ABSTRACT

The growth in the number of MSMEs in Indonesia has increased by several end of this year, causing MSMEs to compete in order to survive and develop, especially in pandemic conditions like today. One of the MSMEs in Cililin, West Bandung is a business that sells products in the form of tempeh chips experiencing obstacles in surviving, namely low product sales. In this final task research will discuss how the business model of the business unit, the scenario of decision to improve the sales performance of tempeh chips and the draft increase in sales of tempeh chips.

This design proposal uses a dynamic system approach based on existing business models. The scenario of marketing strategy is a promotion through TopAds on Tokopedia or BukaIklan from Bukalapak. Before doing the scenario, the average sales of tempeh chips only reached 3.46 kilograms each month and the profit that can be said to be still low. After conducting the simulation, the results of the scenario obtained an average of sales reached 63,656 kilograms every month, the total cost incurred Rp4,041,139 every month, the number of buyers averaged 66 people every month, and profits obtained Rp727,770 every month.

While promotions through Bukalapak get an average sales of 6,834 kilograms every month, the total cost averages Rp751,826 each month, the number of buyers averages 7 people each month, and the profits obtained are negative or experience losses due to expenditures greater than income. Based on the analysis, the best simulation scenario result is the design of increased sales of tempeh chips through Tokopedia.

Keywords— **Design performance, MSMEs, Model Canvas, simulation, System dynamic**