



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 costumer 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 result 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 it 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 Structures.

2. SWOT

(Istiqomah 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 DISCUSSIONS

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 (INHIL).

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 "tugul" 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.

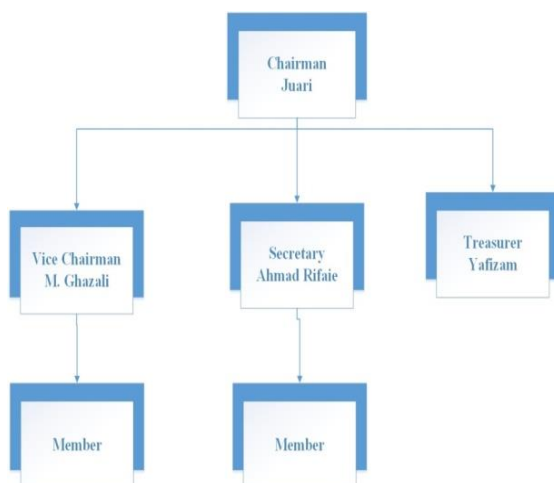


Figure 2 Organizational Structure of the Integrated Nyiur Community

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

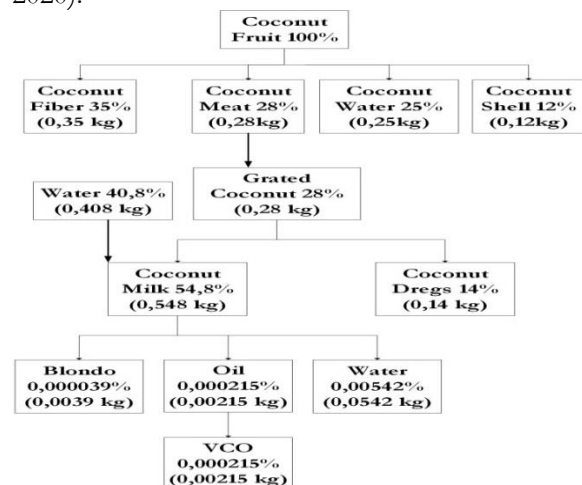


Figure 3 Neracca Mass of VCO Processing

3.4 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 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:

Table 2 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	170	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	104	43	11,2	Rp 2.000,00	Rp 80.000,00	Rp 208.000,00	Rp 896.000,00	Rp 688.000,00
March	240	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	100	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	70	25	8,7	Rp 2.000,00	Rp 80.000,00	Rp 140.000,00	Rp 696.000,00	Rp 556.000,00
June	120	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	160	53	15	Rp 2.000,00	Rp 80.000,00	Rp 320.000,00	Rp 1.200.000,00	Rp 880.000,00
August	260	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	270	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	150	51	13	Rp 2.000,00	Rp 80.000,00	Rp 300.000,00	Rp 1.040.000,00	Rp 740.000,00
November	260	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	270	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	2174	747	217,5	Rp 24.000,00	Rp 960.000,00	Rp 4.348.000,00	Rp 17.400.000,00	Rp13.052.000,00
Average	181	62	18	Rp 2.000,00	Rp 80.000,00	Rp 362.333,33	Rp 1.450.000,00	Rp 1.087.666,67

3.5 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 basic needs and have access to some additional needs and wants. This is because VCO is used as a beauty and medicinal product.

2. Value Proposition. Value Proposition or the proportion of value in the Integrated Nyiur

Community MSMEs in the production process has used modern tools but there are still traditional methods used. In addition, VCO products have a long shelf life even though they have been opened. The integrated nyiur community can explain well to consumers regarding the benefits provided by VCO, besides that the products produced by the Integrated Nyiur Community MSMEs are pure 100% coconut products and are local products and the integrated nyiur community has quality assurance with product certification in the form of business licenses, halal products, BPOM, distribution permits and brand rights on Integrated Nyiur products.

3. Channel. Channels or channels in the integrated Nyiur Community in the product marketing process are carried out through social media in the form of Facebook, WhatsApp and Instagram. While offline marketing is carried out by means of consumers coming directly and integrated nyiur has partners such as Yayasan Mitra Insani (YMI) in Pekanbaru, the lower market, the fruit market and outlets in tembilahan.
4. Customer Relationships. Customer relations applied by the Integrated Nyiur Community are a family system, providing good communication and service to customers, polite and friendly and ease of ordering, besides paying attention to product quality.
5. Revenue Stream. The revenue stream comes from the sale of products at the Integrated Nyiur Community, namely VCO products and purchases can be made in cash or transfer.
6. Key Resources. The key resources required are raw materials, production site, production equipment, packaging and labeling. Raw materials are obtained from members of the integrated nyiur community who have coconut plantations. The equipment needed has been provided by the government but some equipment is still needed. Based on human resources, it is classified as simple because it is done with a family system. There are 23 community employees, including the chairperson, vice chairperson, secretary and

treasurer. In addition, financial management is still done manually in ledgers.

7. Key Activities. Key activities at Komunita Nyiur Integrated MSMEs include production activities, raw materials and product distribution. Every production process uses the best materials so that the products produced are of good quality.
8. Key Partnership. The key partner of the Integrated Nyiur Community MSMEs is the Mitra Insani Foundation in Pekanbaru as a marketer in the Pekanbaru area. Packaging on products in the form of PET or plastic bottles and Community labels ordered in stores in Pekanbaru. Delivery to the community has not used any services.
9. Cost Structure. The costs incurred by Komunitas Nyiur Terpadu include the purchase of raw materials, engine fuel, electricity and marketing costs.

The following is the business model of the Integrated Nyiur Community MSMEs if it runs a business model using the Business Model Canvas:

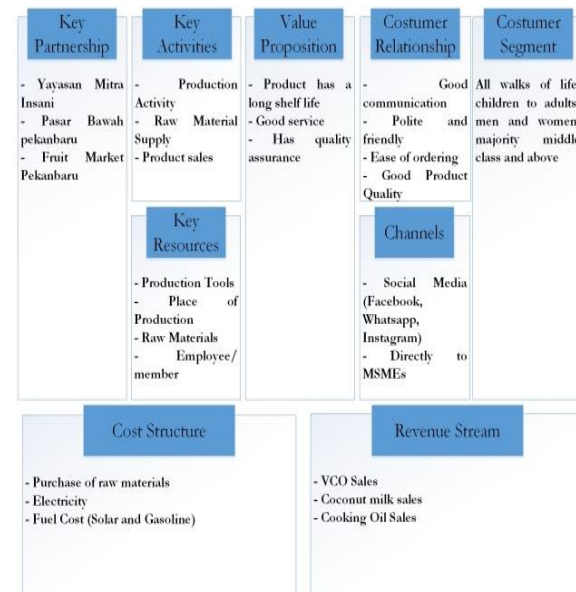


Figure 4 Integrated Nyiur Community Business Model

3.6 Business Model Proposal Design of Integrated Nyiur Community MSMEs

After identifying and knowing the business model at the Integrated Nyiur Community MSMEs, it is necessary to make improvements

regarding the new business model to develop the Integrated Nyiur Community MSMEs:

1. Customer Segment. The customer segment in the Integrated Nyiur Community MSMEs is quite broad, but it can be improved by developing markets outside the region other than Pekanbaru and can be reached by middle to lower class buyers.

Value Proposition. The proportion of value in integrated Nyiur Community MSMEs is that they have used fairly modern equipment in helping to

2. create good product quality, besides that the products produced by the Integrated Nyiur Community MSMEs are 100% pure coconut products and are local products, so the things in this element only need to be maintained.
3. Customer Relationship. In maintaining its relationship with customers, the Integrated Nyiur Community MSMEs is quite good, but it can be improved by providing explanation services regarding the benefits of VCO for health, then providing product guarantees and criticism and suggestion services for MSMEs. This can be an effort to improve.
4. Channel. Integrated Nyiur Community MSMEs use online marketing media including Facebook, WhatsApp and Instagram. There needs to be additional use of social media in product introduction to customers, namely using shopee media, Tiktok and websites regarding MSMEs and VCO products. Because MSMEs need to follow trends that are developing in the community. For offline marketing, MSMEs can expand the market by adding partners such as pharmacies because VCO has health benefits.
5. Revenue Stream. Integrated Nyiur Community MSMEs get their revenue stream from the sale of VCO. However, to increase revenue, MSMEs can innovate by producing animal feed from coconut pulp, making charcoal or charcoal briquettes from coconut shells that have been used in VCO production. This can be a revenue stream earned by MSMEs from each customer segment.

6. The resources owned by the Integrated Nyiur Community MSMEs include modern production equipment. The integrated Nyiur Community MSMEs VCO production site has implemented GMP standards but still has shortcomings and has not been able to carry out production on a large scale so that it cannot keep up with the large market demand. The raw materials used come from the gardens of members of the integrated nyiur community and the harvesting process of natural raw materials does not use pesticides. Human resources still come from the family so they do not have responsibility for each job and financial records are still done manually. So it is necessary to increase resources so that the production process and financial system can be controlled properly. Increased resources are needed to ensure the production process can run and have responsibility for each job. Key Activities. Key activities in the Integrated Nyiur Community MSMEs are only stocking raw materials, and for the production of MSMEs do not make deposits, this is because the production process is carried out by order. In this case, there is a need for product promotion activities through social media to increase sales, so that VCO production can be carried out continuously.
7. Key Activities. Key activities in the Integrated Nyiur Community MSMEs are only stocking raw materials, and for the production of MSMEs do not make deposits, this is because the production process is carried out by order. In this case, there is a need for product promotion activities through social media to increase sales, so that VCO production can be carried out continuously.
8. Key Partners. Integrated Nyiur Community MSMEs only cooperate with several traders in tembilahan and several in Pekanbaru such as the lower market and fruit market, besides that MSMEs only have partners with the NGO Yayasan Mitra Insani. To expand the marketing of MSMEs products, MSMEs must not only have partners in the marketing process but must have partners with

production processes such as packaging and labeling products. In addition, to support marketing, MSMEs need to collaborate with delivery services both online and offline. MSMEs can also collaborate with the local government to improve human resources in order to increase knowledge in MSMEs. By increasing cooperation with the relevant parties, it can increase the profits of MSMEs.

9. Cost Structure. Integrated Nyiur Community MSMEs need to create promotional content regularly as an effort to increase sales, so promotional costs are needed. Then there is derivative production in the form of animal feed and charcoal or charcoal briquettes, so the production costs of the derivative production are required.

The following is the design of the proposed business model of the Integrated Nyiur Community MSMEs using the Business Model Canvas:

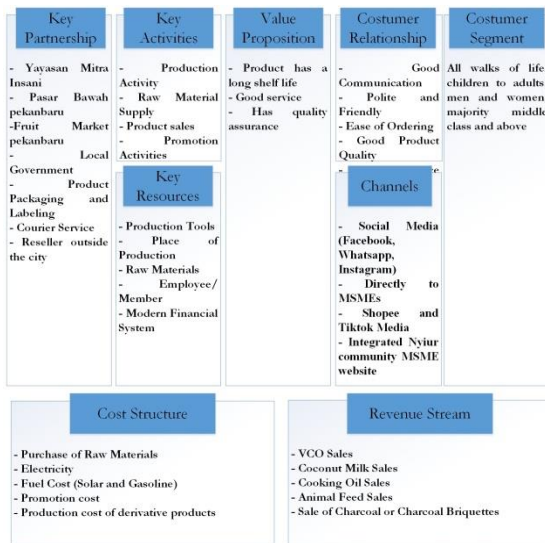


Figure 5 Proposed Integrated Nyiur Community Business Model

3.7 SWOT Matrix of Integrated Nyiur Community MSMEs

The tool used to design alternative strategies for the plan is the SWOT 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.

1. S-O 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
2. W-O Strategy
 - a. Increase marketing network by promoting outside the region
 - b. Improve and develop human resources and develop innovative products
 - 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.

Table 3 SWOT Matrix

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

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

1. Profile The integrated Nyiur MSMEs in Sapat Village has been established since September 13, 2013 and has been developing until now. The integrated Nyiur MSMEs has an organizational structure that has been ratified. With the development of the integrated nyiur community business, it has received assistance from the government including: buildings, grating machines, press machines, vacuum filter machines, mixer machines, moisture removal machines, ziolite tubes and white contener boxes. From the results of data processing that has been done, it is found

that there is a significant difference between the sales of whole coconuts and the sales of coconuts that have been processed into VCO. The average difference in 2023 amounted to 1,087,666.67/month and Rp13,052,000.00/year. It can be seen from the sales results that it can be compared to the profit between sales if sales are made with round sales and sales that have been produced into VCO there is a large enough difference with an average difference of 13,052,000.00 / year. In addition, from the aspects of management and human resources, the market and marketing aspects of integrated nyiur MSMEs need to be improved.

2. The business model canvas on the integrated nyiur community MSMEs shows that there

are elements that need to be improved including value proposition, channel, customer relationship, key resources, key activities and key partnerships. The design of improvements to the integrated nyiur MSMEs business model by providing critical advice services regarding products on the value proposition, running an integrated nyiur website on the channel, increasing integrated nyiur human resources by partnering with the local government or with non-governmental organizations.

4.2 Suggestion

MSMEs nyiur integrated must pay attention to the effectiveness and efficiency of implementing business strategies using the business model canvas and carry out monitoring and evaluation activities of the business model canvas in a sustainable and programmed manner. Furthermore, this must be balanced with human resources who are able to take responsibility for the implementation strategy so that it is necessary to cooperate with the local government or with non-governmental organizations.

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