership	Key Activities	Value Proposition	Customer Relationship	Customer Segment
Student executive board in UNS, student executive board in UMS, etc. Some student executive board campus faculties in Surakarta	Giving martial arts lesson to each member, carrying out security measures	Security professionalism (firmness, discipline, trust, offer in the field of event Security Services and Body Guard	Continuous Visit	Student executive board, community, then also high school or middle school student council. As well as event organizer in Solo and its surroundings
	Key Resources		Channel	
	The Chairman, Vice Chairman Secretary/Treasurer. Member loyalty, human resources and consists of various backgrounds Public Relations Division, Events Division, Division OR events		Direct Marketing, Social Media	
Cost Structure		Revenue Stream		
Direct and indirect employee salary costs, and procurement costs		Provision of security services and cash from all members. And salary from service income		

b. REBEL 504 New Business Model Canvas

Company Business Model				
Key Partnership	Key Activities	Value Proposition	Customer Relationship	Customer Segment
Student executive board in UNS, student executive board in UMS, etc. Some student executive board campus faculties in Surakarta	Giving martial arts lesson to each member, carrying out security measures	Security professionalism (firmness, discipline, trust, offer in the field of event Security Services and Body Guard. Focus on project manager, marketing team, and squad Commander	Continuous Visit	Student executive board, community, then also high school or middle school student council. As well as event organizer in Solo and its surroundings
	Key Resources		Channel	
	The Chairman, Vice Chairman Secretary/Treasurer. Member loyalty, human resources and consists of various backgrounds Public Relations Division, Events Division, Division OR events Project Manager		Direct Marketing, Social Media	
Cost Structure		Revenue Stream		
Direct and indirect employee salary costs, and procurement costs		Provision of security services as well as cash money from all members. And salary from service income		

5. CONCLUSION

This research deals with the design of a new business model for REBEL 504. using the approach Business Model Canvas. The design of this new business model considering the SWOT analysis of existing conditions and business model business model environment.

- a. Customer Segment
Campus event Organizer/BEM is a customer of REBEL 504.
- b. Value Proposition
The increase in productivity and the quality of security services is the main REBEL 504 proposition to Event organizers and institutions such as the campus via a BEM. The value proposition is supported by the value proposition-focused project manager, marketing team, and the squad Commander.
- c. Channel
REBEL 504 currently using direct sales channel (direct marketing) and the use of social media to connect with their customers. The selection of the channel was due to ease REBEL 504 to gain the trust of customers.
- d. Customer Relationship
To maintain a relationship that is already built with customers, REBEL 504 method using continuous visit where such methods require REBEL 504 to come to the location of the customer. This method is useful to update customer information regarding services offered REBEL 504.
- e. Revenue Stream
Revenue in may REBEL 504 sourced from income security services to institutions or anyone needing it, usually in an event or a specific moment.
- f. Key Activity
The main activity of the company needs to do to be able to support the value proposition and business model are blocks the granting of capital of martial arts to each Member, do Babysitting safety suggested new Activities is the project manager, team marketing, and the Commander of the squad.

- g. Key Resource
The resources needed to run the main activity is the Chairman or the Chairman, Deputy Chairman, Secretary/Treasurer, public relations Division, Division, Division, OR events, members, project manager. The suggested new resource is project manager, marketing team, and the squad Commander.
- h. Key Partnership
Partners of REBEL 504 to run the business model currently is the Event Organizer and the University.
- i. Cost Structure
Costs that need to be released by its business activities to REBEL 504 is direct employee salaries, employee salaries, indirect costs the welfare of employees, and the cost of procurement.

6. REFERENCE

- Craven, D.W. 2000. Pemasaran Strategis, (terjemahan). Jakarta: Penerbit Erlangga.
- Gevirtz, Charles. (1994). Developing New Product With TQM: Total Quality Management, McGraw-Hill.
- Hasen, Don R dan Maryanne M Mowen. 2004. Akuntansi Manajemen. Jakarta: Salemba Empat.
- Horngren, Charles T., Walter T. Harrison, Jr. Michael A. Robinson (1997). Akuntansi di Indonesia, Jilid-1. Salemba empat, Jakarta.
- Kotler, Philip & Garry Armstrong. 2014. Principles of marketing 15th. New Jersey: Pearson Prentice Hall
- Lupiyoadi, Hamdani. 2006. Manajemen Pemasaran Jasa, Edisi Kedua. Jakarta: Penerbit Salemba Empat.
- M. Nisrina, 2015. Bisnis Online, Manfaat Media Sosial Dalam Meraup Uang, Yogyakarta: Kobis,
- Mulyadi. 2009. Akuntansi Biaya. Yogyakarta: UPP STIM YKPN.
- Nurlita, Rizqi. 2018. "Pemanfaatan Instagram Sebagai Media Pemasaran Online Pada Matakuliah Kewirausahaan (Study Kasus Pada Jurusan Pendidikan IPS FITK UIN Maulana Malik Ibrahim Malang)". Skripsi. Universitas Maulana Malik Ibrahim, Malang.
- Osterwalder, Alexander dan Yves Pigneur. 2012, Business model generation. Jakarta: PT. Elex Media Komputindo.
- Peraturan Kapolri Nomor 24 Tahun 2007 tentang Sistem Pengamanan Organisasi Pemerintah/Perusahaan
- Rappa, Michael. 2010 'Business Models on The Web', Managing The Digital Enterprise, available: <http://digitalenterprise.org/models/models.htm> 1 diakses pada tanggal 25 Juni 2018.
- Sedarmayanti dan Syarifudin Hidayat. 2002. Metode Penelitian. Bandung: CV. Mandar Maju.
- Sekaran, Uma dan Bougie, Roger. 2013. Research Methods for Business. United Kingdom: Jhon Wiley & Sons Ltd.
- Supriyono, R. A. 1993. Akuntansi Biaya Perencanaan dan Pengendalian Biaya serta Pembuatan Keputusan. Yogyakarta: BPF.
- Tim PPM Manajemen. 2012. Business Model Canvas: Penerapan di Indonesia. Jakarta: PPM Manajemen.
- Undang-Undang Nomor 2 Tahun 2002 tentang Kepolisian Republik Indonesia, Pasal 12.
- Wheelen, Thomas L., Hunger, J. David, 2010 Strategic Management and Business Policy Achieving Sustainability. Twelfth Edition. Pearson.
- Wheelen and Hunger 2010. Proses Tahapan Manajemen Strategi. http://hipni.blogspot.co.id/pengertian_manajemen_strategi.html (accessed on 25th June 2018)
- http://id.wikipedia.org/wiki/Penyelenggara_acara (accessed on 12nd November 2018)

<http://bappeda.surakarta.go.id/> (accessed on 5th December 2018).

