

Improving the production quality, promotion and sales of rempeyek ininitomas in Covid-19 era

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ABSTRACT

"Peyek Ininitomas," as a micro, small and medium enterprise (UMKM) in Kluwih Sub-Village, has decreased its income since the spread of the COVID-19 pandemic. In addition, the small business also packs products that are too simple so that they are less attractive to consumers. Furthermore, the small business does not yet have a wide marketing and packaging label. UMY staff have several program activities to handle the difficulties in partnership with Student Real Work Lectures (KKN). First, the team socialized and trained small business owners to use social media for marketing their products. Second, the team assisted the small businessman in creating location points on Google Maps so that buyers, especially those outside the area, could easily find them. Third, the team assists the business owner in creating a "market place," including Instagram, Shopee, and the Balecatour Website to market their various products.



KEYWORDS

Production quality
Initomas rempeyek
Social media
Sales management



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1. Introduction

The economic development and development of developing countries such as Indonesia is very dependent on "micro, small and medium enterprises" (MSMEs) [1], [2]. This is because "micro, small and medium enterprises" absorb a lot of labor so that it impacts reducing the number of unemployed and can increase the per capita income of a country [3], [4]. The micro, small and medium enterprise (MSME) sector also contributes to increasing the amount of gross domestic product [5], [6].

"Micro, Small and Medium Enterprises," or abbreviated as MSMEs, have an important role in economic growth in Indonesia [7]. These roles include absorbing labor, overcoming poverty problems, and helping distribute development results. In Indonesia, business sectors such as fashion, culinary, and handicrafts are the most in-demand [8], [9]. Meanwhile, MSMEs in the service sector are not in great demand due to the challenge of innovating to provide fast and efficient services supported by technology [10]. Its important role as the "backbone of the Indonesian economy is not shown by its significant growth every year. The development of MSMEs in Indonesia continues to decline, especially in the service industry [11].

The failure to develop MSMEs lies in the function of marketing channels that are not optimal [12], [13]. A good marketing channel includes all efforts to fulfill product/service needs from producers, suppliers, distributors to consumers by creating & offering value [14], [15]. Effective distribution channels are built with trust and commitment from upstream to downstream so that the company's targets can be achieved [16]. The COVID-19 pandemic that hit Indonesia greatly affected several sectors, especially the economic sector, which was

MSME entrepreneurs, due to a decline in income turnover [17], [18]. One of the reasons for the decrease in the income turnover of MSME actors is the government's policy to break the chain of the COVID-19 outbreak with PSBB (Large-Scale Social Restrictions) in various regions [19], [20]. The purpose of enacting this policy is to maintain the safety of its citizens during this pandemic so that consumers' purchasing power decreases in the business ventures of the MSMEs.

Kluwih Hamlet, located approximately 10 km away from the center of Yogyakarta city, towards the west towards the road to Kulon Progo Regency. With a fairly beautiful rural environment, the average livelihood of the population is farming and raising livestock. Some of the residents work as laborers; on the other hand, Dusun Kluwih also has several small businesses run by the local community, including peek and rempeyek. This hamlet consists of 4 RT and 2 RW, under the administration of Balecatuur Village, Gamping District, Sleman Regency. Each RT is inhabited by an average of 30 to 40 households, of which 3 to 5 family members are settled in each family. Until now, Kluwih Hamlet has had several problems experienced by one of the small MSMEs, such as the decline in income since the covid-19 pandemic. Besides, there are also some limitations in the sales process; among others, product packaging is still simple with manual methods. The product that will be delivered is very simple, marketed are not durable, do not have packaging labels, and product marketing is still not extensive. In this case, the MSMEs of peanut brittle Initomas have not used social media as a marketing strategy, especially amid the covid-19 pandemic.

2. Method

Therefore, through the PKM program and also assisted by several students who are currently carrying out KKN in Kluwih Hamlet, they can help the service team to provide socialization, training, and assistance to MSMEs Rempeyek Initomas to optimize product marketing so that they can survive and produce during the covid pandemic. -19 by changing its packaging and marketing methods using social media. The method used in community service activities in answering problems that occur in service partners is with ten members of KKN students. This service program is carried out for five months (January-June) 2021. Several strategies / technical successes in carrying out work programs in Kluwih Hamlet, namely: first, socializing introducing social media to both MSMEs regarding the function of social media, especially as a tool used to market products -processed food products to be sold to consumers, while also explaining the meaning and part of the design and food label of a product. Second, in this case, the service team will hold training on how to operate social media for MSMEs by inviting a team of lecturers from the University of Muhammadiyah Yogyakarta as resource persons for the activity. Third, assistance; in this case, the service team was assisted by several KKN students and a group of lecturers providing assistance on product packaging and uploading on social media regarding products that will later be marketed.

Before doing team service with ten members of KKN students who participated in preparing for the implementation of KKN-PPM activities with activities including (1) Preparation of agenda schedules, this preparation was carried out to arrange activity schedules with MSME participants, so that the agenda schedule that had been prepared could be mutually agreed and implemented based on shared responsibility for five months. (2) The training material module, this preparation is carried out by the community service team. Later, according to a predetermined schedule, will invite resource persons related to the program of activities delivered in the form of socialization, training participants from SMEs Rempeyek Initomas. Later the participants will be distributed modules/materials from each exercise followed. (3) Preparation of facilities and infrastructure; this preparation is carried out between the community service team and three KKN members to coordinate with partners regarding the availability of facilities and infrastructure during the activation process. (4) Field coordination, this preparation is carried out by involving the management of MSME Rempeyek Initomas and members of KKN, who will have a role in each activity so that it is hoped that all activity processes run smoothly. Each team member activity has different duties and responsibilities in each activity. which is implemented. (5) Socialization

by gathering stakeholders, the service team prepared by inviting all members of the two MSMEs, the Head of the RW and RT Dusun Kluwih, community leaders, and youth leaders. The purpose and objectives of the notification regarding this service activity and receiving input from various parties regarding the programs to be implemented.

3. Results and Discussion

Balecatuur Village is a village located in Gamping District, Sleman Regency, DIY. The formation of Balecatuur Village was based on a notification from the Yogyakarta special regional government in 1946 regarding the village government. Balecatuur village has eighteen hamlets and is the largest among other towns in Gamping District. Based on the data obtained in Gamping District, there are 30 illegal waste disposal points scattered in various villages. For Balecatuur Village, there are three illicit disposal waste points scattered on vacant land. This shows that waste has become a problem in multiple towns in DIY.

Rempeyek Initomas is a business owned by Mrs. Ningsih Mulya. This business engaged in the food sector produces peanut brittle with several flavors, namely peanut brittle, mung bean cracker, black soybean cracker, and anchovy cracker. The thing that distinguishes it from other peanut breakable products is the processing or frying process. The initomas rempeyek is fried twice. The first frying process is done half-baked and then repeated in the second frying process until cooked. The sale of Initomas Rempeyek was previously carried out by placing it in small stalls and private orders.

After the service team visited to make observations on January 10, 2021, to the Initomas peanut brittle MSME. On February 13 at Pkl. 15.00-18.00 WIB, the service team, carries out socialization activities and training on how to package products and provide packaging labels/logos carried out directly at the Initomas rempeyek production site. Because previously, the packaging used only ordinary plastic, it was easy to crumble. This product did not have a label; with this activity, the team then changed it to plastic that can be opened and closed or plastic clips that can stand up. So, it is hoped that the product re-branding, especially on the packaging, can make consumers more interested in Initomas peanut brittle MSME products. Observations as show in Fig. 1.



Fig. 1. Observations of the Service Team at the *Rempeyek Initomas* production house

After the initial activity, the team carried out a re-branding of the Initomas peanut brittle product on 27 February at Pkl. 08.00-12.00 the team carried out the second activity in the form of a webinar as participants of Initomas rempeyek service partners and members of the youth group "Swayasatwika" Kluwih Hamlet with the first material on the impact of the COVID-19 pandemic on MSMEs in Indonesia, as minister Rudy Suyanto SE, M.Acc. The second material is about using social media for branding and marketing of SMEs as a speaker

by Fajar Junaidi. This webinar aims to motivate the residents of Kluwih Hamlet to continue producing and have innovations to market their business products. Armed with the webinar, the service team will also provide assistance and training to create Google Maps for SMEs and create online marketplaces (Instagram, Shopee, and shopping malls). .id).

Located in Kluwih Hamlet, Balecatur, of course, the location of this MSME will be difficult to find for buyers because of its location, which is far from the city of Yogyakarta. So by the service team and members of the KKN IT 126 group, UMY made location points on Google Maps for MSME Rempeyek Initomas, which will make it easier for buyers, especially buyers from outside the city who want to buy souvenirs from this typical Kluwih hamlet. In addition, the research team also included descriptions, photos of MSME products, and telephone/WA numbers for MSME owners on Google Maps, making it easy for customers to contact. Marketplace and Google Maps as show in Fig. 2.



Fig. 2. Marketplace & Google Maps of *Rempeyek Initomas*

During this pandemic, many entrepreneurs and MSMEs went out of business or went bankrupt. So the service team took the initiative to take advantage of technology by creating marketplaces, including Instagram, Shopee, and registering on the Balecatur website. By creating a marketplace, helping entrepreneurs in marketing their products. Society can reach widely with the existence of technology. People across the island and abroad can also be achieved. The buying process will also be easier; buyers wait for home orders. Then the ordered goods will arrive using the marketplace that we created and can sell their products there.

The service team assisted MSMEs with brittle peanut Initomas to use the marketplace application and taught them how to promote on social media accounts. Until they understand how to apply social media. As for the assistance that we teach, it has yielded results. The results of our service to the two MSMEs were received quickly and well. So that it is easier for them to understand and understand how to use

In today's millennial era, small entrepreneurs and SMEs are already familiar with the technology. Especially among young people, they are more up to date on social media. The service team accompanies Initomas peanut brittle SMEs to develop their business with the marketplace that the service team created. Using the brittle peanut marketplace, Initomas can sell their products there and use the application to promote the products sold on social media accounts. The court team and KKN students accompanied the initomas rempeyek administrators until they understood how to apply social media. So that later, the application can be useful and provide changes to sales revenue and wider marketing.

4. Conclusion

- The residents of Kluwih Hamlet have understood the use of social media which can later be used to promote their business products.
- MSME owners have made location points on Google Maps which will make it easier for buyers to find the location of Kluwih Hamlet, as well as MSME owners have also created market places, including Instagram, Shopee, and registering on the Balecatour website to assist entrepreneurs in marketing their products.

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