

# Analysis Planning “Viera” Business Silk Natural" Using Business Canvas Model

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*This research aiming to describe and analyze a Business Model with the BusinessModel Canvas Approach on Viera Sutra Alam which consists of 9 elements, there are: (1) Customer Segments, (2) Value Propositions, (3) Channels, (4) Customer Relationships, (5) Revenue Streams, (6) Key Resources, (7) Key Activities, (8) Key Partnership And (9) Cost Structures. This research approaches uses a qualitative with case study method. Data collection was carried out using interviews, observation and questionnaire techniques. The results of the analysis show that the Viera Silk Natural Canvas Business Model has changed after involving the customer's perspective through a questionnaire distributed on google form. The parts of Business Model Canvas that have changed are: Customer Segments, Value Propositions, Customer Relationships, Channels And Key Partners.*

**Keywords:** Batik, Business Model, Business Model Canvas

## I. INTRODUCTION

Indonesia is an archipelagic country that has wealth very diverse culture. The era and science that developed causing the pace of globalization which also has a significant influence on development batik in Indonesia. Batik is Wrong One product culture Which No only known as inheritance culture, but Also Wrong One eye livelihood for Indonesian citizens [1] .

Batik in Indonesia is quite well known, so widely that it is almost Each region in Indonesia has batik products with special patterns and have their own characteristics in each region. The more people who interested in batik, then stamped batik was created which caused it to become more popular many small industries because this technique can help produce batik in larger quantities and the time used is also longer short. Market demand can also be quickly met by batik makers. Because price Which offered very affordable [2] .

Basically VieraSilk Natural as A business Which move in field textile that is produce batik cloth and traditional woven cloth in Garut, West Java. Viera Sutra Alam producing woven fabrics and batik with various innovations so that woven fabrics And batik specifically typical city Garut the more develop And become pride public Indonesia specifically city Garut. But there is a number of obstacles in the batik production process include the lack of power Work young Which control technique batik [3] . If seen based on causative factor so can arranged order reason

generation young reluctant become craftsman hand-drawn batik can seen on picture in below.

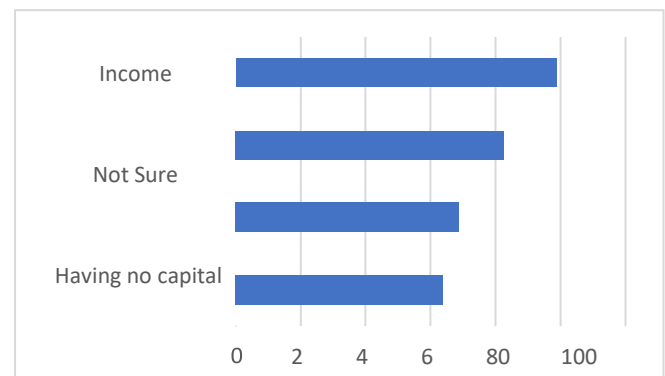


Figure 1. Reason Generation Young Reluctant Become Craftsman Batik

Based on data the can seen that industry batik own role which Enough significant to condition economy Indonesia. Based on data Ministry Industry (Ministry of Industry), mark export batik Indonesia Keep going experience decline in some last year.

Power competition Which tall very required for a company For maintain its existence And help company For remain ahead of its competitors [4] . The more difficult and tighter Business competition requires companies to develop. One way that what companies do to be able to compete and develop is to create new strategies. Because having a strategy alone is not enough, companies must also have a strong, good and appropriate business model for the company his [5] .



Model business capable give a number of the advantage in a company is generating profits and as company competitiveness. Business Model Canvas defined as framework Work Which simple For to put forward elements important Which there is on model business because these elements can become a complete business strategy in a table that makes it easier for business people to describe and visualize its business components [6]. The Business Model Canvas is divided into nine block element, including: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships and Cost Structure [6]. Model This can give description about model business in a companies and the relationships that occur between blocks in a more effective manner.

Thus, current business developments have resulted in many forms and types. The same business in terms of products or services which causes the actors Businesses must compete to get as many consumers as possible. Therefore, one effective way to win the hearts of consumers is by provide them with satisfaction in a way that the company can fulfill his needs.

## II. LITERATURE REVIEW

### 2.1 Viera Natural Silk Production Planning

Production planning is a crucial aspect of industrial management that affects the efficiency and effectiveness of delivering products to consumers. In the context of Viera Sutra Alam, a thorough understanding of the factors that influence production planning is essential. There are several methods and approaches that can be used to design better production planning.

The importance of production cost budget and cost control in production planning cannot be ignored. Emphasized that production cost budget has a significant effect on trading company budget control, which directly leads to optimization in production planning [7].

Good inventory control and production scheduling have been identified as key variables in successful production planning. The importance of using Gantt charts in production process scheduling, which can integrate various activities to generate efficiency in the yoghurt industry [8]. This technique can be adapted by Viera Sutra Alam to improve coordination in their production process. In addition, the implementation of a material requirements

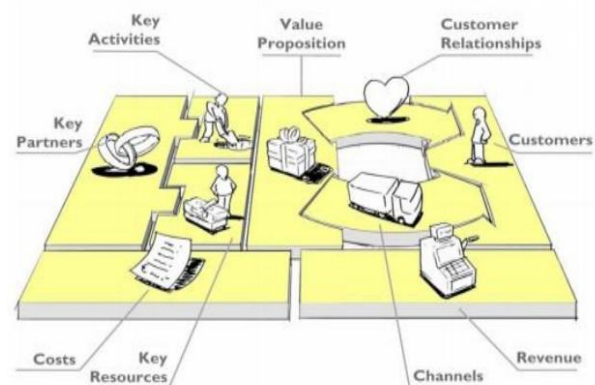
planning (MRP) system is also highly recommended [9], [10]. The strategy of incorporating information technology and data processing systems in the planning process, companies such as Viera Sutra Alam can improve the accuracy and efficiency of their production, thereby increasing competitiveness in the market.

Thus, accurate demand forecasting, and the application of advanced technology are very important components in production planning. Therefore, Viera Sutra Alam should consider a comprehensive and integrated approach to improve their production management.

### 2.2 Business Model Canvas

Business Model Canvas a business model is like a canvas of the current organization or company. ongoing or a new business model altogether. This business model also can help for owner business or holder decision For seea business from the aspects available on the canvas so that it is easy to analyze or even modify aspects the For made intoas base For formulate a strategy Which effective for company [11].

Business model canvas consists of the nine building blocks of business. These building blocks contain the parts- an important part that explains about an organization to create benefit And ensure consumer get its benefits [12]. The following can be identified through analysis of the inside of the business model canvas through the following image:



Source: [14]

Figure 2. Business model canvas

The outside-in approach is create innovation on company through a number of idea business model by explore opportunity, For allow company in develop business model Which owned by him. Or Can interpreted with identify external challenges to trigger the company's internal potential. Meanwhile, inside-

out is an approach that involves the company's potential at the moment. This. The company adjusts its internal potential to overcome its external problems [14] .

### III. RESEARCH METHODS

Approachstudy This that is qualitative with method Studies Case. Case study design is a research Which own characteristic descriptive And tend use analysis Which to study perspective participants with use strategiesWhich own characteristic interactive And flexible [15] .

Study qualitativeis an approach to exploring and understanding the meaning thatgiven by individuals or groups to social or human problems withcollect data using observation, interviews, documentation, and audio-visual materials [16] . Case studies as a research design Which found in Lots field, especially evaluation, in where researcher develop analysis deep from a case, often program,incident, activity, process from One or more individual.

Sampling procedures used in the studyThis is non-probability with purposive sampling technique. Purposive sampling technique Sampling is a technique for determining samples with certain considerations. previously has determined researcher. Consideration Which used is sampletaken from consumers who have made purchases and consumers who Already do purchase more from two time or do repurchase in Viera Silk Natural.

The type of data used in this study is primary data. Data primary is source data Which direct give data to collector data [17] . Data collection techniques through interviews, observations and questionnaires. Analysis techniques data through data collection, data reduction, data presentation and conclusions.

### IV. RESULT AND DISCUSSION

Result of distribution of questionnaires to Viera Sutra Alam customers that have been analyzed For see perspective customer, matter furthermore Which done is adjust it to the Business Model Canvas that has been created. Customer Segments are groups of people or various organizations different targets for the company to achieve and serve. The company serves consumers from all levels of society. lower, middle and upper economy because the company provides varioustype size product. After do observation And interview, researcher find a number of customer from Viera Silk Natural.

Table 1. Customer Segments

No	Work
1	Housewife
2	Data Enthusiast
3	Entering working age (15-65 years)
4	Student
5	Educator
6	Traveler
7	All levels (middle, lower, upper)

Source: Research results, 2025

Based on the data above, it is known that the customers who Buying Viera Sutra Alam products is very diverse, namely consisting of housewives stairs, batik enthusiasts, entering working age, namely 15 to 65 years, students and educators, tourists and all levels of society from lower, middle and on.

The results of the observation can also identify that business model canvas from Viera SilkNatural has updated with add or remove from ninth the block.

1. Customer Segments. Happen change that is addition determination segment the target is the agency.
2. Value Propositions. Happen addition Value Proposition that is company must give service Which fast to customer.
3. Customer Relationships. There is an addition to this element, namely the event for Viera Sutra Alam customers if there are new products and they are held discount at the event.
4. Channels. There is an addition to this element, namely the company website. to add online purchases and display the catalog from products offered by the company.
5. Key Activities. No there is change on element This.
6. Key Resources. No there is change on element This.
7. Key Partners. There are changes to this element, namely the agency so that more easy For reach Customer Segment Which has updatedon instance section.
8. Revenue Streams. No there is change on element This.
9. Cost Structures. No there is change on element This.

Based on the research results, customers are grouped based on their needs, desires, resource, location And factor other Which can influence desire the customer himself when buying a product offered by the market [10] . The value proposition will determine the reason why customers will switch to

other companies and can solve customer problems to meet need customers [18].

A number of proportion mark which offered to customer. Can So offer Which truly new And innovative in market or the same as the existing offer but with the addition of a number of feature and also attributes. Approach psychographics grouped to style life and personality customer. Whereas approach behavior grouping customer based on knowledge customer will product, attitude to product, And benefit given product [19].

## V. CONCLUSION AND SUGGESTIONS

Based on the results of research that has been carried out at Viera Sutra Alam own Customer Condition Segment (Segment Customer) Which targeted by Viera Silk Natural are people at the lower, middle and upper economic levels, especially people Which love batik. Value Propositions offered by Viera Sutra Nature, among other things, is by providing affordable prices with quality products, varied motifs and colors, environment shop comfortable and friendly service. Cost Structures (Structure Cost) Which owned by Viera Silk Natural used for production costs, labor costs, raw material costs and cost promotion.

Based on conclusion Which has outlined in on, so writer want to convey suggestions that are expected to be helpful and useful for owner business, Viera Sutra Alam should continue to carry out evaluations and improvements in the future. update on business model company with involving customer. The author strongly supports the reasons given by Viera Sutra. Nature towards its customers, and hopes to continue to maintain it in the future. connection Good with customer or maintain What Which has done by the company.

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