



STRENGTHENING THE TECHNOLOGY-BASED HOME INDUSTRY APPROPRIATE FOR EFFORTS TO IMPROVE THE WELFARE OF THE PEOPLE OF KADUKEMPONG VILLAGE

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ABSTRACT

Thematic KKM results and Community Service in 2021 in Kadukempong Village, Padarincang Subdistrict, Serang Regency has significantly moved the community economy. Of the various home industry-based economic activities that have been successfully identified and improved are the activities of the home industry of kagugu chips. From the identification and assistance that has been done, identified the following problems: (1) the low entrepreneurial ability of home industry actors, (2) the production process that has not implemented good manufacturing products (3) packaging is still not attractive and selling, and (4) marketing is still limited to orders. To help overcome these problems, thematic KKM conducts activities in the form of (1) entrepreneurial training for home industry players and the general public, (2) assistance in the production process with the application of good manufacturing products, (3) conducting training and mentoring in the design of home industry product packaging, (4) conducting mentoring and marketing training based on promotion and information technology. In carrying out its activities, this Thematic KKM cooperates with the Kadukempong Village government. The efforts that will be made refer to the basic strategy of village economic development to create an increasingly advanced, strong, and independent economic structure with its flagship sector, namely trade, small industry. Especially for small industries that are the base sector in economic activity in Kadukempong Village. The development of small industries in the broadest sense is directed at advanced economic activity, independent, environmental sustainability, and a driver for the development of other sectors. The expected externality of this Thematic KKM is: (1) the implementation of good manufacturing products in MSME actors ranging from the selection of raw materials, production processes, and post-production (2) the increasing quality of home industry product packaging based on simple technology, (3) the availability of msme product marketing promotion media online. (4) Increasing the welfare of the people of Kadukempong Village, especially the people in the location of this Thematic KKM. This activity was held in Kadu Kempung Village, Padarincang District, Banten Province, starting from July 14, 2021 to August 29, 2021 with 17 students.

Keywords: MSMEs; Product Packaging; Online Stores;

INTRODUCTION

One of the problems that occur in business processes is related to the utilization of resources. The company must be able to use resources efficiently so that the objectives of the business are achieved. Time plays a vital role in determining how much output is produced during the production process.

One business that has problems utilizing resources that have not been efficient is the snack business, namely chips. As we know, chips are a traditional food from tubers such as cassava, yam, taro and others that are much loved by the community and have a high production rate. Problems arise when in the production process, craftsmen can not utilize or even lack resources so that the output of chips produced is not maximal and the impact of profits obtained is also not optimal.

We made a breakthrough by presenting technology that can help streamline the production process, especially in slicing chips to overcome these conditions. Seeing the chips are still wrapped manually, we then make a modern chip slicer where the tool uses an electric motor as an engine drive with the principle of working to convert electric power into motion power. We contribute in terms of technology procurement while keeping a close eye on the surrounding environment.

The economic impact obtained when using the chip slicer includes: Production costs decrease because the cost incurred for human labor can be replaced using the tool. In addition, with attractive packaging and labels, the selling price of chips becomes up and able to penetrate in self-service. Although production costs are added to the cost of labels and electricity, these costs can be covered with the increase in selling price. Increases consumer interest and purchasing power.

The social impact of modern chip slicers: With the socialization and monitoring of the application of this tool, there is an increase in the expertise of chip craftsmen. Knowledge that is initially only obtained from simple tools then turned into knowledge based on the latest technology.

In addition, the packaging is a display that consumers often see. Attractive packaging or "eye catching" will get more attention by consumers and buy it. Packaging also ensures the safety and health of the product. With packaging that convinces consumers that household food industry products are safe and healthy, it will discourage consumers to buy them. Therefore, the packaging should be attractive.

On the other hand, marketing is an essential part of any industry. Without effective and efficient marketing, sound and quality products will cause the industry not to develop and finally die. therefore, marketing should get serious attention. Still traditional marketing needs to be strengthened with a broader marketing network. The expansion of network marketing, can be done directly through exhibitions or information technology.

In addition, there is a strong cooperation between partners and KKM teams. This is due to the high intensity of coordination between the two sides. So that community service can run smoothly.

METHOD

Preparation and Debriefing

Initial preparations were made before thematic KKM students descended on the location, namely the Field Guidance Lecturer (DPL) to conduct an offline meeting with students to equip students related to the program run for

approximately 40 days at the KKM location. The program consists of core courses by DPL and additional programs from students. In addition, attributes and logistics have also been prepared before students descend on the location. DPL has prepared the tools and materials to be used for the core program.

Stage I

Phase I is the socialization of Thematic KKM activities to partner institutions, local governments, village governments, and members of the Kadukempong Village community. The District and Village Government is well acquainted with this Thematic KKM, so the process on this activity is no longer needed.

Stage II

Phase II identifies and clarifies potential and problems faced by the people of Kadukempong Village, especially those related to home industry, using rapid rural appraisal (RRA) methods. The steps in this stage of identification and clarification are as follows.

1. Identification and clarification are carried out in in-depth interviews (indepth interviews) to several sources that include community members, especially MSMEs, local governments, village governments, and related parties.
2. Documenting the data of identification and clarification.
3. Critically analyze identifying and clarifying data used as guidelines for compiling thematic KKM activity program.

Stage III

Phase III is a stage of directed group discussion whose steps are as follows.

1. Discuss solutions that have been established as solving problems faced with local governments, village governments, and partner institutions.
2. Cooperate with partner institutions in implementing established solutions.
3. Preparing work programs and division of tasks with partner institutions in order to implement established solutions.
4. Draw up a follow-up plan with partner agencies after completing the thematic KKM.

Stage IV

Stage IV is the stage of mentoring and coaching MSME actors in applying the results of training obtained. This stage is carried out by thematic KKM participants accompanied by Field Guidance Lecturers (DPL). In its implementation also involves the active role of institutions that are used as partners.

Stage V

Stage V is the monitoring and evaluation stage. Monitoring and evaluation activities are two activities that are closely related. It is carried out to measure the achievement of program targets and activities with each of the relevant parties periodically by the agreement on the initial plan. In addition, it also monitors the obstacles and problems faced in the process of activities. Thus, it is expected that obstacles and problems will be overcome immediately and find the right solution.

MSME Partner Profile

UMKM Chip Kagugu is a trade business engaged in the production of taro tubers located in Kampung Cibunar Desa Kadukempong RT 010 RW 005 Kadukempong Village. UMKM was founded by Ibu Komariah in 2021. The amount of energy torja who are in UMKM Chip Kagugu as many as two women. At the

beginning of production using a stove every day UMKM Chip Kagugu can produce only 2 to 3 kg. But since moving to the furnace UMKM Chip Kagugu able to produce 10 to 12 kilos per day. The place of marketing chips covers the Kadukempong area, Padarincang alone has not reached out of the area.

RESULTS

The activity of recording the right technology tools in the form of a slicer machine begins with the socialization carried out to the chip artisan in Kadukempong Village by going directly to the MSME place. For the implementation, we are the same defenders as Ms. Komariyah's MSME Chip Partners. For the application of tool activities occurred on August 28, 2021. The event was the delivery of appropriate technology tools in the form of chip-slicing machines carried out in Kadukempong Village and followed by village gadgets represented by village secretary Mr. Sukanta and KAUR section Ibu Ika Kartika, as well as KKM students.

But previously it has been tested his chip slicer which when the production process is manually averaged produces 5 kg of chips per day. But after using a modern chip slicer every day it can produce an average of 10 to 15 kg.

Modern chip chips are a tool that was created to carry out the process of sending chips with attention to the filter and quality. With this tool, pengrajin can produce thinner chips to make it crispier. . Specification from modern chip slicer: Made of stainless steel and wood, one tool consists of eight boxes of tempeh printer, unit price Rp 750,000 (stainless steel) and Rp 650,000 (wood). The exterior in this Thematic KKM is as follows:

1. Implications of Good Manufacturing Product

In the manufacture of kaguguchips, the process of slicing taro is still traditional, so the production becomes very limited and cannot be fast. Therefore the KKM Team provides a pengslice chip machine, which can be faster and a lot of taro. With this tool, pas AN MSME can increase the quantity and quality of its production.



Figure 4.1. Chip Slicer Machine



Figure 4.2. Manual slice of chips

So with the right technology tools, it is expected to be

1. Increasing knowledge and skills of home industry players in selecting raw materials, production processes, packaging, marketing, legality, and access to capital.
2. Increasing the quality of home industries that apply Good Manufacturing Product (GMP) to the production process.
3. Increasing number of home industries that apply the use of appropriate technology in the production process.
4. Increasing number of home industries implementing net production.

2. Product Packaging Innovation

To improve the cauldron of MSME product packaging bags, changes are made desain packaging. Packaging that used to use thin plastic and a simple product identity, replaced with plastic size 0.8 and made good packaging design and eye *catching* and also adds flavor variants. The taste made by MSME Chip Kagugu is only original and balado only then by KKM Group 20 added 2 flavor variants namely chocolate flavor and matcha flavor. Here's an example of the packaging:



Figure 4.3 Old Packaging Design from the Manufacturer



Figure 4.4 New Packaging Design / Innovation from KKM Group 20

So with the innovation of packaging and flavor variants, it is expected to:

1. Increasing number of home industries that implement packaging processes by food processing regulations.
2. The more information management of business activities, especially the flavor variants problem, makes it more interesting.
3. **Available Online Promotional Media**

For business people, drafting promotional concepts and practicing online marketing strategies becomes mandatory to compete with competitors. One of them makes an online sales store application that is based on instagram social media. In addition to making it easier to meet new customers, it can also improve its image. Maximize network and extensive relationships in order to market existing products within a wide range. As well as providing exciting content marketing. Here are the online stores that have been created by KKM Group 20:

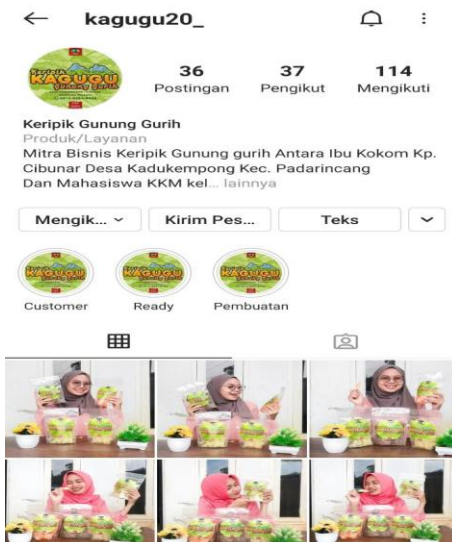


Figure 4.5 Instagram Chips Kagugu

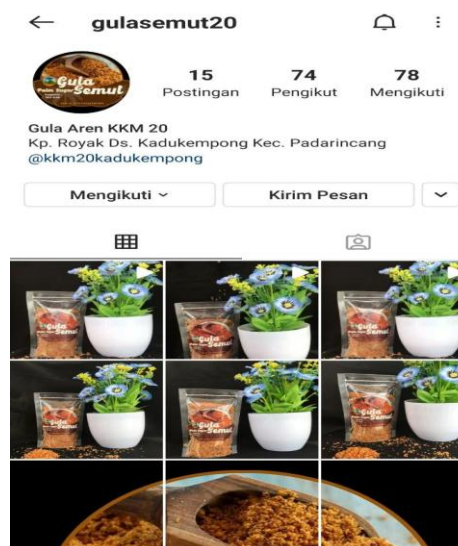


Figure 4.6 Instagram

So with the existence of such an online store is expected to expand the marketing network of homeindustry products, especially ata regional and national level, especially in Kadukempong Village.

CONCLUSION

Based on the description that has been submitted above, further conclusions can be given as follows.

1.The problem of the production process that has not been optimal, can be found solutions such asi, increasing the quantity of taro products with chips.

2.The creation of ingredients and packaging forms of food products and flavor variants is moreattractive and eye-catching.

3.The availability of android-based promotional media by creating an online store with instagram social media namely: instagram for Kagugu chips and instagram sugar ants.

4.Increasing the welfare of Kadukempong Village, especially the people in the KKM location.

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