

Conference Paper

Development of Local Food-Based Food Products to Expand Marketing Network in Kenjeran Bulak Sub District Surabaya

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ABSTRACT

Local Food according to most people, mentioning that various local foods are considered to contain a fairly low nutritional value and not modern or not modern, that in fact, local food has many advantages compared to imported foods. Because this local resource is included in it local food that has a closeness that is related to food security. development of the product covers aspects of the processing process, distribution to consumption at the household level. The area of Kenjeran Bulak sub-district is a Group of Housewives named SAKKE Group, whose business is to make food and drink or commonly known as food. SAKKE group every day make processed products and fruit juice drink SAKKE Group in Kenjeran area is still less developed, among others: 1) Less Varied for food and beverage types so it is necessary to the diversification of products, 2) For packaging/presentation relatively still simple using plastic place less hygienic, 3) Marketing done by SAKKE group has not been so wide. In implementing the Program utilization of science and technology in our community using the method of mentoring and training on mothers of SAKKE Group. By mentoring and training Product Diversification, Good and Attractive Packaging, and Online Marketing. With training and mentoring in SAKKE group mothers, The quality and quantity of locally produced food-based food products have increased, Diversification of new products, namely Black Dawet based on Mujaer fish, Increased marketing activity and increased sales turnover, Questionable business management with orderly business bookkeeping and increased knowledge and entrepreneurial motivation, so that they can make changes (innovations) in carrying out their business to expand the market and increase revenue.

Keywords: SAKKE Group, Local Food, Marketing

Introduction

Local Food according to most people, mentioning that various local foods are considered to contain a fairly low nutritional value and not modern or not modern, that in fact, local food has many advantages compared to imported foods. Because this local resource is included in it local food that has a closeness which is related to food security (Zakir, 2011). Local resources are included in it local food that has closeness which is related to food security. Therefore, food security that is biased to be developed must have the power of local resources will create food independence, which will create and give birth to an individual who is intelligent, healthy, active, and has competitiveness as an indicator of food security. One of the efforts to improve food security by using food diversity, the development of food products is a process that depends not on the ingredients of one type but a wide variety of foodstuffs.

The development of the product covers aspects of the processing process, distribution to consumption at the household level. Currently, local food-based food is a business activity carried out

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by the group of Mothers - Housewives to increase income in kenjeran District Bulak District Household Group named SAKKE Group which is the business is to make food and drink or commonly known as snacks. SAKKE group has been established one year ago precisely in July 2019 and developed until now. The SAKKE group is a local food-based food producer and is chaired by miss Inul, which consists of 5 people. SAKKE group daily makes processed products and fruit juice beverages.

While for the marketing activities of processed products in the form of empek-empek and nuggets made from fish tongue and fruit juice drinks (Sirsat, Guava, and avocado) for sales only aware of orders and serving sales to the surrounding community. For the capital used so far the personal capital of each member is not very large.

Local food-based products that have been widely made/produced by SAKKE group are processed types of Empek-empek and nuggets whose basic ingredients of the fish tongue are found in kenjeran area. Therefore, there needs to be the development of this product will be done with processed local food types, thus adding to the variety of products that already exist and certainly in the future ability to meet the demand according to the needs and desires of consumers.



Figure 1. Fish tongue basic ingredients of making empek-empek and Nugget



Figure 2. Processed products produced

Problems

By looking at the analysis of the situation above, some problems are being faced by the group of name SAKKE group.

1. First Problem

The problem of production includes the Lack of Varied types of products.

2. Second Problem

For packaging problems as well as the quality of products produced by SAKKE Group still needs to be improved so that the product will have selling power and the ability to compete.

3. Third Problem

Marketing issues need to be structuring and improved so that the marketing network becomes more widespread.

4. Fourth Problem

Management capital business used is private capital and not very large, so to develop the business needs capital assistance for business management still using a simple system, have not done regular and neat bookkeeping and *cash flow recording has not* been owned so that the profit loss report becomes unclear. For that, it is necessary to revamp the management system.

Literature

Products

The production process implemented by the company is expected to achieve an optimal goal by using sources efficiently and effectively. To achieve this, there is a supply of raw materials. The purpose of the supply of raw materials is to ensure the availability of raw materials at the optimal level so that the production process can run according to the plan at a minimum cost level. The presence of raw materials is very important in the smooth production process. The absolute raw material exists if the company is going to do the production (Herawati & Mulyani, 2010).

. (Herlin Herawati dan Dewi Mulyani, n.d.)

The definition of production is the activity of transporting *inputs* (inputs) into *outputs* (outputs), covered all activities or activities producing goods and services, as well as other activities that support or attempt to produce such production (Dainur, 2017).

Packaging

Packaging comes from the word pack which means regular (wrapped) neat and clean. The understanding of other packaging is the result of packing or wrapping trade protectors (commerce). The packaging is a container or wrapper, for food products, packaging has an important role in efforts to maintain food quality and safety and increase the attractiveness of products. For the foodstuff to be consumed to get to those who need it properly and attractively, it is necessary to proper packaging. Packaging in this case is shown to protect fresh and processed foodstuffs from the cause of damage, both physical, chemical, and mechanical (Noviadji, 2015).

Marketing

Marketing is an overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services to satisfy the needs of existing buyers as well as potential buyers. That sense can give you an idea that marketing is a process of meeting between individuals and groups where each party wants to get what they need or want through the process of creating, offering, and exchanging (Kotler & Keller, 2013).

Online Marketing (*Online Marketing*) is a marketing communication activity using Internet media. It initially uses static HTML(*HyperText Markup Language*) pages that be accessed by Internet users. That was the *beginning of a website* that later became a kind of 'online brochure' and even a 'second office' for companies to showcase themselves to the rest of the world. Online *marketing* is done through an interactive *online* computer system, which connects buyers and sellers electronically (Setiawati, 2017).

Financial

Financial Statements are essentially the result of an accounting process that can be used as a tool to communicate between a company's financial data or activities with interested parties with the company's data or activities. Financial Statements under SAK (2000, p4) are "Part of the financial reporting process, usually including balance sheets, profit and loss statements, financial position statements (maybe cash flow statements or fund statements), notes and other statements and explanatory materials that are an integral part of financial statements".

According to Harahap (2014) Performance is a work that a person or organization accomplishes in carrying out tasks imposed on it based on proficiency, experience and sincerity and time".

Material and Methods

The demands that must be carried out by teachers and schools of SMP Muhammadiyah XIV Pondok Pesantren Karangasem Lamongan in implementing the learning process that utilizes information and communication technology face various obstacles, including limited physical resources, human resources, and learning resources based on computer and telecommunications technology. Therefore, during the Covid-19 pandemic, the PIHAT team from UPN Veteran East Java is trying to conduct E-Learning-based Blended Learning Assistance and Training to help solve learning problems faced in this school so that learning continues to run effectively.

In connection with the implementation of information and communication technology-based learning, especially the use of e-learning as an alternative media for learning, schools need to carry out needs analysis, prepare the necessary needs, design learning models and develop them (Saba, 2011). The successful application of the E-learning education system as one of the main approaches in managing knowledge and educational needs will not be achieved without identifying different skill, technical and cultural challenges. Blended learning needs habituation so that students and teachers are accustomed to using and developing learning materials through e-learning.

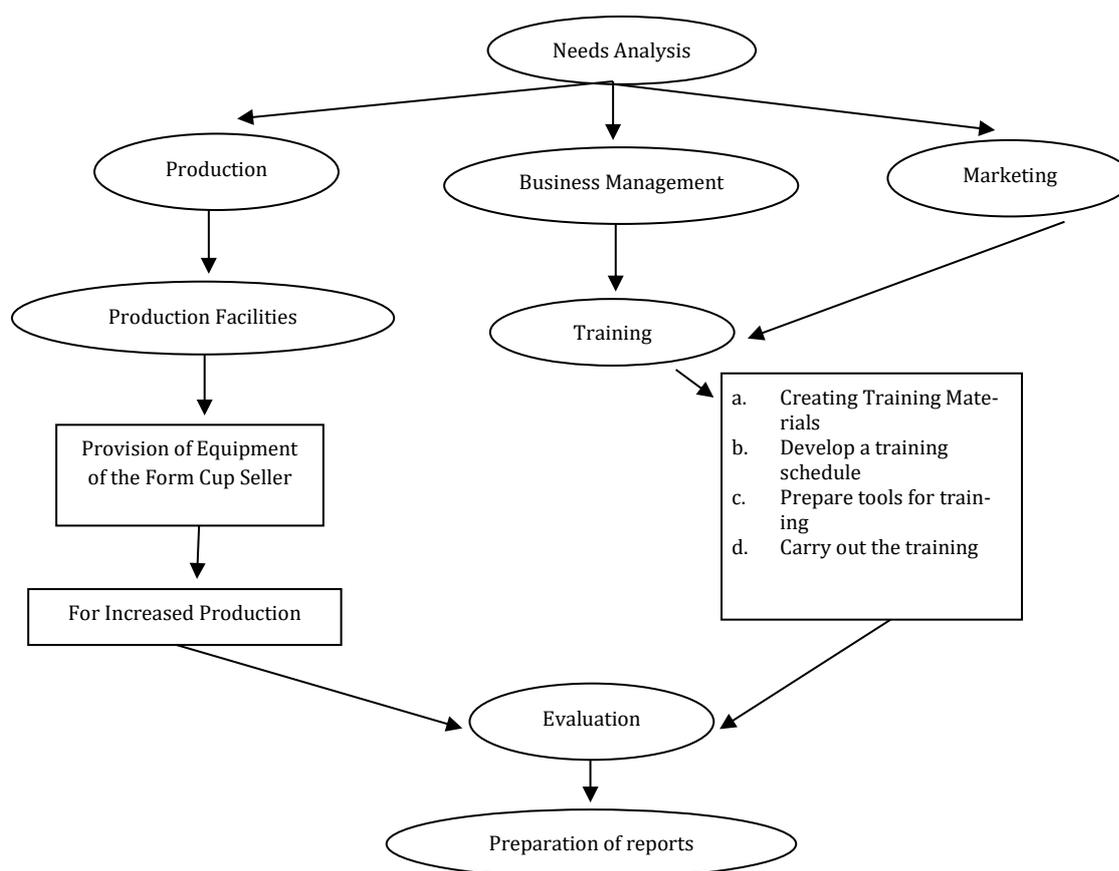


Figure 3. Activity flow

Result and Discussion

To improve the ability in terms of material selection, packaging, and safety of food made and the resulting food is more standardized both in terms of taste, shape, texture, portions, appearance

and hygiene, then done with mentoring and training that begins by socializing to SAKKE group about hygienic food processing, packaging, and selection of good local products to be used as processed raw materials. In the next stage, efforts to improve skills in making diversification of processed food based on local food are carried out by the practice of directly making processed local food among others: Mujair Fish, Rice Flour, Coconut Milk, Brown Sugar and Pandan Leaves.



Figure 4. Diversification of black dawet products

In addition to improving knowledge and skills in making diversification of processed food based on local food in this activity also improve the quality and quantity of local food-based food products produced that is, by providing the help of *new equipment Seller Cup Tools (Press Cup Tools)*. To realize this target, the service team surveyed to get the equipment in question based on the specifications that have been agreed with SAKKE group This activity begins a discussion with SAKKE group to determine the characteristics of the tool to be introverted so that it is following the needs of SAKKE group.

The provision of business management and marketing materials. participants increase their knowledge and entrepreneurial spirit so that they are expected to be able to make changes (innovations) in carrying out their business to expand the market and increase the advertising.



Figure 5. Dawet Hitam products

Conclusion

1. The quality and quantity of processed local food produced increases with the help of equipment given in the form of Seller Cup Machine
2. Increasing the type or variety of local food-based foods produced, so that the market opportunities and market share become greater.

3. Have a wider marketing network by implementing various marketing strategies, resulting in increased sales turnover.
4. Increasing knowledge and competence in carrying out its business management, so that partners are better at running their businesses.

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