

# Accelerating the Competitiveness of Banjarsari Village Tape Industry Products Through Training and Diversification of Tape Smoothies Products with Potential for Income Generating

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## ABSTRACT

The acceleration of the competitive edge of the tape industry in Banjarsari Village through training and product diversification of income-generating Tape Smoothies aims to enhance local producers' skills and knowledge in creating innovative products. This program involves technical training in the production of Tape Smoothies, combining tape with smoothie ingredients to create a healthy and delicious beverage. Methods include workshops, live demonstrations, and production outcome evaluations. Results show a significant improvement in production skills and innovation capabilities of local producers. The implementation of this program is expected to support product diversification, increase competitiveness, and expand the market for tape products in Banjarsari Village.

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## 1. INTRODUCTION

Banjarsari Village, located in Malang Regency, East Java, is one of the largest tape production centers in Indonesia. Tape, a fermented product from cassava or sticky rice, has a significant role in the local economy and is a food product that is rich in nutritional value (Susanto, Izza, Aruna, Roziqin, et al., 2023). Apart from being a traditional food that is popular with Indonesian people, tape is also known for its health benefits, such as helping the digestive process and improving the immune system. However, even though it has many benefits, the tape industry in Banjarsari Village faces several challenges in maintaining its competitiveness in an increasingly competitive market. One of the main challenges faced by tape producers in Banjarsari Village is the limited product variety. Traditional tape products, although popular, are often not attractive enough for modern consumers who seek innovation and variety in food products. Product diversification is an important strategy to increase the appeal and added value of tape

(Natalisa & Rahmadani, 2023; Purnamasari et al., 2023). Through diversification, manufacturers can introduce new product variants that are not only attractive but also meet the diverse needs and preferences of consumers.

In this context, training and diversification of the Tape Smoothies product has the potential to generate income as a strategic step to accelerate the competitiveness of tape industry products in Banjarsari Village. Tape Smoothies is an innovation that combines tape with smoothie ingredients, creating healthy and delicious drinks (Ratnawati et al., 2023). This combination not only offers a unique taste but also enhances the nutritional value of the tape, making it an attractive choice for health-conscious consumers. Technical training in making Tape Smoothies is an important first step in this diversification effort. This training aims to improve the skills and knowledge of local producers in creating innovative products. Through training, producers are taught basic techniques in making smoothies, including how to choose quality raw materials, proper mixing techniques, and attractive presentation (Lestari & Hadi, 2022; Prasetyo et al., 2023). In addition, this training also covers managerial aspects such as production planning, quality control, and marketing strategies, all of which are important for successful product diversification.

The methods used in this training include workshops, direct demonstrations, and evaluation of production results. The workshop provides an opportunity for producers to learn the basic theory and concepts about Tape Smoothies (L. P. Sari & Pandiangan, 2022). Hands-on demonstrations allow them to see and practice the techniques taught, while production output evaluations help measure skill improvements and the quality of products produced. This approach ensures that manufacturers not only understand the theory but are also able to apply it in practice. Initial results from the training show significant improvements in the production skills and innovation capabilities of local producers. They are able to create good quality Tape Smoothies, which are not only delicious but also visually attractive. This product received a positive response from consumers, who were attracted by this new innovation. This success shows that product diversification through the development of Tape Smoothies has great potential to increase the competitiveness of the tape industry in Banjarsari Village.

Implementation of this training program also has a positive impact on the local economy. With the existence of new products that have wide market potential, tape producers in Banjarsari Village can increase their income (Anggara et al., 2022; Gurawa et al., 2020). Product diversification helps reduce the risk of dependence on one type of product, thereby increasing economic stability for local communities. Apart from that, increasing the skills and knowledge of producers also opens up opportunities for the development of other innovative products in the future. Support from various parties, including local governments, educational institutions, and the private sector, is critical to the success of this program. Regional governments can provide assistance in the form of training facilities and incentives for producers who participate in diversification programs. Educational institutions, such as universities and vocational schools, can act as partners in providing teaching staff and training curricula. (Fitri et al., 2023) The private sector, especially companies operating in the food and beverage sector, can collaborate with local producers in terms of product marketing and distribution.

Effective collaboration between these various parties is also important to ensure program sustainability. Once training is complete, continued support is needed to help manufacturers overcome challenges they may face in developing and marketing new products (A. Sari et al., 2023; Wulandari et al., 2020). For example, assistance in business management, access to working capital, and development of a wider marketing network. Apart from that, continuous innovation in tape products also requires continuous research and development. Further research into ingredient combinations, production techniques, and consumer preferences can help manufacturers continue to improve and develop their products. In a broader context, diversification of superior products such as Tape Smoothies can contribute to increasing the competitiveness of the Indonesian tape industry in the global market (Widayanti et al., 2022). Innovative products that combine traditional flavors with modern techniques have the potential to attract international consumers. With the right marketing strategy, Tape Smoothies can become a proud export product for Indonesia. The importance of product diversification in the tape industry is also in line

with the government's efforts to support creative and innovative industries. Creative industries play an important role in the national economy, not only because of their contribution to national income but also because of their ability to create jobs and encourage innovation (Silalahi & Asy'ari, 2022; Susanto, Izza, Aruna, & Surya, 2023).

In the midst of increasingly complex global challenges, the ability to adapt and innovate is the key to success for the tape industry in Banjarsari Village. Training on diversification of Tape Smoothies production is a strategic step to increase the competitiveness and sustainability of this industry. Through collaboration and support from various parties, it is hoped that this program can provide long-term benefits for tape producers and the local community in Banjarsari Village. Overall, accelerating the competitiveness of Banjarsari Village's tape industry products through training and diversification of Tape Smoothies products with income generating potential is an innovative step that has great potential to increase the appeal and added value of tape. With the right support and collaboration, this program can provide long-term benefits for tape manufacturers and local communities, as well as contribute to sustainable economic development in Indonesia.

## 2. METHODS

Developing tape industry products in Banjarsari Village through training and product diversification is a strategic step in increasing competitiveness and community income potential. The Logical Framework Approach (LFA) method is the right approach to design, implement and evaluate this program in a systematic and structured manner. LFA helps formulate effective development strategies by ensuring that each stage of activity supports the optimal achievement of final goals.

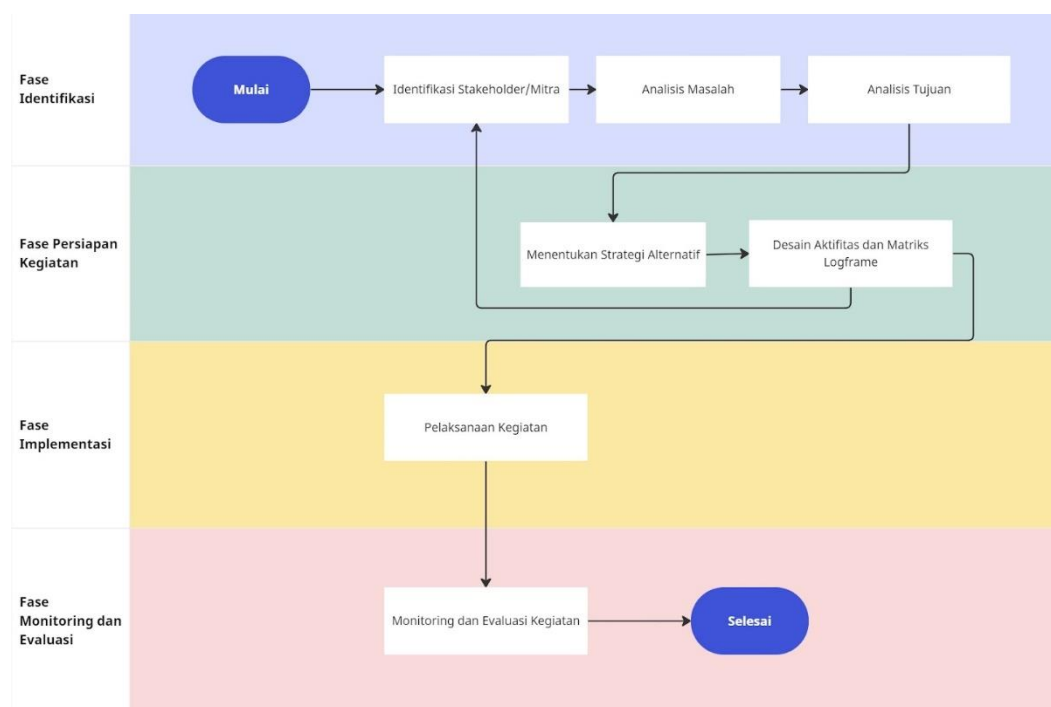


Figure 1. Logical Framework Approach (LFA) Method

The first stage in the LFA method is the Identification Phase. At this stage, the process begins with identifying relevant stakeholders and partners, such as tape craftsmen, culinary business actors, village governments, academics and consumers. Stakeholder identification aims to understand the role and contribution of each party in developing tape smoothies products. After that, a problem analysis was carried out to identify the obstacles and challenges faced in the production and marketing of tape in Banjarsari Village. Problems that often arise include limited access to markets, lack of product variety, and low knowledge and skills in product diversification (Arieli et al., 2021). Problem analysis is

followed by goal analysis which aims to determine the specific objectives of this program. The main objective is to increase the competitiveness of tape products through diversification into tape smoothies that are attractive and have high selling value. Goal analysis helps formulate measurable and realistic indicators of success, such as increasing production volumes, increasing sales, and increasing consumer satisfaction with new products. The second stage is the Activity Preparation Phase. At this stage, alternative strategies are determined that can be used to achieve program objectives. Various approaches and technologies are considered, including the use of quality raw materials, the application of modern processing techniques, and innovative marketing strategies. Once the alternative strategy is selected, the next step is the design of the activity and logframe matrix. Activity design includes detailed planning of each activity to be carried out, such as training on processing tape smoothies, recipe development, and marketing strategies (Tagliaferri & Aldini, 2018). The logframe matrix is an important tool in LFA that helps formulate goals, outputs, activities and success indicators in a structured manner. This matrix provides a comprehensive picture of the relationship between program objectives, required resources, and expected results. The use of the logframe matrix ensures that each step in the program is designed to support the achievement of goals efficiently and effectively.

The third stage is the Implementation Phase. At this stage, activities are carried out in accordance with the activity design that has been prepared. Implementation of activities includes training on processing tape smoothies, application of modern processing technology, as well as effective marketing strategies. Training was given to tape craftsmen and culinary entrepreneurs on how to produce hygienic and high quality tape smoothies (Xu et al., 2020). Modern processing technology is applied to ensure that the products produced have high quality standards and are safe for consumption. Innovative marketing strategies are used to increase market reach and attract consumer interest. Social media and e-commerce platforms are used to promote tape smoothies products, with interesting and informative content regarding the nutritional benefits and deliciousness of the product. Collaboration with culinary influencers and nutritionists is also carried out to strengthen product branding and credibility. The fourth stage is the Monitoring and Evaluation Phase. Monitoring and evaluation of activities is carried out periodically to assess program progress and effectiveness. Monitoring is carried out by collecting data regarding the implementation of activities, results achieved, and feedback from stakeholders. The evaluation was carried out to assess the impact of the program on increasing production and sales of tape smoothies, as well as consumer satisfaction (White & Frederiksen, 2018). Impact evaluation aims to measure the extent to which this program has succeeded in achieving its stated objectives. Measurement of objectives is carried out using success indicators that have been formulated in a logframe matrix. Reflections and learning from monitoring and evaluation results are used to identify areas that need improvement and formulate recommendations for future program improvements.

By using the LFA method, tape smoothies product development in Banjarsari Village can be carried out systematically and structured, ensuring that each step supports each other in achieving the final goal. This approach not only improves the quality and competitiveness of tape products, but also creates culinary innovations that have high sales value and have strong market potential. Through close collaboration between various stakeholders (Niu et al., 2022), this program is expected to make a significant contribution to economic and social development in Banjarsari Village. The implementation of the LFA method in the production and diversification of tape smoothies in Banjarsari Village is a clear example of how a structured approach can produce positive change. Through effective outreach, comprehensive training, ongoing assistance, and strict monitoring and evaluation, this program has succeeded in increasing the community's capacity to produce high-quality tape smoothies. Apart from that, this program also succeeded in increasing the attractiveness of tape products as a commodity with high selling value, which in turn contributed to increasing the income of the people of Banjarsari Village. Overall, the application of LFA in the production of tape smoothies in Banjarsari Village shows that with the right approach, community development programs can produce significant and sustainable impacts. By continuing to adapt and improve strategies based on feedback and evaluation,

it is hoped that this program can continue to develop and provide greater benefits for the people of Banjarsari Village and its surroundings.

### 3. FINDINGS AND DISCUSSION

#### 3.1. Analysis of Industry and Local Community Needs

In order to increase the competitiveness of tape industry products in Banjarsari Village, an analysis of the needs of the industry and local community was carried out using a comprehensive method. This method involves discussions with local tape industry players, consumer needs surveys, and interviews with agribusiness experts. The results of this analysis provide in-depth insight into market demand, challenges facing tape manufacturers, and product diversification opportunities that can increase revenue. Discussions with local tape industry players revealed a number of challenges they faced in the production and marketing processes. Most of the tape producers in Banjarsari Village still use traditional methods in tape production, which maintain the authenticity of the taste but are less efficient and have varying quality standards. Producers also experience difficulties in marketing their products to a wider market due to limited knowledge of modern marketing strategies and access to more advanced processing technology.

Manufacturers realize the importance of innovation to increase the competitiveness of their products. They are interested in developing tape products that are more diverse and health-oriented, in line with consumer trends who are increasingly concerned about a healthy lifestyle. However, they feel the need to receive training and technical support to improve quality and production efficiency and develop new products that meet market demand. Consumer needs surveys provide additional insight into consumer preferences and expectations for tape products. The survey results show that consumers have high interest in innovative tape products, especially those that have added value in terms of health and ease of consumption. Products such as tape smoothies, which combine the health benefits of tape with the ease of consuming smoothies, received positive responses from survey respondents. Consumers also want products that have high quality standards, consistent taste, and attractive and practical packaging.

Interviews with agribusiness experts provide a broader perspective on how to increase the competitiveness of tape products through diversification and training. Agribusiness experts emphasize the importance of improving quality standards and production efficiency as a basis for product diversification. They recommend technical training for tape manufacturers that includes more efficient production techniques, use of modern processing technology, and best practices in maintaining product consistency and quality. Experts also see great opportunities in diversifying tape products into more innovative forms such as tape smoothies. Tape smoothies not only take advantage of tape's unique taste but can also be enriched with various other healthy ingredients such as fresh fruit, yogurt, and plant-based milk, which can attract health-conscious consumers. This product diversification not only increases the added value of the product but also expands the potential market for tape manufacturers.

Based on the results of this analysis, several strategic steps are recommended to accelerate the competitiveness of Banjarsari Village tape products, namely first, holding regular training for tape producers on more efficient production techniques and quality standards. This training may include the use of modern processing technologies, optimal fermentation techniques, and better packaging methods to maintain product freshness and quality. Second, developing innovative tape products such as tape smoothies. This product can be designed to meet the trend of consumers looking for healthy foods and drinks that are easy to consume. This product diversification also requires the development of attractive recipes and market trials to ensure consumer acceptance. Third, provide training on modern marketing strategies to tape manufacturers. This includes the use of social media and e-commerce platforms to reach a wider market, as well as branding and packaging techniques that attract consumer attention. Building a strong and easily recognized brand will help increase the attractiveness

of tape products from Banjarsari Village. Fourth, build partnerships with agribusiness and food technology experts to get advice and ongoing support. This collaboration may include joint research for new product development, consultation on better production techniques, and access to the latest technology in food processing. Fifth, improve local infrastructure to support more efficient and high quality tape production. This includes investment in modern processing equipment and adequate storage facilities. Additionally, facilitate producers' access to new technologies through government programs or partnerships with food technology companies.

Through these strategic steps, it is hoped that tape producers in Banjarsari Village can improve the quality and efficiency of their production, as well as develop innovative products that can compete in the wider market. Diversifying products into tape smoothies which have income generating potential will help increase producer income and strengthen the local economy. This needs analysis shows that with the right support, the tape industry in Banjarsari Village has great potential to develop and become a key player in the innovative and health-oriented tape industry.

### **3.2. Tape Product Competitiveness Acceleration Program**

This program is designed to improve the quality and competitiveness of tape products from Banjarsari Village through the integration of intensive training and product diversification. The main focus is on developing high quality tape production skills and innovating new products such as Tape Smoothies, which have the potential to be a new source of income. Program implementation involves practical training sessions, use of the latest food processing technology, and effective marketing strategies.

### **3.3. Evaluation of Training Impact and Market Response**

A thorough evaluation of the training impact and market response was conducted to assess the effectiveness of this program. This evaluation includes measuring the increase in production and marketing skills among training participants, as well as analyzing the impact on the market through increased sales and consumer feedback on new products. The training provided to local tape producers in Banjarsari Village focuses on two main aspects: improving production skills and marketing strategies. Trainees are taught more efficient production techniques and the use of modern processing technology to improve the quality and consistency of their tape products. Apart from that, the training also covers modern marketing strategies, such as the use of social media, e-commerce, and effective branding techniques.

Evaluation results show significant improvements in production skills among training participants. Tape manufacturers who previously used traditional methods are now able to adopt more efficient production techniques, which not only reduce production time but also improve the quality of the final product. The use of modern processing technology helps them produce tape with better taste and texture consistency. In addition, producers have also become more aware of the importance of hygiene and food safety standards, which are important factors in maintaining product quality and increasing competitiveness in the market. In marketing, training has an equally positive impact. The training participants learn how to utilize digital platforms to promote their products. The use of social media and e-commerce has opened up new market opportunities that were previously unattainable. The branding techniques taught also help tape manufacturers create strong and attractive brand identities that differentiate their products from competitors. Through better marketing strategies, tape producers in Banjarsari Village are able to reach a wider range of consumers and increase their sales.

The impact on the market is measured through increased sales and consumer feedback on new products, such as Tape Smoothies. Tape Smoothies, which is an innovation of traditional tape products with a modern and health-oriented touch, received a very positive response from the market. Initial reports indicate a significant increase in demand for this product. Consumers appreciate this innovation because Tape Smoothies offer a new way to enjoy tape in a more practical and healthy way. Consumer feedback shows that they love the unique taste and health benefits of Tape Smoothies, as

well as the attractive and practical packaging. The increase in sales of Tape Smoothies also reflects the success of this training program. The tape manufacturers involved in the training managed to increase their production volumes to meet the increasing demand. This increase in sales not only increases the income of producers but also provides a significant economic boost for Banjarsari Village. With more diverse and high quality products, the village was able to attract more customers and increase its visibility as an innovative tape production center.

In addition to increasing sales, this program also succeeded in creating greater awareness about the importance of innovation and quality in tape production. Tape manufacturers are becoming more motivated to continue learning and innovating, which is critical to maintaining competitiveness in an increasingly competitive marketplace. The success of Tape Smoothies as an innovative product encourages them to continue looking for new ways to develop tape products that are more attractive and useful for consumers. Overall, the evaluation of the training impact and market response shows that this community service program has succeeded in achieving its objectives. Improved production and marketing skills among tape manufacturers, as well as a very positive market response to new products such as Tape Smoothies, prove the effectiveness of this program. This program not only helps improve the quality and competitiveness of tape products from Banjarsari Village but also makes a positive contribution to the local economy and community welfare. This success shows that with the right support, training and product innovation, local tape manufacturers can overcome the challenges they face and achieve success in the broader market. Continuous training and innovative product development will continue to be key factors in maintaining and increasing the competitiveness of tape products from Banjarsari Village. Through the right strategy, this village can continue to develop and become a model for other communities in developing innovative and sustainable local industries.

### 3.4. Subsection

#### Implementation Challenges and Solutions

The community service project aims to accelerate the competitiveness of tape industry products in Banjarsari Village through training and diversification of Tape Smoothies products. However, the implementation of this project was not without challenges. The two main challenges faced are limited access to modern processing technology and resistance from some traditional tape manufacturers. To overcome these challenges, various strategic solutions have been implemented, including partnerships with equipment suppliers, government subsidies for technology purchases, and educational campaigns about the benefits of product diversification. Limited access to modern processing technology is a significant challenge faced by tape producers in Banjarsari Village. More advanced processing technology is needed to improve production efficiency and product quality. However, many local tape manufacturers do not have sufficient financial resources to purchase modern equipment. This equipment is often expensive and requires a large initial investment, which is difficult for small and medium manufacturers to afford.

To overcome this problem, one solution implemented is to establish partnerships with equipment suppliers. Through this partnership, equipment suppliers are willing to provide modern processing technology with more flexible payment schemes or through leasing programs. This allows tape manufacturers to use the latest technology without having to incur huge upfront costs. Additionally, equipment suppliers also provide technical training on how to operate and maintain equipment, so manufacturers can maximize the benefits of the technology they use. Another solution implemented is to obtain subsidies from the government for purchasing technology. This subsidy program is designed to help local tape manufacturers access the modern processing technology they need. Through financial support from the government, manufacturers can purchase the necessary equipment without having to worry about excessive costs. This program not only helps increase production efficiency but also encourages innovation and improves the quality of tape products.

Apart from technological limitations, resistance from some traditional tape manufacturers is also a challenge in implementing this project. Many manufacturers are comfortable with the traditional

methods they have used for years and are reluctant to switch to more modern technology or production techniques. They were concerned that this change would alter the taste and quality of the tape that consumers had come to know and love. To overcome this resistance, an educational campaign on the benefits of product diversification and modern processing technology was launched. This campaign aims to increase manufacturers' awareness and understanding of the importance of innovation and adaptation to market changes. Through seminars, workshops and consultation sessions, manufacturers are provided with information on how modern technology can improve the efficiency, consistency and quality of their products. They were also invited to see successful examples from other manufacturers who have succeeded in adopting new technology and diversifying products.

This educational campaign also emphasizes the benefits of product diversification, especially the development of Tape Smoothies. Manufacturers are shown how product diversification can open new markets and increase their revenues. Tape Smoothies, as an innovative product that combines the health benefits of tape with the ease of consuming smoothies, has great potential to attract health-conscious consumers. By introducing this product, manufacturers can meet increasingly diverse market demands and increase their competitiveness. In addition, this project also involves agribusiness and marketing experts to provide technical guidance and marketing strategies. These experts assist manufacturers in developing optimal Tape Smoothies recipes and designing attractive and practical packaging. They also provide advice on how to market these new products through various channels, including social media and e-commerce, to reach a wider range of consumers.

Through this comprehensive approach, the challenges of limited access to technology and resistance to change can be overcome more effectively. Partnerships with equipment suppliers and government subsidies provide the financial solutions necessary to adopt modern technology. Meanwhile, educational campaigns and technical guidance help change the outlook of traditional manufacturers and encourage them to innovate and adapt to market needs. Initial results from implementing this solution have been very positive. Tape manufacturers that have adopted modern processing technologies report significant improvements in production efficiency and product quality. They also saw an increase in demand for Tape Smoothies, indicating that this product diversification was well received by the market. This positive response provides additional motivation for other manufacturers to follow their lead and innovate in tape production. Overall, this community service project shows that with the right support and effective strategies, challenges in implementing innovation can be overcome. Through close collaboration between the government, equipment suppliers and local communities, Banjarsari Village can increase the competitiveness of their tape products and achieve sustainable success in an increasingly competitive market.

### **3.5. Recommendations for Program Development**

It is recommended to continue improving the quality of training by holding regular workshops, updating training materials according to the latest consumer trends, and expanding collaboration with more commercial and academic entities. Further development of other derivative products from tape also needs to be explored to expand market segments and sources of income for Banjarsari Village producers.

## **4. CONCLUSION**

Training and diversification of Tape Smoothies production in Banjarsari Village has succeeded in increasing the skills and innovation of local producers. This program shows that product diversification can expand the market and increase the competitiveness of tape products. Evaluations show significant improvements in production skills and market acceptance of Tape Smoothies. It is hoped that the implementation of this program can continue to support the development of an innovative and sustainable tape industry in Banjarsari Village.



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