

MICRO BUSINESS STUDY OF TRADITIONAL HEALTH DRINK PRODUCT “TELANG LIMAO BANGKAK” (GREEN BUSINESS CANVAS STUDY “ECOCANVAS”)

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ABSTRACT

This study aims to formulate a business development strategy that is appropriate and can be applied to the traditional Indonesian health drink business "Telang Limao Bangkak" which is a combination of Telang Flower (*Clitoria ternatea* L.) and Limao Calong from Bangka. The research method used is descriptive qualitative analysis. Data collection was carried out using interview and assessment questionnaire techniques. The results of this study indicate that the position of the health drink business "Telang Limao Bangkak" is in the very profitable position of the Aggressive quadrant. The strategy implemented is to support an aggressive growth policy (growth-oriented strategy) and has been implemented in the EcoCanvas Health Drink business model "Telang Limao Bangkak". The results of this research are expected to create a new air of green business that gives birth to health drink products that will improve people's welfare.

Keywords: Telang Flower, Limao Calong, EcoCanvas, Health Drink, People's Welfare

INTRODUCTION

Indonesia is a mega-biodiversity country with potential biodiversity to increase productivity, quality and competitiveness of commodity crops through plant breeding approaches. (Nurmayulis et al., 2021). Among the potential for megabiodiversity, flora in the territory of Indonesia, including part of Malesiana which is estimated to have around 25% of the world's flowering plant species, ranks as the seventh largest country with a number of species reaching 20,000 species, 40% of which are endemic or native to Indonesia. (Kusmana & Wisdom, 2015).

Telang flower or also known as Butterfly Pea, has the Latin name *Clitoria ternatea* L which is a plant of the Fabaceae family. The telang flower has bright dark blue petals, which is contributed by the presence of the anthocyanin delphinidin (Ab Rashid et al., 2021). Various previous studies have stated that the content of delphinidin anthocyanins is rich in health benefits and benefits. These benefits include improved eyesight, antioxidant properties, controlling type II diabetes, reduction of coronary heart disease, reduction of hypertension and prevention of

cancer. Bunga Telang also contains phytochemical constituents with pharmacological importance in medical activities (Oguis et al., 2019). The extract has benefits in various pharmacological activities including antimicrobial, antipyretic, anti-inflammatory, analgesic, diuretic, local anesthetic, antidiabetic, and insecticidal activity. The diversification of pharmacological activity shows that it has outstanding properties in medical value (Gollen et al., 2018; Zhang et al., 2021).

But unfortunately the processing of telang flower in Indonesia is still not paid attention so that it is necessary to diversify processed products. The telang flower is less well known by the wider community because this plant is not used as a food product. One of the potential products to be developed is flower juice drink. Flower juice drink is one of the processed beverage products that are sourced from pressing or extracting flowers that have been filtered. This innovation with the use of telang flowers in the manufacture of flower juice drinks is not only intended to introduce to the public that there are still many flowers, namely ornamental flowers that need to be

improved in their use, but also the chemical compounds contained in them.(Spence, 2019)

Limao Calong or often known as the Bangka key orange is a plant that is optimally utilized by the people of Bangka Belitung. Limao Calong has a very distinctive taste, namely a fresh sour taste, like a combination of flavors between orange and lemon(Roanisca & Mahardika, 2020). This orange is often referred to as the "Cino Orange" because it is almost the same as the small orange that grows in China. This is indeed in line with the Chinese population as the second largest after the Malay population(Mariska et al., 2021). Limao Calong has several health benefits including being low in calories from sugar. Both fruits are traditionally used as traditional medicine in Asian countries to manage inflammation of the respiratory tract. In addition, Limao Calong contains flavonoids that have strong antioxidant and radical scavenging activities that appear to be associated with a reduced risk of certain chronic diseases, prevention of cardiovascular disorders and cancer (Chen et al., 2017).

Some Indonesian people, especially the Province of the Bangka Belitung Islands, take advantage of the opportunity for the economic value of a combination drink of telang flower and limao Calong by making an instant health drink product called "Telang Limao Bangkak" which is often served in two forms, namely drink bottles and bags containing telang and limao Calong which are served in two forms. dried. However, the problem is that due to lack of empowerment and access to marketing, this

product has some limitations, especially in product marketing and public knowledge. So that further analysis is needed as an effort to help provide solutions by producing a green business concept for health drink products with the best treatment that contributes to health and develops micro business potential for the people of Indonesia.

RESEARCH METHODS

The research method used is a descriptive method with a qualitative approach using tools based on EcoCanvas research by Daou et al. (2020) in designing a green business model. This study will begin with a SWOT analysis to analyze the "Telang Limao Bangkak" health drink business model obtained through written or oral data (interviews) with beverage business owners (5 people) as well as an assessment questionnaire from consumer respondents (57 consumers) in the Province of the Bangka Islands. Belitung and Banten during the research.

After that, it was continued with the design of a canvas business model using the 12-element EcoCanvas approach (needs and challenges, customer segment, key resources, circular value chain, environmental foresight, social foresight, cost structure, stakeholder relationship, communication and sales, unique circular value proposition, revenue streams, circular business model and innovation) on the Green Business Model Canvas to increase the business value of the health drink combination of telang flower and limao Calong.

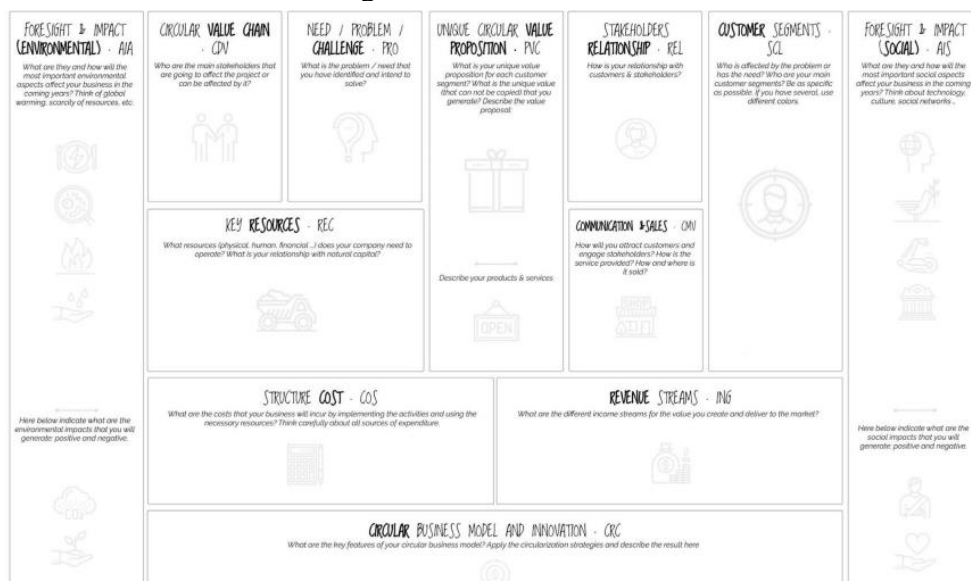


Figure 1. Green Business Model Canvas (Daou et al., 2020)

RESULTS AND DISCUSSION

SWOT Analysis Results

Written or verbal data (interviews) as well as assessment questionnaires from consumer respondents and beverage businessmen "Telang Limao Bangkak" in the Provinces of the Bangka Belitung and Banten Islands that have been collected and analyzed on internal and external factors are then used to determine business strategic factors for SWOT analysis. This study uses the basic analytical tools of EFAS and IFAS in order to analyze strategy formulation, product sales, and new business ideas (Kurniawan & Abidin, 2019; Sari & Oktafianto, 2017).

a. IFAS Analysis

Identification of internal factors in the health drink business "Telang Limao Bangkak" after being analyzed, then given a weight and rating. The following table structure is an Internal Factor Analysis Strategic Matrix (IFAS) used to find out how big the role of the internal factors in the business is. The IFAS matrix shows the company's internal conditions in the form of strengths and weaknesses which are calculated based on the rating and weight of the results of the analysis that has been carried out on the "Telang Limao Bangkak" business that can be used in the implementation of the SWOT strategy.

Table 1. Internal Factor Analysis Strategic Matrix

Internal Strategy Factors	Item Weight	Rating	Item weight X Rating
Strength factor			
Telang flower plants are easy to grow because they are a type of wild plant that does not require special care so that production costs are low	0.0612	4	0,2448
The process of extracting the content of the Telang Flower is easy because it only needs to be dried	0.0620	3	0.1860
Telang flower health drink products can last a long time	0.0615	3	1.8450
Limao Calong is easy to find at the Local Market	0.0623	3	0.1869
The process of filtering fruit juice is easy	0.0630	3	0.1890
The benefits contained in the "Telang Limao Bangkak" Health Drink are very many	0.0627	4	0.2508
Can help increase the body's immunity during the Covid-19 Pandemic	0.0610	3	0.1830
The harvest time of the pea flower does not know the season, making it easier for the availability of beverage production	0.0601	3	0.1803
The process of combining the Telang Flower and Limao Calong is easy	0.0620	3	0.1860
The combination effect of Telang Flower and Limao Calong further enriches the efficacy of the product	0.0645	3	0.1935
Maintained Product Cleanliness	0.0730	3	0.2190
TOTAL			3.8643
Weakness Factor			
Product efficacy education has not been widespread because the public is limited to only knowing about food coloring and eye pain medicine	0.0650	3	0.1950
The beverage product "Telang Limao Bangkak" is only known to be limited to the Bangka Belitung area	0.0625	2	0.1250
Telang flower has not been widely cultivated by the community	0.0612	2	0.1224
The product should not be consumed in excess because it has the effect of decreasing consciousness accompanied by anxiety	0.051	2	0.102
The product has not been fully standardized by BPOM	0.0670	1	0.0670
Total			0.6114

After knowing the total value of item weight x rating in Table 1, the next step is to find the value of the internal analysis coordinates. This is done by reducing the item weight value x Strength rating with item

weight value x weakness rating so that the internal analysis coordinate values are found as follows $3.8643 - 0.6114 = 3.2529$ which is used as a reference point for the internal coordinates of the health drink business "Telang Limao

Bangka". These results are used to see the strategic coordinates in the SWOT matrix.

b. EFAS Analysis

External Factor Analysis Strategic Matrix (EFAS) is used to find out how big the role of external factors in the business. The

EFAS matrix shows the company's external conditions in the form of opportunities and threats which are calculated based on the rating and weight of the results of the analysis that has been carried out.

Table 2. Matrix of External Factor Analysis Strategic

External Strategy Factors	Item Weight	Rating	Item weight X Rating
Opportunity Factor			
The market opportunity for the health drink "Telang Limao Bangka" is very large	0.0880	4	0.352
This drink contains a very wide pharmacological potential, so it is needed by the community, especially during the Covid-19 pandemic	0.0863	4	0.3452
Potential to be a new choice for Nusantara health drinks	0.0896	3	0.2688
Beverage products are often sought after as souvenirs	0.0817	3	0.2451
Beverage products can enter the online market	0.0842	4	0.3368
Products can be included in Jamu patents	0.0852	4	0.3408
Products can be exported abroad	0.0816	3	0,2448
Total			2.1335
Threat Factor			
The emergence of new manufacturers who have similar product innovations	0.0850	3	0.255
Competitive competition with similar products from abroad considering that the telang flower is spread across South Asia	0.0730	2	0.146
The price of additional raw materials (Sucrose) and supporting materials is not stable	0.0864	3	0.22592
Fear of hygiene and social limitations in the era of the covid-19 pandemic	0.0739	4	0.2956
Potential purchasing power decreases as other new products compete	0.0850	3	0.255
Total			1.2108

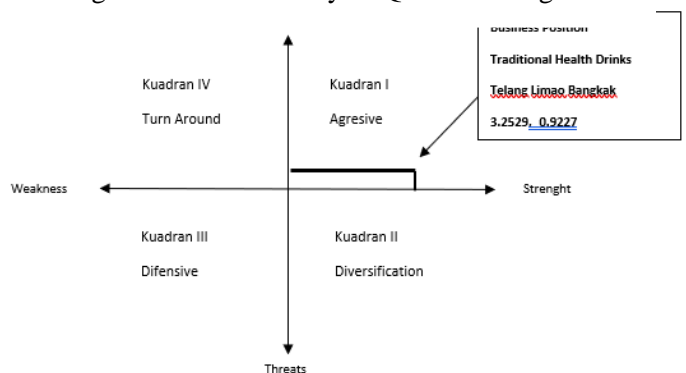
After knowing the total value of item weight x rating in table 2, the next step is to find the coordinates of the external analysis. This is done by reducing the value of the item weight x Opportunity rating with the item weight value x Threat rating so that the external analysis coordinates are found as follows $2.1335 - 1.2108 = 0.9227$ which is used as a reference point for the external health drink business "Telang Limao Bangkok". These results are used to see the strategic coordinates in the SWOT matrix.

c. SWOT Matrix

From the calculation of the data, it is known that the coordinates of the SWOT matrix of the health drink business "Telang Limao Bangkok" for Internal Analysis coordinates at 3.2529 while the coordinates for External Analysis are at 0.9227. The next stage is based on the coordinates obtained by the health drink business "Telang Limao Bangkok" in the SWOT matrix, it can be seen the company's position to implement a strategy that is in accordance with the company's

current conditions by entering the coordinates into the SWOT matrix as follows.

Figure 2. SWOT Analysis Quadrant Diagram



From the results of the SWOT analysis on the health drink business "Telang Limao Bangkok", it is necessary for how we determine the strategy so that we can compete in the market. The analysis is described as follows:

Table 3. SWOT Matrix

	<p>Strength (S):</p> <ol style="list-style-type: none"> 1. Telang flower plants are easy to grow because they are a type of wild plant that does not require special care so that production costs are low 2. The process of extracting the content of the Telang Flower is easy because it only needs to be dried 3. Telang flower health drink products can last a long time 4. Limao Calong is easy to find at the local market 5. The process of filtering fruit juice is easy 6. The benefits contained in the "Telang Limao Bangkok" Health Drink are very many 7. Can help increase the immunity of the community during the Covid-19 Pandemic 8. The harvest time of the telang flower knows no season, making it easier for the availability of beverage production 9. The process of combining Telang Flower and Limao Calong is easy to do 10. The combination effect of Telang Flower and Calong Limao further enriches the efficacy of the product 	<p>Weaknesses (W):</p> <ol style="list-style-type: none"> 1. Education on the efficacy of the product has not been widespread because the public is limited to only knowing about food coloring and eye pain medicine 2. The beverage product "Telang Limao Bangkok" is only known to be limited to the Bangka Belitung area 3. Telang flower has not been widely cultivated by the community 4. The product should not be consumed in excess because it has a decreasing effect of consciousness accompanied by anxiety 5. The product has not been fully standardized by BPOM
<p>Opportunity (O):</p> <ol style="list-style-type: none"> 1. The market opportunity for the health drink "Telang Limao Bangka" is very large 2. The very wide pharmacological potential of this drink is needed by the community, especially during the Covid-19 pandemic 3. Potential to be a new choice for Nusantara health drinks 4. Beverage products are often sought after as souvenirs 5. Beverage products can enter the online market 6. Products can be included in Jamu patents 7. Products can be exported abroad 	<p>SO Strategy:</p> <ol style="list-style-type: none"> 1. Creating Telang Limao Bangkok beverage products with new serving variants (such as powder or syrup) which are guaranteed cleanliness and further maintain the efficacy and quality of the products contained to make them last longer (S2,S3,S4,S5,S6,S7,S9,S10,O2,O3,O4,O7) 2. Make product packaging more beautiful with a touch of Bangka coal graphics and easier to carry as souvenirs (S3, O3,O4,O5,O7) 3. Promoting through various media to attract new customers in developing their business and utilizing Instagram Influencers in terms of Product Endorsment (S6, S7, S9, S10, O1, O3, O5) 4. Ensure the legality of the efficacy and safety of product combinations through patents and BPOM licensing (S6,S7,S10,O1,O6) 	<p>WO Strategy:</p> <ol style="list-style-type: none"> 1. Take advantage of large market opportunities, especially online marketplaces to expand product access and take a position as a contemporary health drink typical of the archipelago (W2, O1, O3,O5,O7) 2. Spread the message of the potential pharmacological properties of products that have been tested in clinical research to provide education on how important it is to increase body health intake through the Telang Limao Bangka health drink (W1,O1,O2,) 3. Cooperating with BPOM and the Ministry of Law and Human Rights to test the compound content and legalize the Telang Limao Bangkok Beverage product to find out recommendations for drinking products and

meet existing health drink
product standards
(W4,W5,O2,O6)

Threats (T):

1. The emergence of new manufacturers who have similar product innovations
2. Competitive competition with similar products from abroad considering that the telang flower is spread across South Asia
3. The price of additional raw materials (Sucrose) and supporting materials is not stable
4. Fear of hygiene and social limitations in the era of the covid-19 pandemic
5. The potential for purchasing power decreases with the competition of other new products

ST Strategy:

1. Carrying out research on product development innovations for the Telang Limao Bangkak beverage with different color variations (S8,S9,T1,T2,T4)
2. Ensuring that the facilities (Place, Tools and Materials) and the production process of the Telang Limao Bangkak drink are guaranteed to be hygienic (S2,S5,S9,T4)

WT Strategy:

1. Create an appropriate promotional strategy during the pandemic so that it can expand the market. (S2,S3,T1,T2,T5)
2. Coordinate with stakeholders to formulate prices, needs and distribution of the required raw materials (W3,T3,T5)

This SWOT matrix is used as a comparison between internal and external strategic factors to obtain a strategy for each factor, based on the results obtained to determine the focus of the strategy recommendations, it can be described as follows:

SO Strategy (strengths and opportunities)

This strategy is carried out to take advantage of the company's strengths in order to capture the opportunities the company has. Some of the strategies proposed are creating Telang Limao Bangkak beverage products with new serving variants such as syrup or beverage powder, making product packaging more beautiful with a touch of Bangka coal graphics and easier to carry as souvenirs, conducting promotions through various media to attract new customers. developing business including utilizing Instagram Influencers in terms of Product Endorsment and ensuring the legality of the efficacy and safety of product

combinations through patents and BPOM licensing

ST strategy (strengths and threats)

This strategy is applied where the strengths of the company are used to overcome threats that may be faced. Some of the strategies proposed are making research and innovation development of Telang Limao Bangkak beverage products with different color variations and ensuring that the facilities (Place, Tools and Materials) and the production process of the Telang Limao Bangkak drink are guaranteed to be hygienic.

WO Strategy (weaknesses and opportunities)

This strategy is applied when there are opportunities for the company to overcome business threats. Businessmen take advantage of large market opportunities, especially online marketplaces to expand product access and take a position as a contemporary health drink typical of the archipelago. In addition,

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businessmen need to spread marketing messages containing the potential pharmacological properties of products that have been tested in clinical research to provide education on how important it is to increase body health intake through the Telang Limao Bangkok health drink. Businessmen need to cooperate with BPOM and the Ministry of Law and Human Rights to test the content of compounds and legalize the Telang Limao Bangkok Beverage product to find out recommendations for drinking products and meet existing health drink product standards.

WT strategy (weaknesses and threats)

This strategy is applied when the company must be able to overcome the weaknesses of the company in order to avoid the business threats that will be faced. Businessmen need to make appropriate promotional strategies during the pandemic so that they can expand the market and coordinate with stakeholders to formulate prices, needs and distribution of the raw materials needed.

After identifying several attributes that describe the strengths and weaknesses of the product/business being run. From the results of weighting for each attribute by comparing the level of importance of each attribute the importance value of internal factors (S + W), as well as external factors (O + T) shows that the condition and potential of the health drink business "Telang Limao Bangkok" is in Quadrant 1 so that the strategy used based on the SWOT matrix strategy analysis is the SO strategy. The SO strategy is characterized by the company optimizing its strengths to take advantage of existing opportunities by taking into account all the threats made by competitors in the market.

Telang Limao Bangkok EcoCanvas Design

Based on the results of the SWOT analysis, the position of the health drink business "Telang Limao Bangkok" is in quadrant 1, namely the company has opportunities and strengths. The strategy that must be taken in this condition is to support an aggressive growth policy or growth oriented strategy by taking advantage of existing opportunities and the company's internal strengths. Based on the results of the SWOT analysis, a business model canvas-based business model development plan was prepared using the EcoCanvas design which is

an innovative sustainable green business planning tool specifically designed to support entrepreneurs who are interested in creating a circular value proposition for their business.

Ecocanvas has many advantages that set it apart from other models. Ecocanvas gives us the opportunity to address the weaknesses of both conceptual approaches, sustainability, and circular economy, by placing the focus on personalization and rethinking how the economy, society, and environment integrate into particular entities and contexts. Additionally, compared to the original business model canvas, it has a more complete and inclusive approach (Daou et al., 2020; Ramos Leon, 2020).

a. Need/Problem/Challenge

To set a course for circularity, the first step is to identify business needs, problems, and challenges. Business Needs and Challenges can guide companies to fill this block. Companies are required to list all environmental, social, customer/market, and personal/motivational business needs and challenges. They can decide to focus on the most pressing later.

In the health drink business "Telang Limao Bangka" there are several challenges that must be answered, namely to reduce the negative environmental impact of the waste of limao Calong Bangka by processing it as raw material for organic fertilizer for the cultivation of telang plants. In addition, it is necessary to overcome the potential vulnerabilities of production systems and supply chains accompanied by eco-design of eco-friendly label products, lightweight and reusable bottles with a graphic touch of Bangka coal cloth. In addition to legality, the efficacy and safety of the product combination needs to be enforced through patents and BPOM licensing.

b. Customer Segments

This block consists of dividing the market share into its constituent segments and defining social, economic, and behavioral needs and wants. It answers the following questions: Who is affected by the problem or has a need? Who are your main customers? Segment?.

The target market segment is all people at any age, especially people who like a healthy lifestyle by liking health drinks with

environmentally friendly beverage product packaging and techniques.

c. Key Resources

The key Resources component involves identifying the physical, human, financial, and natural capital required by the company to ensure operations. This tool helps define a user's product lifecycle IN and OUT by mapping the process from buying raw materials to manufacturing, selling, using and disposing of it, in addition to all the logistics and management in between. The life cycle is customized based on the type and amount of resources, energy, and water that the company needs to create a product, service, or process. The types and amounts of by-products (ie, effluent, air, water, and soil emissions) are also determined.

Table 4. EcoCanvas of Health Drink “Telang Limao Bangkak”

<p>Environmental Foresight and Impact</p> <p>1. Climate change that can damage the quality of the telang flower</p> <p>2. The quality of Limao Calong is affected by weather conditions and storage of perishable supplies</p> <p>3. Scarcity of resources and potential increase in the price of production energy and complementary materials such as sucrose</p> <p>4. Environmental regulations that will be applied from time to time in the midst of strict health protocol conditions</p>	<p>Circular Value Chain</p> <p>1. Consumer Health Drinks Telang Limao Bangka</p> <p>2. Healthy Living Movement Community</p> <p>3. Investors</p> <p>4. Suppliers and Distributors</p> <p>5. Market and Competitors</p>	<p>Need/Problem/Challenge</p> <p>1.Reducing the environmental impact of the waste of limao Calong Bangka as a raw material for organic fertilizer for the cultivation of telang plants</p> <p>2.Reducing the vulnerability of production and supply chain systems, and eco-designing eco-friendly labels for lightweight and reusable bottles with a graphic touch of Bangka cual fabric.</p> <p>3.Ensuring the legality of the efficacy and safety of product combinations through patents and BPOM licensing</p>	<p>Unique Circular Value Proportion</p> <p>1.branded bottles in a sustainable, youthful and dynamic way to target consumers who love health drinks with environmental care</p> <p>2. Changing the waste of limao Calong that has been squeezed into organic fertilizer for telang flower cultivation</p>	<p>Stakeholder Relationship</p> <p>1. Trustworthy, close and transparent relationship to retain customers</p> <p>2. Direct and transparent relationship with suppliers and distributors</p> <p>3. Guarantee good quality and sustainable oriented products</p> <p>4. Direct and transparent relationship with the government (Ministry of Health, Ministry of Tourism and Kemenkop UMKM) and Research Institute for Product Quality Testing (BPOM)</p>	<p>Customer Segments</p> <p>The target of the business is all people at any age, especially for people who like a healthy lifestyle by liking health drinks with environmentally friendly beverage product packaging and techniques.</p>	<p>Social Foresight and Impacts</p> <p>1.Consumer awareness of environmental issues will increase through social and mass media, especially after the Covid-19 Pandemic</p> <p>2. Shifting consumer attitudes and trends towards environmental and organic products</p> <p>3.Business trends that will evolve towards a sustainable model</p> <p>4. An increase in the flower portfolio and business trends that make the air of competition heat up</p> <p>5. Consumers will be increasingly expected to check the product footprint, creating environmental labeling of the “Telang Limao Bangkak” Health Drink product</p>
<p>Impact</p> <p>1. Restrictions on the use of chemical fertilizers and pesticides</p> <p>2. Do not use bottles that have a damaging impact on the environment</p> <p>3. Product Processing Operational System that is more organized, healthy and</p>	<p>Key Resources</p> <p>1. Continuing and further expanding the cultivation of independent telang flower plants</p> <p>2. Supplying Limao Calong supplies directly from Limao Calong plant cultivators</p> <p>3. lightweight bottles, environmentally friendly labels and bottle caps</p> <p>4. Composting system for self-sufficient pea flower cultivation from natural ingredients</p> <p>5. Product Processing System and Equipment Cleanliness by taking into</p>			<p>Communication and Sales</p> <p>1. Social Media (Instagram, Facebook) and Campaigns (TV, Billboards and Google Ads)</p> <p>2. Marketplace Online Application (Shopee and Tokopedia)</p> <p>3. Influencers and Verbal Communication</p> <p>4. Supermarkets, Organic Shops and Restaurants</p> <p>5. Hospital Canteen and Clinic</p> <p>6. Gym and Sport Center</p>		<p>Impact</p> <p>1. Improving the welfare of the community in terms of health through reducing the risk of disease indications through processed products that are more sustainable and strive to maintain efficacy</p> <p>2. The taste of drinks is fresher, authentic and in accordance with the tastes of the Indonesian people</p> <p>3. Creation of new jobs</p>

<p>does not damage the environment</p> <p>4. Working closely with suppliers of supporting materials such as sugar (Sucrose) for production continuity</p>	<p>account sustainable environmental aspects (such as the use of detergents in post-processing equipment hygiene)</p>				
<p style="text-align: center;">Structure Cost</p> <p>1. General Expenses (Labor, Rent, Administration and Marketing)</p> <p>2. Depreciation (Extraction Machinery, Trucking, Vinification and Bottling Costs, Tanks, Tongs and Telang Blossoms)</p> <p>3. Variable Costs (Packaging and Eco-Label, Organic Compost of Telang Flower Plants, Equipment, Fuel and Product Certification)</p>		<p style="text-align: center;">Revenue Streams</p> <p>1. Sales of Telang Health Drinks in Supermarkets, Restaurants, Bars and Cafés,</p> <p>2. The results of ordering beverage products online through the Marketplace and Contact Person</p> <p>3. Profit sharing system from product storage at the RS-Klinik Canteen and Gym-Sport Center</p>			
<p style="text-align: center;">Circular Business Model and Innovation</p> <p>Beverage production resources so that the waste produced can be of sustainable use, such as waste water that can be used for irrigation of flower plants, Limao Calong waste can be used as an ingredient for making organic fertilizer for telang flower plants, design boxes and packaging bottles that are more environmentally friendly and can create innovative serving variants. drinks in the form of drink bottles, syrup bottles to powder drinks</p>					

In the health drink business "Telang Limao Bangkok" there are several resource component points that are concentrated in the design of this EcoCanvas, namely continuing and further expanding the cultivation of independent telang flower plants, supplying Limao Calong supplies directly from Limao Calong plant cultivators, making lightweight bottles, labels and environmentally friendly bottle caps, creating an independent telang flower plant compost system from natural ingredients and a Product Processing and Equipment Cleanliness system by paying attention to sustainable environmental aspects (such as the use of detergents in post-processing equipment hygiene).

d. Circular Value Chain

The Circular Value Chain involves all the specific agents that influence or are affected by any sector. The tool used to help companies fill this block is the Stakeholder Map (Do tool). Stakeholders can be defined as internal or external stakeholders. They include public authorities, media, and social networks, customers and users, competitors and market agents, local communities, supporters, suppliers and financiers, and knowledge centers.

Telang Limao Bangkok Health Drink consumers, Healthy Living Movement community, investors, suppliers, distributors, markets and competitors are some of the parties that influence the "Telang Limao Bangkok" health drink business cycle.

e. Environmental Foresight and Impact

The Environmental Forecast component addresses all aspects of the environment that affect a business, both positively and negatively. The tool used to support this block is known as the PESTEL Tool which stands for Political, Economic, Social, Technological, Environmental Factors, and Law. In this component, users identify the factors that can affect the business and, above all, evaluate their positive or negative impact on their company. The purpose of this analysis is to be prepared to respond to future situations and increase business resilience.

There are several environmental factors that affect this business cycle, namely: climate change that can damage the quality of the telang flower, the quality of Limao Calong

which is affected by weather conditions and storage of supplies that can rot, scarcity of resources and potential increases in the price of production energy and complementary materials such as sucrose and environmental regulations that will be applied from time to time amid protocol conditions strict health. So that the predicted impact that will occur in the operational management body of this business is the limitation of the use of chemical fertilizers and pesticides, not using bottles that have an impact on the environment, the need for a more organized Product Processing Operational system,

f. Structure Cost

Cost Structure includes all the sources of expenditure that will be incurred by the business by implementing activities and using existing resources. In this health drink business, there are 3 main cost divisions, namely fixed, variable and depreciation with the following details:

1. General Expenses (Labor, Rent, Administration and Marketing)
2. Depreciation (Extraction Machinery, Trucking, Vinification and Bottling Costs, Tanks, Tongs and Telang Blossoms)
3. Variable Costs (Packaging and Eco-Label, Organic Compost of Telang Flower Plants, Equipment, Fuel and Product Certification)

g. Social Foresight and Impact

This block deals with all social aspects that affect business, whether positive or negative and includes new habits, enabling technology, values, etc. The PESTEL tool is also used to support the Social Foresight block.

There are several social issues that will affect the health drink business, namely growing consumer awareness of environmental issues through social and mass media, especially after the Covid-19 pandemic, there is a shift in consumer attitudes and trends towards environmental and organic products, business trends that will develop towards a sustainable model, an increase in the telang flower portfolio and business trends that make the competition heat up and consumers will be increasingly expected to examine the product footprint, the creation of environmental labeling of the "Telang Limao Bangkok" Health Drink product.

So that the predicted impact that will occur in the operational management body of this business is an increase in public welfare in terms of health through reducing the risk of disease indications through processed products that are more sustainable and strive to maintain the efficacy, taste of drinks that are fresher, authentic and in accordance with the tastes of the Indonesian people. and the creation of new jobs for the community

h. Stakeholder Relationship

The Stakeholder Relations block describes the business relationships with the stakeholders listed above, particularly with customers and beneficiaries.

There are several steps of business relations carried out in this business, namely:

1. trustworthy, close and transparent relationship to retain customers
2. Direct and transparent relationship with suppliers and distributors
3. Guarantee good quality and sustainable oriented products
4. Direct and transparent relationship with the government (Ministry of Health, Ministry of Tourism and Kemenkop UMKM) and Research Institute for Product Quality Testing (BPOM)

i. Communication and Sales

This component describes ways to engage and attract customers and stakeholders to deliver a value proposition. It also allows users to identify the various communication and sales channels used to provide or promote a product or service.

In this business, there are various business channels that are owned and will be optimized for a better company value proposition, namely from sales of Telang Health Drinks in Supermarkets, Restaurants, Bars and Cafés, the results of ordering beverage products online through the Marketplace and Contact Persons, a sharing system. the results of product storage at the RS-Klinik Canteen and Gym-Sport Center.

j. Unique Circular Value Proposition

Circular value creation of business value must be unique to be competitive in the market. This Ecocanvas component helps answer these questions: What is your unique value proposition for each customer segment? What unique (non-copyable) value do you generate?

There is a unique value that will be owned and optimized for the purpose of a sustainable green business, namely the existence of branded bottles in a sustainable, youthful and dynamic way to target consumers who like health drinks by caring for the environment and converting limao Calong waste that has been squeezed into organic fertilizer for plants. pea flower cultivation.

k. Revenue Streams

Revenue Streams refer to the different types of income and the resulting streams of value created and delivered to the market. There are several revenue streams generated from the sale of this "Telang Limao Bangkok" health drink, namely:

1. Sales of Telang Health Drinks in Supermarkets, Restaurants, Bars and Cafés,
2. The results of ordering beverage products online through the Marketplace and Contact Person
3. Profit sharing system from product storage at the RS-Klinik Canteen and Gym-Sport Center

l. Circular Business Model and Innovation

Through a series of circularization strategies, this block helps in defining the main features of the circular business model. Many sets of more environmentally friendly actions throughout the manufacturing process of the "Telang Limao Bangkok" health drink were implemented to transform the business into a more circular and sustainable one. However, in this particular case study, the researcher decided to tackle the waste aspect of the process. Many valuable resources in the process of making this health drink must be wasted. So we designed several systems of continuous innovation model in this business. Beverage production resources so that the waste produced can be of sustainable use, such as waste water that can be used for irrigation of flower plants, Limao Calong waste can be used as material for making organic fertilizer for telang flower plants.

CONCLUSION

The typical health drink of the archipelago "Telang Limao Bangkok" has enormous business potential if it is optimized with environmentally friendly, hygienic and sustainable business planning. The use of the

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Green Business Model Canvas (BMC) through EcoCanvas is expected to give birth to an operational plan for the health drink business “Telang Limao Bangkok” which pays attention to environmental and sustainable aspects. Moreover, based on the results of the SWOT analysis, it shows that the business position is in the very profitable aggressive quadrant which can bring the business to glory, increasing business profits by up to 50% every month. Moreover, in the midst of a pandemic crisis, people still want to maintain their body's immunity, one of which is through health drinks. The strategy implemented is to support an aggressive growth policy (growth oriented strategy) and has been implemented in the EcoCanvas Health Drink business model “Telang Limao Bangkok”.

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