**NST Proceedings**

**OPEN ACCESS**

**Conference Paper**

# Marketing Analysis of Curmora Flakes Product as a Nutrient Complement to Prevent Stunting Using a Business Model Canvas Approach

Andi Nurannisa[1], Andi Muhammad Irfan Taufan Asfar[1]*, Andi Muhamad Iqbal Akbar Asfar[2], Muhammad Safar[1], Sartika Sari Dewi[1], Fera Periska[1], Feni Febrianti[1], Ayunita[1]

[1]Universitas Muhammadiyah Bone, Jl. Abu Dg. Pasolong No.62 Watampone, Indonesia
[2]Politeknik Negeri Ujung Pandang, Jl. Perintis Kemerdekaan KM. 10 Tamalanrea Makassar, Indonesia

*Corresponding author:*
E-mail:
tauvanlewis00@gmail.com

ABSTRACT

Stunting is a serious health problem in Indonesia, especially in children under the age of five. Curmora Flakes product as a nutritional supplement to prevent stunting requires the right marketing strategy to reach the appropriate target market. This study aims to analyze the marketing of Curmora Flakes using the Business Model Canvas (BMC) approach, in order to identify and evaluate key elements in the business model of this product. The research method used is a descriptive study with a qualitative approach. Data were collected through in-depth interviews, observations, and document analysis. Each element in the BMC, namely Customer Segment, Value Proposition, Distribution Channel, Customer Relationship, Revenue Stream, Key Resources, Key Activities, Key Partnerships, and Cost Structure were analyzed to understand the contribution of each component to the marketing success of Curmora Flakes. The results of the study indicate that Curmora Flakes has a strong value proposition as an effective nutritional supplement to prevent stunting. The main customer segment is families with toddlers who are vulnerable to stunting. Optimal distribution channels involve collaboration with health centers, clinics, and local communities. Good relationships with customers can be built through education and health campaigns. Opportunities for increasing revenue streams were identified through direct sales and partnerships with government and non-governmental organizations. In conclusion, the Business Model Canvas approach provides a comprehensive framework for designing an effective marketing strategy for Curmora Flakes. Implementation of the right marketing strategy is expected to increase product acceptance in the market and contribute to reducing stunting rates in Indonesia.

*Keywords: Curmora Flakes, Stunting, Nutrient Complement, BMC*

## Introduction

Stunting is a chronic nutritional problem that occurs due to a lack of nutritional intake over a long period of time, especially in the first 1,000 days of a child's life. According to data from UNICEF and WHO, the prevalence of stunting in Indonesia is still a serious concern, with more than 27% of toddlers experiencing stunting in 2023. The Global Nutrition Report (2022) noted that three out of ten children under five who experience stunting are in Indonesia. In fact, WHO (2023) places Indonesia in second place in the high stunting category in the world with a prevalence of 22.3%. The prevalence of stunting in Indonesia reaches 21.6% or around 9 million toddlers are at risk of stunting (SSGI, 2023). In terms of provinces, South Sulawesi is one of the provinces with a stunting rate of 27.4%, exceeding the target of 21.1% (Kemenkes RI & Studi Kasus Gizi Indonesia (SSGI), 2022). This problem has a significant impact on the quality of human

resources, inhibiting the physical and cognitive growth of children, which ultimately affects the productivity and development potential of the country.

To address this issue, various government and non-government programs have been launched, especially in the food and health sectors. The Indonesian government has launched various programs to address stunting, including the National Nutrition Awareness Movement in the First 1000 Days of Life, and prioritized this program in the National Medium-Term Development Plan. The South Sulawesi Provincial Health Office also initiated the Community Movement to Prevent Stunting innovation with a target of reducing it by 14%, especially in Bone Regency, which has a high prevalence 17% (BPS Kabupaten Bone, 2023). However, the high prevalence of stunting indicates inconsistency in the implementation of programs and policies for handling it. Based on the results of observations and interviews with the Bone Regency Health Office, several factors were found to cause the high prevalence of stunting, including inadequate child nutrition practices, inadequate nutrition for pregnant women and mothers who are breastfeeding with non-exclusive breastfeeding, children over 6 months who tend to consume 95% carbohydrates, very low consumption of protein-containing foods, and children do not like fruits and vegetables.

One effort that can be made is to provide nutritious food products that are easily accessible and consumed by the wider community. The Curmora Flakes product is a cereal fortified with Cucurbita moschata (yellow pumpkin) combined with Moringa oleifera (moringa leaves) as a nutrient complement to prevent stunting. Cucurbita moschata has a nutritional content in the form of iron, vitamin A, vitamin C, phosphorus, calcium, and protein, which are rich in nutrients (Li et al., 2022). Meanwhile, Moringa oleifera contains nine essential amino acids, calcium, iron, magnesium, zinc, and vitamins A, C, E, and B, which play a major role in the immune system (Mashamaite et al., 2022). The combination of these two ingredients greatly supports the prevention of stunting by increasing the intake of nutrients in children and pregnant women in the form of nutrient supplements (Panjaitan & Rosidah, 2021). However, 93%-95% of children do not like vegetables, so the Curmora Flakes product is presented as an additional food to fulfill the nutrition of children and pregnant women which is classified as ready-to-eat food, and is popular with the Indonesian people. However, the success of this product in supporting the stunting prevention program does not only depend on the superiority of its composition and benefits, but also on the right marketing strategy. To achieve a wider scale and be accessible to people at all levels, a systematic and targeted business approach is needed.

Business Model Canvas (BMC) is an ideal strategic tool to analyze and map key aspects of the Curmora Flakes business, from customer segments, value propositions, to distribution channels and cost structures. With the BMC approach, it is expected to create a business model that is not only economically profitable but also supports social impact through its contribution to preventing stunting. This study aims to analyze the marketing of Curmora Flakes products as a nutrient complement to prevent stunting using the Business Model Canvas approach. This analysis is expected to provide a strategic overview in developing a sustainable business that has a positive social impact, especially in expanding access to nutrition for vulnerable groups in need.

**Material and Methods**

This study uses a qualitative descriptive method with a Business Model Canvas (BMC) approach. The main objective of this study is to analyze the marketing strategy of Curmora Flakes products as a nutrient complement to prevent stunting. This analysis involves identifying, mapping, and breaking down nine important elements in BMC, namely Customer Segments, Value Propositions, Channels, Customer Relationships, Revenue Streams, Key Resources, Key Activities, Key Partnerships, and Cost Structure.

The research subjects consist of two categories, namely business actors and potential consumers. Business actors of Curmora Flakes products, namely the product development team, management, and parties involved in product marketing. Potential consumers include families

with toddlers, pregnant women, and the general public who care about nutrition. Data collection techniques were carried out through in-depth interviews, direct observation, and documentation in the form of sales reports and marketing strategies. The main instrument in this study was an interview guide to dig up in-depth information related to the nine elements of BMC. In addition, observation sheets were used to record marketing activities carried out by the Curmora Flakes team.
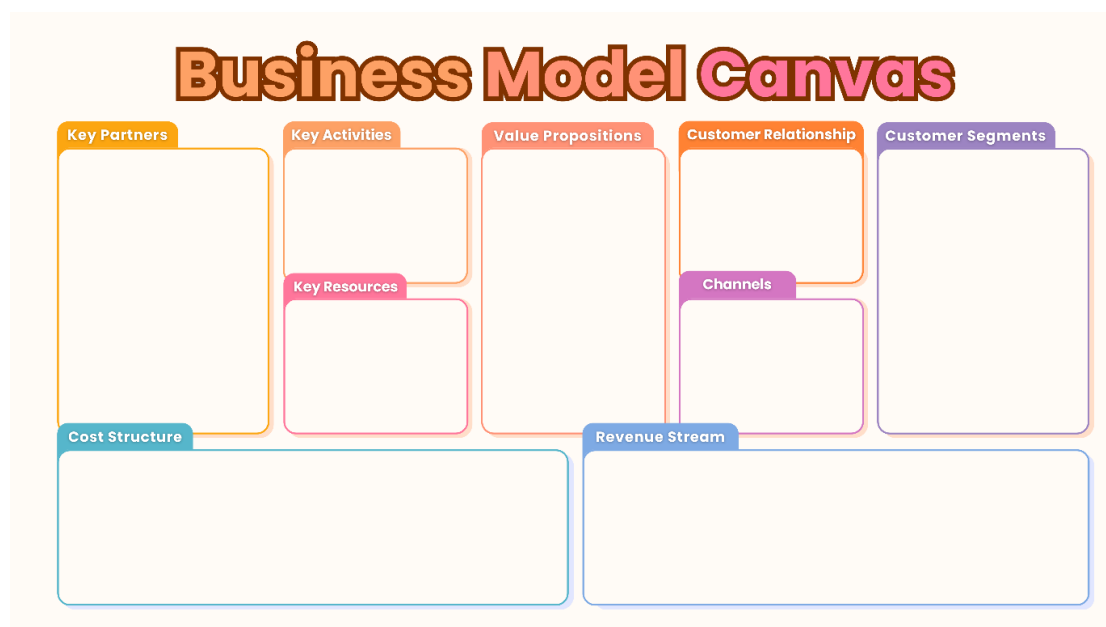


Figure 1. Business model Canvas design

**Results and Discussion**

This study aims to analyze the marketing of Curmora Flakes products through the Business Model Canvas (BMC) approach, which consists of nine main elements. Based on the data that has been collected through interviews, observations, and documentation, the results of the analysis can be explained as follows:

1. Customer Segments

   Curmora Flakes products target several main market segments, namely:
   a. Families with toddlers, especially those in areas with a high prevalence of stunting.
   b. Pregnant and breastfeeding mothers require additional nutritional intake for the health of the mother and child.
   c. The general public who care about health and balanced nutrition.

   The results of the study showed that this customer segment is very relevant to the product's purpose, namely as a nutrient complement that functions to prevent stunting. Curmora Flakes has succeeded in attracting the attention of the young mother segment who tend to care about children's diets, but challenges are still faced in market education in rural areas.

2. Value Propositions

   Curmora Flakes offers several key value propositions:
   a. Highly nutritious product, formulated to fulfill the daily nutritional needs of children and pregnant women.
   b. Natural and healthy ingredients, consisting of turmeric, moringa, and other local ingredients known to have health benefits.
   c. Easy to consume, because it is in the form of a practical cereal and can be enjoyed by all ages.

   This value proposition is relevant to the needs of customer segments that require practical, healthy, and easily accessible solutions. Based on interviews with consumers, many feel that this

product helps improve family nutritional intake, especially for children who have difficulty eating vegetables. However, there needs to be more emphasis on the long-term benefits of Curmora Flakes for preventing stunting.

3. Channels

   Curmora Flakes' main distribution channels include:

   a. Direct sales through retail stores in urban and rural areas.

   b. Online sales through e-commerce platforms and social media.

   The results of the study showed that online sales made a significant contribution, especially in urban areas, where internet access is better. However, sales channels in rural areas are still limited, so physical distribution needs to be expanded through partnerships with local cooperatives or public health institutions.

4. Customer Relationships

   Curmora Flakes builds relationships with customers through several approaches:

   a. Nutrition education, through social media and health seminars in collaboration with local health centers.

   b. Responsive customer service, especially on online platforms, to respond to consumer questions about products and their benefits.

   This educational approach has proven effective in raising awareness about stunting and the role of nutrition in preventing it. However, there needs to be a stronger strategy in maintaining customer loyalty, such as discount or reward programs for loyal consumers.

5. Revenue Streams

   Curmora Flakes earns revenue from:

   a. Direct product sales, either through retail stores or online platforms.

   b. Partnerships with government health programs or non-profit organizations that distribute products as part of nutritional assistance.

   Revenue from direct product sales is still the main source, but the potential to develop partnerships with government agencies or large NGOs in national stunting prevention efforts could be a strategic opportunity in the future.

6. Key Resources

   Key resources in the production and marketing of Curmora Flakes include:

   a. Local raw materials such as turmeric and moringa are easily accessible and abundant in Indonesia.

   b. Human resources consisting of production team, marketing team, and sales partners.

   c. Technology used in the production process and e-commerce platform for online distribution.

   This study shows that the use of local raw materials and competent teams greatly support the sustainability of production. However, there needs to be an increase in technology in the production process to improve efficiency and product quality.

7. Key Activities

   Main activities include:

   a. The production process involves processing natural raw materials into ready-to-eat cereal products.

   b. Marketing and distribution through various channels, both online and offline.

   c. Education and promotion related to the benefits of the product in preventing stunting.

   Marketing activities through social media have proven to be key in attracting the attention of urban consumers. However, product promotion in rural areas through health campaigns needs to be strengthened so that the public better understands the importance of this product.

8. Key Partnerships

   Curmora Flakes has partnered with:

   a. Local health institutions, such as community health centers and non-profit organizations involved in nutrition campaigns.

b. Retail distributors, who help expand the reach of products in urban areas.

Partnerships with local health institutions are very helpful in distributing products to areas vulnerable to stunting. However, there needs to be a strategic partnership with the government to expand the nutrition assistance program on a national scale.

9. Cost Structure

The main cost structure includes:

a. Production costs include raw materials, labor, and technology.

b. Distribution costs, especially to reach markets outside urban areas.

c. Marketing costs, including online campaigns and nutrition education.

Distribution costs are a major challenge because product prices need to remain affordable for consumers in rural areas, but at the same time, logistics costs are quite high. Optimizing the supply chain and distribution is expected to reduce these costs.
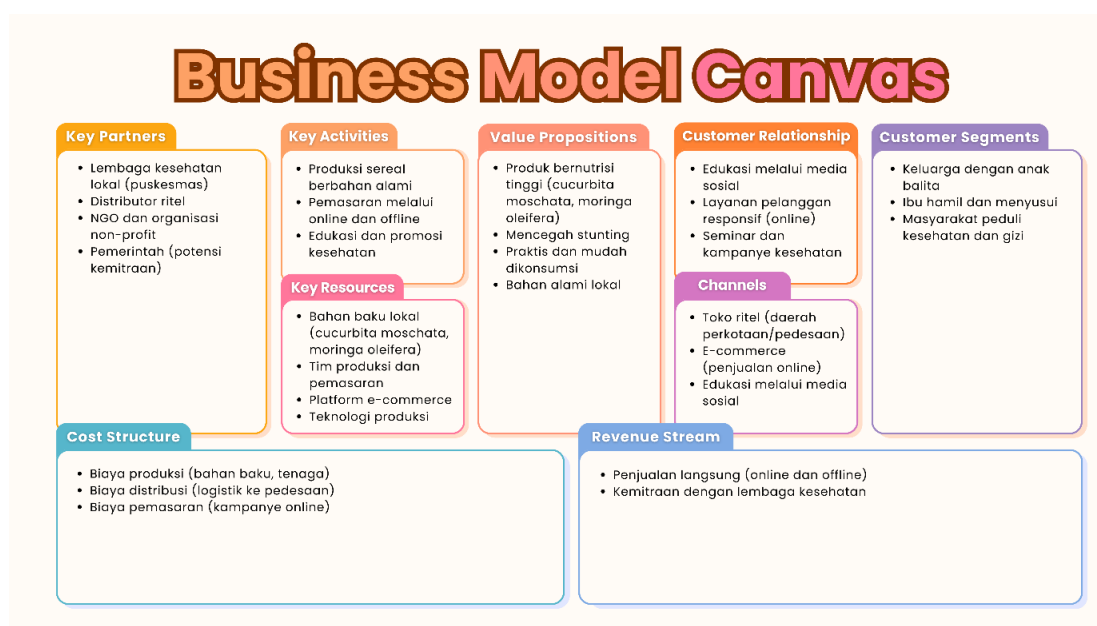


Figure 2. Business model Canvas

Based on the research results above, it can be concluded that the Business Model Canvas provides a comprehensive guide in designing the right marketing strategy for Curmora Flakes. This product has great potential in supporting stunting prevention through proper market segmentation, clear value propositions, and wider distribution. However, challenges related to market education, distribution to rural areas, and reducing logistics costs are still the main focus that needs to be improved. Collaboration with the government and NGOs on a larger scale also has the potential to increase the impact of this product in national efforts to prevent stunting.

**Conclusion**

This study concludes that Curmora Flakes has a great opportunity to become a leading product in stunting prevention through proper marketing using the Business Model Canvas approach. This product has succeeded in reaching relevant market segments, such as families with toddlers and pregnant women, and offers added value in the form of high nutritional content derived from natural ingredients. However, product distribution in rural areas still needs to be improved through collaboration with local cooperatives or health institutions. Consumer education regarding product benefits also needs to be expanded, especially in areas with high stunting prevalence. The potential for developing partnerships with the government and NGOs to

expand the scope of stunting prevention programs can be a strategic step in increasing social impact and product reach.

## Acknowledgment

## References

Badan Pusat Statistik Kabupaten Bone. (2023). *Kecamatan Kahu dalam angka 2023*. BPS Kabupaten Bone. Bone.

Food Agriculture Organization of the United Nations. (2023). URL: http://www.fao.org/faostat/data/QC. Diakses pada tanggal 12 Juni 2024.

Global Nutrion Report. 2020. *Action on equity to and malnutrition*. Development Initiatives. Bristol.

Kemenkes RI dan Studi Kasus Gizi Indonesia (SSGI). (2022). *Buku saku: Hasil studi status gizi Indonesia tingkat nasional, provinsi dan kabupaten/kota tahun 2022*. Kementerian Kesehatan RI. Jakarta.

Li, F., Wei, Y., Zhao, J., Zhang, L., & Li, Q. (2022). In vivo pharmacokinetic study of a cucurbita moschata polysaccharide after oral administration. *International Journal of Biological Macromolecules*, *203*, 19-28.

Mashamaite, C.V., Ngcob, B.L., Manyevere, A., Bertling, I., & Fawole, O.A. (2022). Assessing the usefulness of moringa oleifera leaf extract as a biostimulant to supplement synthetic fertilizer: A review. *Plants*, *11*(17), 2214.

Panjaitan, T.W.S., & Rosida, D.A. (2021). Tekstur, kadar β-Karoten dan kalsium flakes dengan formulasi tepung labu kuning dan daun kelor. *STIGMA: Jurnal Matematika dan Ilmu Pengetahuan Alam UNIPA*, *14*(01), 28-33.

WHO. (2023). *Levels and trends in child malnutrition: UNICEF/WHO/World Bank Group joint child malnutrition estimates: key findings of the 2023 edition*. World Health Organization. Geneva.