

ABSTRACT

In Indonesia, the Micro, Small, and Medium Enterprises (MSMEs) sector has become one of the most vital components of the national economy. The culinary MSME sector, in particular, has experienced rapid growth amidst intense business competition. This growth not only contributes economically but also serves as a platform for fostering innovative and unique local creations. Therefore, culinary businesses must develop strategies with appropriate innovations that highlight the uniqueness and authenticity of their products.

This research aims to validate the business model of "Emak Gue," a micro culinary business, using a business model validation method. The study prioritizes testing nine blocks of the Business Model Canvas. A qualitative case study method was employed, with data collected through qualitative methods such as interviews, observations, and documentation.

The research concludes that Emak Gue's business model innovation involves developing a value proposition centered around healthy, low-sugar, collagen infused desserts and a strategy for expansion into the B2B partnership segment. Validation results indicate that the product has high appeal, a practical operational system, and appropriate pricing, although adjustments are needed regarding purchase frequency and distribution. Follow-up strategies include packaging improvements and optimized collaboration with influencers to support further product development.

Keywords: Business Model Canvas, Product Innovation, Business Idea Testing, Business Model Validation