

Deveploment of Onion Crackers Business with Product Labeling Strategy to Improve Marketing During Covid-19

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Abstract: *This study aims to identify the strengths, weaknesses, opportunities and treats of the onion shrimp cracker business in Tanjungsari Village, Jenangan District, Ponorogo Regency, then make a marketing strategy for the onion shrimp cracker business in the local village. The strategy that will be carried out is by increasing the product table which was originally only a patch on cracker wrappers, now turned into a color paper label that can attract buyers' interest. Not only that to be able to increase sales of prawn crackers, it can also be done by increasing marketing by selling them through digital marketing facebook. The data obtained are sourced directly from prymary data, namely throught direct interviewsand involving direct conditions directly in the field. Based on the result of research and internal and external factors, it shows that the cracker business in Tanjungsari Village, Jenangan District, Ponorogo Regency hus been running for approximately 25 years, with a fairly affordable price, already has its own label and has been registered with PIRT. Processed products that only produce in raw form, in terms of size of crackers there are only large and medium sizes. For the treath, competitions have the same type of business, namely the onion shrimp crackers business, besides that there are also other things, namely weather and climate, as well as the price of ingredients standard that sometimes goes up high. For the marketing strategy og the onion prawn cracker business in the Tanjungsari Village, Jenangan District, Ponorogo Regency the right one is not only by selling it directly but also online so that its reach can be weader.*

Keywords : *Marketing, Potential, Onion Shrimp Crackers, Product Label.*

INTRODUCTION

Micro, small and medium industries are an integral part of the national business world and have a very important and strategic position, potential, and role in improving the national economy. So far, micro and small businesses play a role in improving the national economy and can also reduce movements. MSMEs also participate in efforts to equalize development, proving that MSMEs have not been affected by the global financial crisis (SME business profile, 2015). However, since the beginning of 2020, MSMEs in Indonesia have presented the corona virus or Covid-19 which has attacked the whole world, including Indonesia. The virus has infected public health, making health conditions even worse. The first outbreak of the

COVID-19 virus in Indonesia occurred in early March. After the positive victims increased, until June 2020 this survey conducted, the number of viruses that infected the Indonesian people reached 55,092 people, and every day it increased significantly (Fatoni, 2020). The Indonesian government urges the public to carry out various activities at home, including studying, working and worshipping at home. This of course has an impact on the economic activities of the community. In conditions like this, entrepreneurs must think critically and creatively by developing creative businesses that can be done from home and are needed by many consumers.

Local MSMEs should indeed receive special attention from various parties, because apart from being able to revive the community's economy, their production uses sources of agricultural materials and other local materials so that the rotation of farmers or producers of raw materials to producers of finished goods that are ready to be marketed in the community. MSME marketing is generally also in a limited domestic scope. The availability of local raw materials for small and medium-sized industries is a distinct advantage that allows them to operate efficiently and can also empower local communities so as to improve the welfare of the wider community (Muanah, 2015). The above phenomenon shows how important the existence of small businesses is to create economic stability through job creation and income distribution, but because of their low productivity, the added value for economic activities is low. The low productivity and added value of small businesses is due to the low competitiveness factor of the UMKM products themselves, the low product quality, the lack of competence of SMEs due to the lack of awareness of professionalism from every business actor who requires guidance and assistance from various parties. The above phenomenon shows how important the existence of MSMEs is in creating economic stability through the absorption of labor and people's income, but due to COVID-19, the level of low productivity of economic activities has become paralyzed. In this case, a strategy is needed to deal with this problem so that MSMEs can still be productive and produce the economy, especially by using marketing strategies that are easily achieved by consumers. Currently in Indonesia there are many business opportunities that have very big prospects.

Agroindustry as a pull factor for development in the agricultural sector plays a role in creating markets for various kinds of agricultural products through various processed products. The development of agro-industry is one of the right strategic choices as a step in the industrialization of agriculture. At present the industrial sector that is most in demand or often carried out is the food processing industry, because of the large market demand, producers must be more creative in improving marketing strategies, processing and flavor variants that can make consumers more interested in these goods. One of the food processing industries in Tanjungsari Village, Jenangan District, Ponorogo Regency, namely the onion shrimp cracker processing industry. Onion prawn crackers are snacks made from wheat flour, tapioca flour, garlic, ebi, salt, and shrimp paste. Crackers are a typical food from Indonesia and are widely known by the wider community, usually someone consumes crackers not as a main meal but as a snack or can also be used as a side dish. Various types of crackers in Indonesia are quite diverse ranging from taste, shape, color, and in terms of the size of the crackers.

The aspect of food quality safety is a major problem in a food product. According to Law no. 18 of 2012 concerning food articles 71 and 86, explains that everyone who produces and trades food is obliged to meet food safety and quality standards in order to control the risk of harm to food. Meanwhile, according to PP or Government Regulation no. 28 of 2004 concerning food safety, quality and nutrition of food. Food safety is a condition and effort needed to prevent food from possible contamination, both biological, chemical, and other objects that interfere, harm and endanger human health. Food safety requirements are standards and other provisions that must be met to prevent food from being hazardous to the food. Safe and quality food is a human right, including food produced by the Home Food Industry. Law Number 36 of 2009 concerning Health, article 111 paragraph (1) states that the food and drink used by the community must be based on health standards and requirements. In relation to this, the above Law mandates that food and beverages that do not meet standard requirements, health requirements, or endanger health are prohibited from being circulated, withdrawn from circulation, revoked

distribution permits, and confiscated to be destroyed in accordance with the provisions of laws and regulations. invitation.

Good Food Production Methods (CPPB) is one of the important factors to meet the quality standards or food safety requirements that have been set. CPPB is very useful for the survival of the food industry, both small, medium and large scale. Through this CPPB, the food industry can produce quality food, suitable for consumption, and safe for health. By producing quality and safe food for consumption, public confidence will undoubtedly increase, and the food industry concerned will develop rapidly. With the development of the food industry that produces quality and safe food for consumption, the general public will be protected from deviations in food quality and hazards that threaten health.

RESEARCH METHODS

In this study, researchers used the Asset Based Community Development (ABCD) approach, where this approach was more focused on developing assets or potentials owned by the community. In this study, researchers prioritize the potential strengths or assets that the community has to be developed and managed as much as possible so that it can assist them in maintaining and developing assets owned in Tanjungsari Village, Jenangan District, Ponorogo Regency. Asset Based Community Development or (ABCD) in the opinion of R.M. Brown quoted by Christopher Dureuea in the book *Reformers and Local Forces for Development* is a development effort carried out by the community through exploring the assets they have and the dreams they want to achieve, not just based on the problems that exist in the community.

Utilization of assets in this case is an UMKM in the business of making onion shrimp crackers which has been running for approximately 25 years. This cracker business is a valuable asset for the people of Tanjungsari Village, Jenangan District, Ponorogo Regency, because it is able to create jobs for local residents and the business has begun to develop over time, which used to be when the process of making dough was still manually using hands and has now switched use machine. The equipment used includes a blender, a boiler, a large tub, a dough mixer, scales,

firewood, cracker cutting machine, widek. In a day it is able to produce up to 150 kg of onion prawn cracker dough, first of all, make the dough by mashing the garlic, micin, salt, ebi, which is then placed in a large tub filled with water and then the mixer machine is inserted into the tub and automatically gradually the tapioca flour and wheat flour are mixed little by little. After everything is mixed well, then the dough is put into a medium and large sized plastic, when it is finished, the plastic containing the onion prawn cracker mixture is put in a large pot and boiled for 3 hours. In this boiling process, the traditional method is still using firewood, this is done because it is more efficient and minimizes funds when compared to using an LPG stove. If the boiling process has been completed, the raw crackers are allowed to stand overnight first to harden, then the next morning they can be cut into thin slices using a machine.

In this cutting process there are 2 types of machines, namely a cutting machine for medium-sized and large-sized crackers, so that the medium-sized and large crackers are not mixed together. Then when the cracker cutting process is too small or the cracker is torn, the cracker will be set aside, usually neighbors or local residents come to buy it. So there is no wasted raw cracker processing, when the crackers in the machine can't be cut because they are too hard, the crackers will be put together into the cracker dough which is put in plastic. The used plastic packaging that has been used to wrap the dough is not immediately thrown away, but will be recycled to be used as a rope for the onion shrimp cracker dough. When the drying stage is also the same, the medium and large-sized crackers are also separated and arranged one by one on a widek which can then be dried in the sun. In the drying process, fast or slow crackers depend on the weather, if the weather is hot in 2 days the crackers are dry, but if it rains often within 3-4 days the new crackers can dry. For the packaging process, there are 2 types of crackers, namely small packaging and large packaging weighing 5 kg per package. For the distribution stage, the owner of the business first delivered the crackers to the customers, but now the customers are the ones who take them to the shrimp-onion cracker production

house. In terms of marketing of prawn crackers, the reach is still close, namely the Ponorogo area has not yet reached the outside of Ponorogo City.

Based on the observations that have been made, the researchers finally decided to help in the dough making process, drying process, packaging and improving product labeling strategies, namely by updating product labels to attract buyers and adding marketing strategies through Facebook online media so that the sales of shrimp crackers reach onions could be wider.

Data collection technique

The technique used to collect data and information in this study was carried out as follows.

1. Mapping

In this technique, members of the research group conduct mapping in Tanjungsari village, which is a technique used for the assets and potentials of the community in an area. In addition, also groups or communities that exist in society as a source of strength from the community. After doing this, members of the research group found that in Tanjungsari village there were various organizations including pencak silat, youth organizations, and banser organizations. There are also various educational institutions that should be able to be utilized, but due to the pandemic, not all activities can be held. In addition to the existence of educational organizations and institutions in Tanjungsari village, there are also various vacant lands that can be used as fields to grow vegetables.

2. Focus Group Discussion (FGD)

At this stage, the members of the research group held discussions with members of the youth organization and the owner of the prawn cracker business. Members of the group with the youth organization discussed how to make youth youth organizations in Tanjungsari village more productive, namely by educating local youth to better utilize digital technology. Meanwhile, the owner of the cracker business discussed how his cracker business could do marketing widely, even during a pandemic condition like this. Because the cracker business owner said that the business had not been able to reach wider marketing.

RESULT AND DISCUSSION

Implementation of Community Service

The initial step taken by the research group was gathering with village officials and local religious leaders to gather and explain the purpose and purpose of the research group's arrival in Tanjungsari Village, Jenangan District, Ponorogo Regency, village heads and religious leaders as well as local residents allowed the research group to carry out KPM in the village. provided that each member of the research group must be in good health and maintain health protocols. The village head also advised the research group that if one of the research groups was sick, community service activities should be closed first, this was done in order to prevent the spread of the virus that came from outside. Then proceed with observing and mapping assets in Tanjungsari Village to see what assets are in the village. After doing the observation, it turned out that there were 2 places of prawn cracker business, when the research group tried to ask permission to the first place of business to be allowed to carry out KPM in that place, but it turned out that the research group got a rejection from the business owner because the business was still too small. So the researchers made observations to the other shrimp onion cracker home business and finally the research group was allowed to carry out KPM on the condition that they arrived early, at 07.00 am. In addition to planning KPM activities at the onion prawn cracker business, the members of the research group also plan to plant vegetables in vacant land that is not used by local residents, and also provide shopee digital marketing training so that local residents can make good use of cellphones.

Overview of Community Service Activities

On the first day of implementing KPM in Tanjungsari Village, precisely at the onion prawn cracker business, the business owner advised the research group to

come on time, namely at 07.00 to assist the process of arranging the crackers on the widek, this is required by the business owner because if more than At that time, the setup process has been completed. At the time of arranging the crackers on the widek at around 08.00 the research group was invited to have breakfast by the workers, after breakfast they then continued to arrange the crackers one by one on the widek which was also assisted by 6 workers. After finishing the process of arranging the crackers, the research group came back to see the process of making the dough and helped pour the cracker dough into the plastic. In addition to helping the onion prawn cracker business, the research group also carried out activities, namely planting various seeds of chili, tomatoes and kale assisted by youth and small children in the local environment, the aim of which was to utilize some of the vacant land in the village. The activity starts at 10:00 to 12:00 noon, this is done during the day because it adjusts to an agreement with local youth who usually plant it at that time. Other activities of the research group members are also developing, namely adding variants from processed raw crackers to processed crackers, which are then packaged and traded in stores.

The implementation of community service began after obtaining permission from the village head, religious leaders, and the local community, Tanjungsari Village, Jenangan District, Ponorogo Regency. The results we got from carrying out community service lectures (KPM) were insight or point of view that if you want to be a successful person you are not required to be an employee or official, but having your own business can also be successful as long as you are willing to try and endeavor.

The implementation of community service activities as a whole is evaluated to find out how successful the activities carried out in the village are. Success can be seen from resource persons/business owners, village officials through direct interviews which were conducted before the closing of the KPM in Tanjungsari village, Jenangan sub-district, Ponorogo district. The response from the village head and local residents was very good to the research group from the beginning of the community service until the end of the closing of the community service activity, even though there was a lot of news circulating about the COVID-19 outbreak. Then

for the evaluation of the marketing sales of prawn crackers through online media or marketplaces, it can be seen from online orders which are gradually being watched by consumers whose homes are a bit far away and it is not possible to come to the production house of the prawn cracker business.

Activities Supporting and Inhibiting Factors

Based on the evaluation and results of the implementation of community service activities in the village, it can be identified supporting factors and inhibiting factors in implementing community service programs. The following are the supporting and inhibiting factors when conducting community service activities:

1. Supporting Factors

- a. Availability of various assets such as prawn cracker business, elementary schools, madrasah, posyandu, vacant land that can be used to grow various kinds of vegetables such as chilies, tomatoes and kale which can later be utilized by local residents.
- b. Support from the village head for the research group to help the community who run the onion prawn cracker business, and motivate them to always try to reach their desired dreams.
- c. The distance between the residence and the close proximity of the KPM allows the research group to arrive on time as desired by the business owner.

2. Inhibiting Factor

- a. The obstacle that occurred during community service activities was that several times when the research group wanted to meet the village head to submit the KPM permit, it turned out that he was not in the office but was outside the village.
- b. Madrasas and elementary schools were forced to not carry out any activities due to the widespread Covid-19 outbreak, so the village did not allow any activities in the madrasa or elementary school environment.

- c. Sometimes the research group can't help make the cracker dough because when the manufacturing process is done after dawn, it happens because after drying the crackers the business owner is going to a relative's house where there is a celebration event.
- d. During the seed purchase process, there were also obstacles, namely the absence of an agreed-upon seed selling shop, so the purchase of chili, tomato, kale seeds was ordered online through the application.
- e. During the process of planting chili, tomato, and kale seeds, there were obstacles, namely the hard soil texture and no fertilizer as a mixture which would later be put into polybags to plant the seeds, this made the research group unsure if the seeds could thrive.

CONCLUSION

Based on the description in the discussion, it can be concluded that community service activities can help in efforts to expand the reach of marketing strategy development of onion prawn crackers through the marketplace or other online media and help run the onion prawn cracker business activities in Tanjungsari village, Jenangan district, Ponorogo regency, starting from the process of making dough, cutting crackers into thin circles, drying, packaging and marketing of processed garlic prawn crackers that are ready to be fried.

The weakness in this onion prawn cracker business lies in the absence of financial records between incoming and outgoing money, so the business owner is just shopping to meet production needs and does not know the sales profit every month. For the ingredients needed, the business owner already has a subscription to be used as a supplier of the necessary needs, once shopping for ingredients for making cracker dough such as wheat flour, tapioca flour, salt, micin, ebi, the business owner spends Rp. 15,000,000,000. the material runs out within a few days. The research group is also trying to help the surrounding community to take advantage of the vacant land by planting vegetables or other plants that can benefit the community.

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