

## IMPLEMENTATION OF BUSINESS MODEL CANVAS (BMC) IN SUPPORTING DIGITAL MARKETING IN SKINBEAUTE PRODUCTS AFTER THE OPENING OF TIKTOK SHOP



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### Abstract

This research was conducted to find out and analyze the implementation of the Business Model Canvas (BMC) in supporting digital marketing in SKINBEAUTE products after the opening of the TikTok Shop. This research is qualitative research with a descriptive approach. The sample withdrawal technique used is the purposive sampling technique. Data was collected by conducting observations, interviews, and documentation. The results of this study show that (1) SKINBEAUTE is expected to evaluate previous operational performance to determine new strategies in the future through assessments from owners, employees, and consumers; (2) In mapping SKINBEAUTE's business conditions, there is a need for updates or improvements in several elements such as channels, key activities, key resources, key partnerships, and cost structures.

**Keywords:** Business Model Canvas, Digital Marketing, TikTok Shop, Business Strategy, Company Revenue

## INTRODUCTION

In developing a business to have promising prospects by following the development of the internet and technology in supporting business success. Technology is especially useful for analyzing data and providing insights into the target market. Advertising, content marketing, direct marketing, sales, channels, offers, and services are the seven different touchpoints in marketing that use technology. Digital marketing strategies are very important in efforts to promote sales products. No one digital marketing strategy is the same when it comes to planning, implementation, or evaluation. The use of social media as digital marketing in increasing revenue occurs in one of the e-commerce that is currently trending by the public of Indonesia in 2022 – 2024, namely TikTok Shop on the TikTok application. The factor that is the reason for the majority of TikTok Shop consumers from relatively cheap prices and many discounts can also be obtained on other e-commerce. In addition to the profits obtained, the goods sold on TikTok Shop and other e-commerce are no less different.

Starting at the end of September 2023, the Indonesia government announced the imposition of new regulations that prohibit the merger of social media with e-commerce transaction services, so TikTok Indonesia has agreed to comply with the Indonesia government's e-commerce regulations, so they will officially stop TikTok Shop operations in Indonesia on Wednesday, October 4, 2023, at 17.00 WIB. With the Minister of Trade (Mendag), the Government through Permendag 31 of 2023 prohibits social media has a dual role as e-commerce. The impact of the closure of TikTok Shop hit business owners, one example is SKINBEAUTE. The skincare online shop has been registered by Mrs. Ikfina Himmati and M. Zainul Amin as the owners of @SKINBEAUTE business accounts from 2021 until the closure of TikTok Shop. So, on December 12<sup>th</sup>, 2023, which coincides with National Online Shopping Day (Harbolnas), Tokopedia reopened to run and manage TikTok Shop, which now collaborates with the Tokopedia platform as its partner and offers shopping features in the TikTok application in Indonesia. The return of TikTok Shop, which is now collaborating with Tokopedia as its partner, makes the SKINBEAUTE store have the desire to re-entrust TikTok Shop as their digital marketing.

However, a marketing strategy is needed to be able to increase revenue. The strategy needed is a business design so that the achievement of goals or targets can be directed. The business model canvas will be able to help SKINBEAUTE in looking at the business in general which can then develop strategies to create and can make it easier for SKINBEAUTE to see the relationship between each element in its business so that it can increase its revenue and business development.

## **REVIEW OF LITERATURE**

### **Marketing**

According to Sugianto (2020), marketing is a social and management process where individuals and groups get what they need and want through the manufacture, sale, and exchange of valuables with others. According to W Stanton in Dhian Tyas (2019), marketing is a series of business operations used to plan, set prices, promote, and distribute goods and services to meet consumer needs.

### **Digital Marketing**

According to Charviandi (2023), one of the main components in improving digital business today is to look at how consumers shop online, as well as the development of advertisements that use powerful social media features or tools. In today's computer and internet era, the internet also can improve strategies which has become very important. In addition, the internet motivates businesses to be more careful and focused when creating their business plans. According to Ritonga (2019), before the development of technology in helping online business marketing become more modern, there was still conventional or offline marketing.

### **Revenue**

According to Khaeria (2023), revenue is the money generated by a company from the sale of goods or services over a certain period. The company can also earn it from dividends, royalties, and interest from activities used by other parties in addition to sales. This is all recorded and recorded in the company's account book. Expenditure given to consumers for goods or services can also be considered as income. According to Harnanto (2019), revenue is an increase or decrease in the company's assets and liabilities as a result

of business operations or the procurement of goods and services to the public or consumers.

### **Business Model Canvas (BMC)**

According to Aulia (2022), the canvas business model helps understand the proportion of value entrepreneurs and how they build and execute the activities and resources needed to create the proportion of value and get revenue streams. Additionally, entrepreneurs can gain a better understanding of how they can communicate with their customers and end consumers about their goods and services by using the Canvas model. According to Sepriyadi (2023), by using the Business Model Canvas (BMC), entrepreneurs are expected to get a quick overview of their business ideas and plans to achieve them. They can also determine whether the business plan will be profitable to continue or otherwise should be stopped.

### **RESEARCH METHOD**

The researcher uses a qualitative descriptive research approach in this study. This research focuses on marketing strategies for SKINBEAUTE products using Business Model Canvas (BMC) analysis to increase revenue with this method. The method used serves as a research support, helping researchers find and collect data. This data will be elaborated in the form of a description by supporting a specific concept or symptom to answer some relevant research questions. This study has three informants who will complement the research, namely the key informant (owner), the main informant (employee), and the supporting or additional informant (consumer). The data collection techniques in this study use observation, in-depth interviews, and documentation. Therefore, the researcher will try and try to describe the results of the research analysis on the implementation of the Business Model Canvas (BMC) in supporting digital marketing in SKINBEAUTE products after the opening of the TikTok shop.

### **RESULTS AND DISCUSSION**

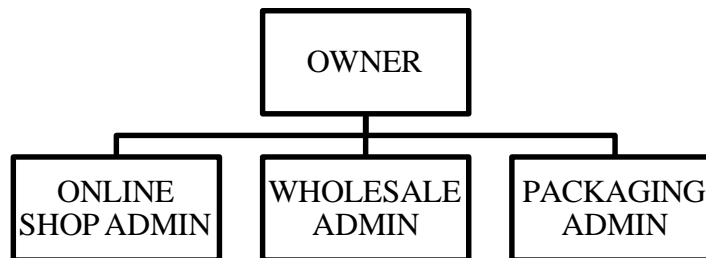
In 2022, it was the beginning of the opening of the SKINBEAUTE online shop on the TikTok Shop platform. Mrs. Ikfina Himmati the owner of SKINBEAUTE opened an online shop on TikTok Shop with the reason that the owner is committed to increasing

the scope of services to consumers. In addition to TikTok Shop, SKINBEAUTE also has an online shop on other platforms. So, it is hoped that by attracting and entrusting TikTok Shop, it can realize its commitment to get more income. In addition to using digital platforms, owners also sell to resellers. Income comes not only from online shops but from various doors. Operational activities were carried out with two employees named Ms. Tita and Mr. Syarif. Operational activities such as preparing goods ordered by consumers and packing or packaging activities so that the ordered products can safely reach consumers. At the time of the opening of the SKINBEAUTE online shop on the TikTok Shop platform, the owner only carried out operational work in preparing consumer orders on the platform at his home.



**Figure 1**  
**Company Logo**

(Source: SKINBEAUTE, 2024)



**Figure 2**

**SKINBEAUTE Organizational Structure**

(Source: SKINBEAUTE, 2024)

**BMC Identification Results on SKINBEAUTE**

**Table 1**  
**BMC Identification Result on SKINBEAUTE**

<b>Key Partnership:</b> 1. Brand Owner 2. Distributor 3. Courier Expedition (J&T, JNE, etc) 4. Reseller	<b>Key Activities:</b> 1. Marketing through social media and marketplaces 2. The process of packaging products according to consumer orders	<b>Value Proposition:</b> 1. Cheap and affordable price 2. Original product 3. Trusted	<b>Customer Relationship:</b> 1. Best service 2. Quick response to consumers	<b>Customer Segment:</b> All groups ranging from teenagers – adults and women or men
	<b>Key Resources:</b> 1. Employees (2 people) 2. Facilities (room, tools, and packing materials in the form of bubble wrap, duct tape, etc., computers/PCs, printers)		<b>Channels:</b> 1. Social Media 2. Marketplace  Note: Ads, Endorsement, Bundling, Discount	
<b>Cost Structure:</b> 1. Employee salary 2. Cost of purchasing packaging materials 3. Cost of electricity token 4. Cost of shipping from brand owner/distributor		<b>Revenue Streams:</b> 1. TikTok Shop Sales 2. Other E-commerce Sales 3. Resellers		

(Source: Processed data, 2024)

Business development is carried out by improving the business elements of the canvas model which is assisted by the results of interviews from parties other than the owner, namely employees and consumers. By using assessments and evaluations from the results of interviews and observations from employees and consumers can be considered by the owner in determining a marketing strategy to help develop a better future business. So the results of

interviews with employees and consumers that have been attached to attachment 2 (two), the evaluations that can be formed and drawn on the Business Model Canvas (BMC) are as follows:

### **Customer Segment**

The result of the previous identification is that the customer segment of SKINBEAUTE is from all walks of life from teenagers to adults to women to men because the products sold can be used by anyone. So that SKINBEAUTE already has a global target there is no need for changes to improve that need to be suggested.

### **Value Proposition**

The result of the previous identification is that the value proposition offered to consumers from SKINBEAUTE is cheap and affordable prices, original and reliable products which can be proven by reviews from consumers who have made transactions so that it is sufficiently maintained in order to get more consumers in the future. But it also makes reviews that are felt to be lacking so that they can be evaluated in the future.

### **Channels**

The result of the previous identification is that the channels owned by SKINBEAUTE are marketing through social media and marketplaces. However, for employees and consumers, it is necessary to develop strategies for promotion. Like the promotion lacks information about the products sold only relying on descriptions. So based on the results of the interview, the suggested improvement business model for the channel element is: 1) Providing videos or content: With the existence of the video, is expected to contain about the products sold and the store itself; 2) Make the promotion strategy more mature.

It needs to be re-discussed with employees regarding promotions so that they can reach more targets and develop businesses and help so that the value proposition offered can be conveyed to the customer segment well so that the revenue stream can increase. Because this promotion is an important evaluation material from the results of interviews with owners, employees, and consumers.

### **Customer Relationship**

The results of the previous identification that SKINBEAUTE's customer relationship is the best service and quick response to consumers can be accepted by

consumers that SKINBEAUTE's customer relationship needs to be maintained to retain consumers because they have an interest in asking for purchases and providing recommendations to others. With a good assessment from consumers, there is no need for changes to improve that need to be suggested in the business model.

### **Revenue Stream**

The results of the previous identification that the revenue stream from SKINBEAUTE were the results of TikTok Shop sales, sales of other e-commerces, and resellers. In this study, only the scope of the SKINBEAUTE TikTok shop platform is examined, so that with consideration of other related elements such as channels that need to be improved, in the revenue stream element, there is no need for changes to improve that need to be suggested in the business model.

### **Key Activities**

The results of the previous identification that the key activities of SKINBEAUTE are marketing through social media and marketplaces and the process of packaging products according to consumer orders. However, in marketing, it has been explained in the channel element that there are still things that need to be improved, in the key activities element also attention to be added to improve the business model, which is as follows:

#### 1. Briefing and evaluation

In the results of the interview, there are several assessments and reviews from owners, employees, and consumers. It is hoped that they can carry out discussion activities and consider the next steps that will be achieved by the target. Because now the TikTok shop is reopened, this activity must be carried out.

### **Key Resources**

The results of the previous identification that the key resources of SKINBEAUTE are employees (2 people) and facilities (rooms, tools, and packing materials in the form of bubble wrap, duct tape, etc., computers/PCs, printers). In the results of interviews with employees and even owners, they had the same answer, namely regarding the ability to perform in meeting order requests from consumers due to the lack of workers working. Therefore, there needs to be improvements to the existing business model as "Human resources are improved". Improve or improve not only in terms of skills or talents. But

also, the number of workers, so that they can meet the demand for consumer orders and not double jobs for each person. Then it is also improved skills in maximizing online marketing with various trends on TikTok.

### **Key Partnership**

The results of the previous identification that the key partnerships of SKINBEAUTE are brand owners, distributors, expedition couriers (J&T, JNE, etc.), and resellers. SKINBEAUTE collaborates with various aspects ranging from suppliers to couriers. So that the consumer order process can run smoothly. But because not only SKINBEAUTE offers skincare products to haircare, other stores also sell them. So, some improvements or additions may be considered by the owner, which are as follows: Collaborating with suppliers of different products with the aim that the products sold are more diverse as well as the value proposition and revenue stream can increase.

### **Cost Structure**

The results of the previous identification that the cost structure of SKINBEAUTE is employee salaries, packaging material purchase costs, electricity token costs, and shipping costs from brand owners/distributors. The owner of SKINBEAUTE feels that is all that is needed to spend, but it can be considered again regarding the improvement or addition of the latest business model which is very likely to have additional costs that will be a responsibility that must be incurred. Then it can improve services to consumers related to products that are unsafe or damaged. Therefore, some improvements or additions may be considered by the owner, namely the following “Safer product packaging”. In this improvement, it has been explained in the results of consumer interviews that there needs to be an evaluation of packaging that needs to be considered. The reason is that consumer products can arrive safely and consumers can feel satisfaction in buying and can repurchase in the future.

## **CONCLUSION**

The research and analysis on the implementation of the Business Model Canvas (BMC) in supporting digital marketing for SKINBEAUTE products following the reopening of the TikTok Shop leads to several important conclusions. First, assessments and responses gathered from this research provide valuable evaluation material for shaping future

marketing strategies. Given the current reopening of the TikTok Shop, it becomes crucial for SKINBEAUTE to conduct thorough briefings and discussions aimed at refining or enhancing these strategies to expand the business's target reach and ultimately increase revenue.

The mapping of SKINBEAUTE's business conditions reveals that although the company has not formally designed a Business Model Canvas (BMC), it has managed to meet the essential elements required by the framework. This research, therefore, serves as a reference point for the development of new strategies intended to boost business performance and revenue growth. However, improvements have not been uniformly made across all elements of the BMC, and several areas require further attention. In terms of channels, the company should focus on producing engaging video content that showcases both its products and brand identity, alongside crafting a more sophisticated promotional strategy to effectively convey its value propositions and strengthen the revenue stream. For key activities, regular briefings and evaluations are essential to determine the next steps in achieving business targets. Regarding key resources, there is a pressing need to enhance the skills and increase the number of human resources to manage consumer demand more efficiently and prevent the overburdening of existing staff. Additionally, improving expertise in online marketing aligned with TikTok trends would further optimize promotional efforts. In the realm of key partnerships, collaborating with a more diverse range of product suppliers can broaden SKINBEAUTE's offerings, thereby enriching the value proposition and increasing revenue potential. Finally, cost structure improvements should address the quality and security of product packaging to ensure customer satisfaction and foster long-term consumer loyalty.

While only a few elements have undergone enhancements, it remains essential to maintain a holistic approach, given the interdependence of all BMC components. Strengthening each element collectively will facilitate smoother business progress and revenue growth. Despite the valuable insights gained, this study is not without its limitations. The research specifically focuses on marketing strategies for SKINBEAUTE products through the lens of the BMC framework, which comprises nine interconnected elements: customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, and cost structure. By concentrating on these

elements, the study provides a structured and comprehensive analysis, although further exploration of additional aspects could yield even more robust strategic development for the business.

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