

Canvas Model Business Design (BMC) in Karawang Batik Production Business at Bale Batik Taza Karawang

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Abstract

The research objective is to implement the Design strategy to develop the Karawang Batik Business by using the design of the nine elements of the Canvas business model which includes Customer segment, value proposition, channel, customer relationship, revenue stream, key resources, key activities, key partnership, and cost structure. This Canvas Model is expected to be able to overcome and provide solutions to problems and obstacles from all activities or activities at Bale Batik Taza Karawang which until now seems to have not been fully implemented so that researchers want to create, map, design, and direct what indicators should be improved to build a business that it can produce maximum production, marketing, and sales. The type of research used is descriptive with a qualitative approach method. The research location was conducted at Bale Batik Taza, KH. Ahmad Dahlan street No.20 at Karawang city. Respondents were carried out purposively by considering the factors of understanding the company's strategy, company conditions, internal conditions, business models, and the company's main competitors. Alternative Strength–Opportunity strategy as a strategy used strengths to take advantage of existing opportunities. The conclusion of the research that can be found is that the mapping of the Canvas business model run by Bale Batik Taza Karawang has not been maximally implemented. Some elements that need to be improved are Key partnership, Key Resource, Key Activity, Customer Relationship, Customer segment, Channel, and Cost Structure. While the approach using SWOT analysis should be more maximal in developing its business innovations such as expanding marketing strategies, networking with vendors, and the quality of the various designs and variations of the typical Karawang batik patterns that are packaged according to consumer demand so that they will be satisfied with the results of the pattern designs made. The strategy is carried out using the S–O, S–T, W–T, and W–O to determine how many strategies can be used to build and develop the Karawang Batik Business at Bale Batik Taza Karawang so that it can increase.

Keywords: Business Model Canvas (BMC), SWOT Analysis

INTRODUCTION

Background

Batik is a legacy of Indonesia's ancestors which still exists today. Batik was also first introduced to the world by President Soeharto, which is currently used at the UN conference. Batik Karawang was found in Rengasdengklok in 1928 as a place of worship for Buddhists made by ethnic Chinese. Batik Karawang was developed in 2008 by H. Istiqomah. BA under

the name Bale Batik Taza. Born from the original idea of the owner when batik was designated as a cultural heritage belonging to Indonesia by UNESCO (United Nations Educational Scientific and Cultural Organizations), the idea was born to make Batik Karawang.

The typical batik of Karawang has a great opportunity to compete in the national batik market because it has different characteristics from other regional batik. Batik Karawang has unique patterns that describe the wealth of natural resources of the city of Karawang such as images of rice ties, Citarum river flows, Cigentis waterfalls etc.

The uniqueness of batik cloth in every pattern and color tells the story of the journey of a period of time. The creation of batik cloth is like writing the cultural history of the Indonesian nation with different media and ways. Therefore, the picture shows that Karawang batik has the opportunity to enter and compete in the national and even international batik market.

Batik marketing is the same as marketing other products, namely that it must be able to get as many consumers as possible by providing satisfaction to consumers. This is the importance of a value proposition for consumers. At this point, businesses will compete to provide the best value to consumers. The business model is a method of doing business so that the company can generate income to maintain the company's existence. The application and implementation of the right.

Business model in a company can provide several benefits, namely generating profits and company competitiveness. In this context, the company can improve its competitive position in the market so that its market is wider with the right marketing strategy model. Osterwalder and Pigneur say that "The Business Model can be explained very well through nine basic building blocks that show a way of thinking about how companies make money. The nine building blocks are placed in an arrangement called the Business Model Canvas (Osterwalder & Pigneur, 2012).

The Business Model Canvas is divided into nine elements, namely: Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnership and Cost Structure. The Business Model Canvas can provide an overview of the company's business model and the relationships that occur between blocks in a more attractive way. The Business Model Canvas helps companies identify what the company's value propositions are, as well as how to build and execute key activities and key resources in creating value propositions and getting revenue streams, understand how the products and services offered by the company can be well communicated to consumers until they reach the hands of consumers for consumption. Business actors need to understand the description of the business model that is being undertaken so that they can determine the right competitive strategy to be applied in the company. Therefore, the author wants to examine how the implementation of the Business Model Canvas when applied to the production, marketing and sales of Batik Karawang, so that it can be seen whether the business is worth it or not. The author is interested in researching on Designing Business Model Canvas in Batik Karawang Business at Bale Batik Taza Karawang.

Formulation of the Problem

The researcher formulates the problem, namely how to map and implement the business strategy of Batik Karawang using the Business Model Canvas with expectations:

- a. Increase knowledge in theory development and insight related to product development, marketing and sales strategies.
- b. As information in making decisions on production, sales and marketing of Batik Karawang products
- c. As a reference in relation to research programs

In order for the research to be more focused, the researcher views that the research problems raised need to be limited. This research is only concerned with mapping the Business Model Canvas through a SWOT analysis approach to the production, marketing and sales of Batik Karawang.

THEORETICAL ANALYSIS

Research Study

To serve as a consideration and reference source for this research, this study discusses several previous studies conducted by several researchers related to the topic of this research, namely as follows:

1. Juliani Aisyah K. Nasution, Business Model Canvas Fashion Muslim Clothing in Jakarta. The results of this study concluded that the Muslim clothing business is feasible to run so that future researchers or potential business actors can proceed to the next stage (Nasution, 2019).
2. Grandhia Agil Patria, Endang Chumaidiyah, Wawan Tripiawan, Leclair.Id Online Shop Business design using the Canvas Business Model approach. The results of the study concluded the Business Model Canvas helps solve this problem because it can clarify what elements affect Le Claire's business processes through the business model canvas element blocks, namely customer segments, value propositions, channels, customer relationships, revenue streams, key partnerships and key resources (Grandhia Agil Patria, Endang Chumaidiyah, 2018).
3. Ervan Sahidin Ansory, Selling Clothes (Distro) With a Canvas Business Model Strategy. The results of the study were conveyed that with the Canvas model Business strategy, it was concluded that there were 9 areas that should be the focus of Poseidon Company strategy. The value of PSDN.Co must emphasize youth fashion and convection. It is based on PSDN.Co's main segmentation is male students and students aged 18-23 years, active communities and retail stores and schools (Ansory, 2017).

Theoretical Basis

1. Strategy Management

Understanding Management Strategy is a series of steps, decisions and actions of the company that determine the long-term performance of the company. Good strategic management will be able to bring the organization to be able to implement its strategy through program planning, budgeting processes, performance management systems, changes to the organizational structure, and program and project management (Hunger. & David, 2012).

Explanation of the process of strategic management stages, it can be seen that in the strategic management stage there is mutual interaction and reciprocity from the first stage to completion. As a consequence, the behavioral consequences of strategic management are similar to that of participatory decision making. Therefore, an accurate assessment of the impact and strategy formulas on organizational performance requires not only financial evaluation criteria, but also organizational performance as well as non-financial behavior-based impact measurement (Pearce & Robinson, 1997).

The stages in Strategic Management are divided as follows:

according to David Hunger and Thomas Wheelen stated that competitive advantage is a collection of strategies to determine the advantage of a company from the competition among other companies. Competitive strategies include low cost and differentiation. Furthermore, the combination of the two strategies is called focus. Strategic management within the company will develop through four successive stages as follows:

Stage I: Basic financial planning:

- At this stage managers begin to make serious plans, especially when they are asked to submit a serious budget for the following year.
- Stage II: Forecasting based planning:
Because the preparation of the annual budget is considered less useful in stimulating long-term planning, managers then seek to propose plans for the next five years.
- Stage III : Strategic planning:
frustrated with the situation of political conflict within the company, while at the same time obtaining a fact that the five-year plan that was made was not working effectively, top management then took control of the planning process by initiating strategic planning activities.
- Stage IV: Strategic management:
Realizing that even the best strategic plans are useless without input and commitment from lower-level managers, then top managers at a later stage will form a planning group to develop and integrate a series of strategic plans with the aim of achieving the company's main goals.

2. Business Model Canvas

The business model canvas is a tool in management strategy to translate concepts, consumers, infrastructure and company finances in the form of visual elements. This business model was first introduced by Alexander Osterwalder in his book entitled *Business Model Generation*. In the book, Alexander describes a simple framework for presenting the important elements contained in a business model. The nine important elements consist of:

1) Customer Segments

Building block customer segment that describes a different group of people or organizations that the company wants to reach or serve (Osterwalder & Pigneur, 2012). Kotler and Keller say that consumer market segmentation has the main segmentation variables, namely: Geographic Segment, Demographic Segment, Psychological Segment and Behavioral Segment (Kotler dan keller, 2009).

2) Value Proposition

The value proposition describes the value the company promises to provide to customers if they buy its product. This can be shown through a statement that invites potential customers to use the product or service. Osterwalder and Pigneur stated that there are several values offered to consumers, including job completion, design, brand/status, price, cost reduction, risk reduction, accessibility and convenience/usability (Osterwalder & Pigneur, 2012).

3) Channel

Channel Block which describes how companies communicate with customers so that they can produce value propositions, communication, distribution and sales channels that are the liaison between the company and customers (Osterwalder & Pigneur, 2012).

4) Revenue Stream

In the building block, it is stated that the revenue stream describes the cash generated by the company from each customer segment (Osterwalder & Pigneur, 2012). Profitability is the company's ability to earn profits through all existing capabilities and sources such as sales activities, cash, capital, number of employees, number of branches and so on. (Sofyan Syafri, 2013).

5) Key Resources

Key Resources describe the very important assets or resources (key assets) needed to make a Business Model work. These resources enable companies to create and offer Value Propositions, reach markets, maintain relationships with Customer Segments and earning revenue. Each Business Model will require different Key Resources.

- 6) Customer Relationship
Customer Relationship describes the type of relationship that the company builds with its customers. The selected relationship will greatly determine how the consumer experience will be generated.
- 7) Key Activities
Activity building blocks that describe the most important things a company must do to make its business model work.
- 8) Key Partnership
This building block describe the network of suppliers or partners that make a business model work. Companies form relationships with partners for many reasons, so partnerships are very important for many business models.
- 9) Cost Structure
The cost structure describes all the costs incurred to run a Business Model. Costs will arise when companies create and deliver value, maintain customer relationships and others.

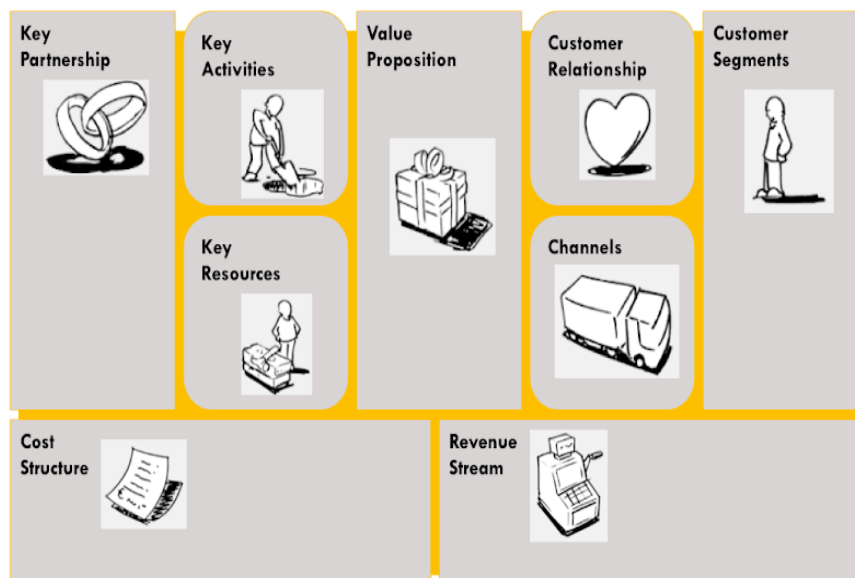


Figure 1. The Important Elements Contained in a Business Model

3. SWOT Analysis

According to Rangkuti (2017), it was stated that the SWOT analysis is a systematic identification of various factors to formulate a company strategy. This analysis is based on logic that can maximize strengths and opportunities, but at the same time minimize weaknesses and threats. The following is a SWOT analysis diagram that explains how to combine the right strategy on internal and external factors in business activities.



Figure 2. SWOT Analysis Diagram

IFAS	<u>Strengths (S)</u> Daftar semua kekuatan yang dimiliki	<u>Weakness (W)</u> Daftar semua kelemahan yang dimiliki
<u>Opportunities (O)</u> Daftar semua peluang yang dapat diidentifikasi	<u>STRATEGI SO</u> strategi yang menggunakan kekuatan untuk memanfaatkan peluang	<u>STRATEGI WO</u> strategi yang meminimalkan kelemahan untuk memanfaatkan peluang
<u>Threats (T)</u> Daftar semua ancaman yang dapat diidentifikasi	<u>STRATEGI ST</u> strategi yang menggunakan kekuatan untuk mengatasi ancaman	<u>STRATEGI WT</u> strategi yang meminimalkan kelemahan dan menghindari ancaman

Figure 3. SWOT Matrix Diagram (Rangkuti, 2017)

RESEARCH METHODS

Research Methods

This research type is a descriptive research with a qualitative approach according to Sugiyono (2018). Qualitative/statistical data are personal documents, field notes, words and actions of respondents and supporting documents. Thus, the results of this research method will reveal the actual situation according to the results obtained in the study by measuring based on its quality.

The source of the data in this study, the researchers obtained from several source persons and the research was carried out at Bale Batik Taza Karawang which is located at Jl. KH. Ahmad Dahlan No. 20 Karawang. The technique used is through direct interviews and meeting sources to get information. Research data is taken based on primary data and secondary data. Primary data here means research data obtained from the first data source at the research location, while secondary data is the data obtained from the second data source.

The data collection technique used by the researcher are observation, interview and documentation techniques. Observation techniques are used with the intention of seeing the actual situation of how professional business life is Interviewees:

- Resource 1: Mrs. Hj. Istiqomah, BA, owner of Bale Batik Taza Karawang
- Resource 2: Mr. Taufik, the manager and son of the owner of Bale Batik Taza who is involved and takes care of operations at Bale Batik Taza every day
- Resource 3: Karawang community (as respondents)

d. Resource 4: Karawang Batik Customers

In order for the results of the observation work to run well in this study, the research must be supported using several SWOT analysis techniques. This technique is used to get a clear picture of what innovation strengths will be taken for the development of the Karawang Batik business in the future and weaknesses that will not be used for the development of its Batik business. The in-depth interview technique is used to explore various information and data regarding the social relations that have been built between business owners who carry out predetermined tasks, plans for developing business innovations that will be carried out in the future. Likewise, documentation techniques are used to complete the data obtained from observations and in-depth interviews.

Data Types and Sources

1. Data Source

Data source divided into two parts, namely primary data and secondary data. Meanwhile, according to Arikunto (2016) primary data is data collected through the first party, usually through interviews, opinion polls and others. Arikunto stated that the data source is the subject from which data can be obtained and to facilitate researchers in identifying data sources, researchers have used the 3P formula, namely:

- a) Person is appropriate where the researcher asks about the variables studied.
- b) Paper is a researcher reading and studying all things related to research such as pictures, documents, symbols and so on.
- c) Place is the place where activities related to research take place.

2. Types of Data

The data collected from the study came from two sources:

a) Primary Data

Primary data was obtained directly from the field through observation and through interviews with informants. The method is carried out by means of direct interviews with Batik Karawang business owners, consumers, competitors, employees and local government.

b) Secondary Data

The type of data used by the author to conduct this research is secondary data. According to expert opinion Sugiyono (2018), secondary data is research data obtained that is not directly related to providing data to data collectors. The source of the data in question is in the form of evidence of historical records or reports that have been arranged in archives related to research, literature from libraries, internet and journals and so on are related to the research.

3. Qualitative Research Instruments

The qualitative research instrument that becomes the research instrument is the research itself. In a study an instrument is needed to obtain valid data so that the researcher acts as a data collector and as an active instrument in an effort to collect data in the field using interview guidelines (Moleong, 2014).

4. Data Analysis Techniques

Qualitative research is carried out with the following techniques:

Data were obtained from various sources using various data collection techniques (triangulation), and were carried out continuously until the data was saturated. Data analysis is the last step of research before drawing a conclusion. The data analysis carried out is as follows:

- a. Data from interviews and documentation were organized for similarities and differences according to the research questions.

- b. The data that has been organized is determined by the theme.
- c. In determining the theme, the relationship must be looked for.
- d. The interpretation of the findings must be relevant according to the relationship between the theme and theory.
- e. Data analysis was carried out during data collection. At the time of the interview, the researcher had analyzed the answers from the informants to a certain extent so that the data was saturated.

The results of the interpretation are presented in contextual analytical descriptive. Data analysis is carried out at the time of data collection, after completion of data collection within a certain period. At the time of the interview, the researcher had analyzed the answers from the informants. If the answers interviewed after being analyzed feel unsatisfactory, the researcher will continue the question again, to a certain stage so that the data is saturated. Activities in analyzing qualitative data include:

a. Data Reduction

Data reduction is a process of selecting, focusing on simplifying, abstracting, and transforming rough data that emerges from field data (Huberman & Miles, 1992)

b. The data Presentation (Data Display)

c. Conclusions

The picture of data analysis and interactive models according to Miles and Huberman (Sugiyono, 2012).

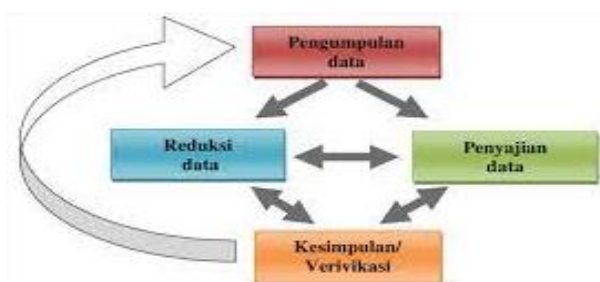


Figure 4. Interactive Model Analysis (Sugiyono, 2012)

5. Operational Definition

Operational definition Research variables according to Sugiyono (2018) are attributes or properties or values of objects or activities that have certain variations that have been determined by researchers to be studied and then drawn conclusions. In this study, the authors examine the object of research using nine elements of the Business Model Canvas.

The nine key elements of the Business Model Canvas are a tool to help us see more accurately what the business we are or are doing. The nine block elements of the Business Model Canvas that are applied by researchers to view the object of research are: Customer Segmentation, Value Proposition, Channel, Customer Relationship, Revenue Stream, Key Resources, Key Activity, Key Partnership and Cost Structure.

RESULTS AND DISCUSSION

Results

Data Analysis and Discussion with a SWOT Analysis approach through Strengths and Weaknesses.

1. The strength of Batik Karawang:

- a) Provider of batik cloth with various Karawang batik patterns.
- b) Business owners make their own batik designs and run their own business management.

- c) Has a batik cloth printing machine and batik cloth stamp so that it can meet consumer desires.
 - d) Strategic location for business.
2. The weaknesses of Batik Karawang:
- a) Batik clothing tailors are not permanent and not yet professional
 - b) Lack of support from local government
 - c) Haven't maximized the production of written batik
 - d) Not maximized to make online sales.
 - e) Purchase of raw materials for batik production must be out of town

After identifying the strengths and weaknesses of Batik Karawang, here are the results of the recapitulation of the IFAS matrix.

Table 1. IFAS SWOT Matrix

INTERNAL FACTOR	NO	INDICATOR	WEIGHT	RANK	RESULTS OF WEIGHTS AND RANKING
STRENGTH	A	Provider of batik cloth with various kinds of Karawang batik patterns.	0.14	4	0.56
	B	Business owners make their own batik designs and run their own business management.	0.14	4	0.56
	C	Has a batik cloth printing machine and batik cloth stamp so that it can meet consumer desires.	0.14	4	0.56
	D	Strategic location for business	0.14	3	0.42
		AMOUNT			2.10
WEAKNESS	A	Batik clothing tailors are not permanent and not yet professional	0.10	2	0.20
	B	Lack of support from local government	0.10	2	0.20
	C	Haven't maximized the production of written batik	0.10	1	0.10
	D	Not yet maximized online sales	0.04	1	0.40
	E	Purchase of raw materials for batik production must be out of town	0.10	2	0.20
		AMOUNT			1.10

Data Analysis and Discussion with a SWOT Analysis approach through Opportunities and Threats. Identification of opportunities is a condition of opportunities to develop in the future. The condition that occurs is an opportunity for Karawang batik. Threat identification is a condition that threatens from the outside. This threat can disturb Karawang batik.

1. The opportunities for Batik Karawang:
 - a) Characteristics of unique Karawang batik patterns
 - b) Support from Local Government
 - c) Support from PT. Perum Peruri as a regular and biggest customer
 - d) Establishment of several outlets selling Batik Karawang
 - e) The number of resellers who will become additional marketers.
2. The threat for Batik Karawang:
 - a) Competition between the production of Batik Karawang
 - b) Batik patterns are easy to imitate
 - c) Scarcity of human resources as designers and batik experts
 - d) The selling price of batik has not been able to compete with foreign products (China).

Table 2. EFAS SWOT Matrix

EXTERNAL FACTOR	NO	INDICATOR	WEIGHT	RANK	RESULTS OF WEIGHTS AND RANKING
OPPORTUNITY	A	The hallmark of the unique Karawang batik pattern.	0.14	5	0.70
	B	Support from Local Government	0.14	4	0.56
	C	Support from PT.Perum Peruri as a regular and biggest customer	0.14	4	0.56
	D	Establishment of several outlets selling Batik Karawang	0.14	4	0.56
	E	Increase resellers and sales who help sell Karawang Batik	0.14	3	0.42
		AMOUNT			2.80
THREAT	A	Competition between the production of Batik Karawang	0.10	5	0.50
	B	Batik patterns are easy to imitate	0.10	5	0.50
	C	Scarcity of human resources as designers and batik experts	0.10	5	0.50
	D	The selling price has not been able to with foreign products	0.46	1	0.46
		AMOUNT			1.96

Discussion

Based on the results of the qualitative descriptive analysis of internal and external conditions, the following strategies are made:

1. Strength – Opportunity (S-O)
Using internal strengths to take advantage of external opportunities.
2. Weakness – Opportunity (W-O)
Improving internal weaknesses by using external opportunities
3. Strength – Threat (S-T)
Using internal strength to avoid external threats
4. Weakness – Threat (W-T)
Strategies to avoid threats and minimize weaknesses.

Based on the results obtained from total score of internal and external analysis in the table above, the results obtained are as follows:

1. Total Strength score 2,10
2. Total Weakness score 1,10
3. Total Opportunities score 2,80
4. Total Threat score 1,96

The result is to meet consumer desires. Furthermore, the factors of internal and external strategies can be transferred into the SWOT matrix, to be able to make various possible strategies (S-O, S-T, W-O, and W-T)

The results of the mapping through the nine elements of the Canvas Business Model. The business concepts of Batik Karawang that have been applied are as follows:

1) Customer Segments

In this case the customer segment is grouped based on market needs, so the company must really understand customer needs as for the customer segments in Karawang batik as follows:

- a. Reseller of cloth and clothes
- b. End consumers, especially the people of Karawang and its surroundings
- c. Consumers from outside Karawang

2) Value Proposition

Value proposition is the reason why customers choose advantages in solving problems and being able to meet customer needs. The value proposition can be in the form of innovative and ionic products and services, showing something new. The Value Proposition at Bale Batik Karawang is as follows:

- a. Batik cloth with 25 typical Karawang patterns (Panen Raya pattern, Citarum pattern, Cigentis pattern, and Pare Sagedeng pattern).
- b. The product as an illustration of the characteristics of the wealth of the City of Karawang
- c. Ease of shopping because of the strategic location of the outlet
- d. Basic materials and patterns can be according to customer orders

3) Channel

The sales channel is a medium that makes it easy for customers to gain experience from dealing with companies. The channels carried out at Bale Batik Taza are through: Social Media, market places and direct sales to consumers.

4) Customer Relations

The type of relationship that Bale Batik Taza uses to retain customers and increase sales is through social media and customer services.

5) Revenue Stream

The type of source of income received by Bale Batik Taza comes from transaction income generated from cash payments and income from gradual payments or from additional services and support service after the purchase process. The Revenue Stream received by Bale Batik Taza is from the sale of fabrics, clothes and souvenirs with Karawang batik patterns.

6) Key Resources

Key Resources in Bale Batik Taza are human resources, physical resources, intellectual resources and financial resources.

7) Key Activity

Key Activities at Bale Batik Taza are the production process, packaging process, marketing and product promotion.

8) Key Partnership

The supplier network owned by Bale Batik Taza to be able to fulfill its production includes: fabric suppliers, tailors, online advertising companies and local governments.

9) Cost Structure

The Cost Structure in Bale Batik Taza includes: raw material costs, employee costs, production costs, equipment maintenance costs and promotion costs.

CONCLUSION

The current marketing model of Batik Karawang is still not optimal, it can be seen from the responses of the Karawang community about its existence, this is due to several obstacles both from internal and external. The obstacles faced include: lack of capital for the development of Batik, the difficulty factor in finding labor or human resources who have expertise or are interested in working as batik craftsmen because people are more interested in being employees in the company, difficulties in obtaining raw materials and the use of technology in making batik, production and marketing are still conventional and have not utilized digital technology. In addition, culture also influences such as the use of batik in the Karawang area only on certain occasions. The role of the government that has been carried out related to promotion and assistance in obtaining patent rights for the Karawang batik pattern, the selection of Karawang batik children, fashion shows and the Karawang Regency government's appeal to the Principals of Elementary Schools, Middle Schools and equivalents to use Karawang batik patterns looks less serious and less than optimal. Many factors become obstacles, have not received special attention from the local government and are still a problem for the owner of Bale Batik Taza Karawang.

From the results and discussion of the research above, it can be concluded that the production and sales business of Batik Karawang has not yet fully implemented the 9-block Business Model Canvas mapping and SWOT analysis.

For SWOT analysis, the technique that must be done to develop business innovation is to expand marketing strategies, cooperation networks with vendors and the quality of the various designs and various variations of Karawang batik patterns which are packaged according to consumer demand so that consumers will be satisfied with the result of the pattern design made by Bale Batik Taza.

1. The alternative strategies carried out on Bale batik Taza with a SWOT analysis approach are:

a. S – O Strategy

Continue to innovate by adding variations to product designs, increasing the number of employees in the production sector to meet market demand, offering special/different designs for the community, providing special offers for resellers by providing discounts with a minimum purchase, business innovation in the form of marketing strategies.

b. S – T Strategy

Continue to update the design regularly to keep the product original, serve orders, add variations to the types and types of designs as alternative product choices

c. W – T Strategy

Provide good service to prospective buyers who come to Bale Batik Taza, add batik outlets in the city center and malls so that people are better known, carry out promotions with social media and market places, and build brand image through content on YouTube.

d. W – O Strategy

Build good relationships with resellers who help and contribute to product sales, promote new products to resellers so that consumers who buy through resellers are more familiar with Karawang batik products.

2. The Business Model Canvas must be mapped maximally from each element in order to increase production, marketing and sales. Carry out the strategy by producing 9 elements of the model block consisting of: Customer segment, Value Proposition, Channel, Revenue Stream, Customer Relationship, Key Resource, Key Activity, Key Partnership and Cost Structure that can improve service quality, competence of human resources and support the achievement of a more measurable long-term business. Bale Batik Taza Karawang must maximize and make improvements to several business models such as Key partnerships, Key Resources, Key Activities, Customer Relationships, Customer segments, channels and Cost Structure.

The conclusion that can be drawn from these two studies is that the application of the Design Model Canvas and SWOT analysis techniques can maximally increase the production, sales and marketing of Karawang batik patterns.

SUGGESTION

It is hoped that the company can maximize its strengths and opportunities by continuing to periodically evaluate various existing weaknesses, and actively coordinate with employees involved in Batik production. Also, it is hoped that the innovation of the Canvas Business model can be a solution for Bale Batik Taza to minimize the various weaknesses and problems faced so far while continuing to prioritize providing added value to customers, business owners, employees and the surrounding community.

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