

Marketing Strategy for Cassava Leaf Jerky Business Development in Efforts to Improve the Economy on a Home Industry Scale

Verto Septiandika¹, Riska Nur Istiqomah², Diska Cintya Veredila³

Universitas Panca Marga Probolinggo

Email: vertoseptiandika@gmail.com

Abstract

Micro, Small and Medium Enterprises (MSMEs) are business activities carried out by the community. When running a small or medium business, business development is necessary. Business development is carried out for the reason of obtaining maximum profits as long as the planned sales targets are exceeded. The maximum profits obtained will have a big influence on business actors so they can expand and develop their business and also help improve the economy of an entrepreneur. An entrepreneur must also have a sales strategy in developing his business, such as a marketing strategy, updating labels and packaging, to improve any marketing that can help improve the community's economy. This activity is a collaboration between students who are guided by lecturers and Micro, Small and Medium Enterprises (MSME) partners, Cassava Leaf Jerky. The implementation of this service is carried out by producing efficient and more effective marketing so that it can easily increase the amount of cassava leaf jerky production.

Keywords: Marketing, Strategy, MSMEs

Abstrak

Usaha Mikro, Kecil dan Menengah (UMKM) merupakan kegiatan usaha yang dijalankan oleh masyarakat. Dalam menjalankan usaha kecil atau menengah perlu dilakukan pengembangan usaha. Pengembangan usaha dilakukan dengan alasan memperoleh keuntungan yang sebesar-besarnya sepanjang pencapaian target penjualan yang direncanakan *terlampaui*. Keuntungan yang diperoleh secara maksimal akan berpengaruh besar terhadap pelaku usaha agar dapat memperluas dan mengembangkan usahanya dan juga membantu meningkatkan perekonomian seorang pengusaha. Seorang pengusaha juga harus memiliki strategi penjualan dalam mengembangkan usahanya, seperti strategi pemasaran, pemutakhiran label dan juga kemasan, untuk meningkatkan setiap pemasaran yang dapat membantu meningkatkan perekonomian masyarakat. Kegiatan ini merupakan kerjasama antara mahasiswa yang dibimbing oleh dosen bersama mitra Usaha Mikro Kecil dan Menengah (UMKM) Dendeng Daun Singkong, pelaksanaan pengabdian ini berjalan dengan menghasilkan marketing yang efisien dan lebih efektif sehingga dapat mudah menambah jumlah produksi dendeng daun singkong.

Kata Kunci: Marketing, Strategi, UMKM

INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are business activities carried out by the community. This MSME has the aim of expanding employment opportunities and providing economic services to the wider community. In other words, MSMEs are business groups or businesses run by individuals, groups, households, or also small business entities.

In running a small or medium business, business development is necessary. Business development is carried out for the reason of obtaining maximum profits provided that planned sales targets are exceeded. The maximum profits obtained will have a big

influence on business actors so they can expand and develop their business and also help improve the economy of an entrepreneur. Apart from that, business development can also be done by running a business that has a lot of interest and can also have unique value in the eyes of the public, so that it can attract the attention of buyers.

Like the business owned by one of the residents of Probolinggo City, namely processing beef jerky which comes from cassava leaves, maybe not many people know that the jerky they usually encounter is made from processed meat, but here the business being carried out is processing cassava leaves which Maybe not many people know about

the shape or taste, so people feel curious and can attract buyers because of the characteristics and uniqueness of the products being sold.

Apart from products that have their own characteristics, an entrepreneur must also have a sales strategy in developing his business, such as marketing strategies, updating labels and packaging, to improve any marketing that can help improve the community's economy.

A marketing strategy is a detailed plan that contains how to sell a product, for example looking at market conditions or using social media. Judging from developments over time, the influence of technology can help all groups, especially business owners, therefore, with the existence of sophisticated technology like now, its existence must be really utilized, one of which is in doing business online through the various marketplaces that have been provided, so that products that are managed can be known by many people, so that the business being run can develop and be competitive with other products (Claudya et al., 2019).

Becoming an entrepreneur is not easy in an era where many competitors are starting to try to improve or excel in the products they have, therefore there is a need to increase the products produced to develop the business you have so that it can be competitive with other entrepreneurs and can be known by the wider community. Making beef jerky in a variety of flavors is intended to give consumers the freedom to be able to choose the flavor they like, there are original jerky flavors, spicy sweet and deliciously sweet.

The marketing strategy applied in developing and increasing sales of cassava leaf jerky products is through product marketing which is only done by selling directly to suppliers or small shops and is only marketed via WhatsApp media. For this reason, the author provides a solution by helping to market either directly or through social media. And also provide an understanding of the operation of social

media accounts so that it can simplify the process of selling these products. It is hoped that this product can be delivered well and become widely known among the public. As well as increasing the profit or profit obtained by the seller.

IMPLEMENTATION METHOD

The method used in this service to help market cassava leaf jerky products is through product service with a humanistic approach which means, the service carried out is developing cassava leaf jerky products through promotional activities. This activity was carried out in an effort to help introduce local products to the community by processing cassava leaves into beef jerky which has high value in industrial scale MSME products. Apart from that, the approach used is participatory with the community. There are several stages carried out in this service activity including: (1) Preparation stage. The preparatory stages carried out include: identifying the community environment by looking at the targets in the promotion of cassava leaf jerky products and establishing cooperative relationships with several supplier shops (2) implementation stage. The implementation stages carried out include: Creating social media as material for marketing products, introducing the target audience regarding product information and MSMEs that produce and marketing both online and online with the group team.

RESULTS AND DISCUSSION

Processed beef or sweet flat buffalo meat with a strong coriander aroma is the basic recipe for jerky. With the new innovation, cassava leaves can be used as a snack or snack which can be processed into beef jerky. The new innovative and creative jerky product at an economical price is cassava leaf jerky whose main ingredient is cassava leaves as a characteristic of singong leaf jerky which also needs to be promoted in order to compete in the market.

Environmental observations, target

consumers and good product packaging need to be carried out in product creation so that it can encourage the development of a marketed business. Cassava leaf endeng is very suitable as a halal, economical and healthy jerky product, and can even be used as an effort to improve the community's economy as a home industry business. The production of cassava leaf jerky uses a simple method. The right strategy will produce product maximization that cannot be separated from MSME players paying attention to branding and marketing techniques for cassava leaf jerky products.

Limitations in product distribution are a form of problem that occurs today because not all business owners are able to utilize technology, although some MSME business owners are able to sell their products using existing technology. It takes quite a long time to make cassava leaf jerky, if you are not good at making spices the taste will be unpleasant or even bitter. Product marketing carried out by MSME players in cassava leaf jerky is promotion. Promotion is a form of communication in the form of marketing activities that seeks to disseminate information, influence or persuade, and remind products so that they can receive, give and be loyal to the products offered by the company concerned (Aryanti, 2016). Technical sales of cassava leaf jerky products use 2 methods, namely:

a. Sales at the production site

As a home industry product, cassava leaf jerky products are sold at the business owner's home where consumers will come directly to the production site and carry out buying and selling transactions at that place, but unfortunately there is no business nameplate installed in front of the business unit so potential consumers have not yet. Many people know about cassava leaf products. However, the dominant promotional activity for cassava leaf jerky products is promotion between individuals or individuals.



Figure 1
Offline Product Marketing

We carry out marketing developments in this conventional way by helping with product packaging and product marketing which is carried out by carrying out promotions in each home area by giving testers to be able to try various product variants.



Figure 2
Cassava Leaf Jerky Products

Cassava leaf jerky MSME business operators stated that sales of cassava leaf jerky products are only carried out offline. MSME players in cassava leaf jerky believe that marketing carried out offline (manually) is considered easier because they can interact with buyers and can obtain information and criticism from these buyers regarding the products being sold.

b. Sales Through the Use of Social Media

Social media is one strategy that can be utilized by MSMEs in cassava leaf jerky which can market their products widely, promoting them via social media such as

Whatsapp and the Probolinggo culinary Facebook group which results in increased consumer demand. Utilizing social media will directly increase product sales and can develop the cassava leaf jerky business by carrying out overall promotions. However, the use of social media is still minimal, so many city residents are still not familiar with the cassava leaf jerky product. For this reason, we created an Instagram account so that we can introduce cassava leaf jerky products more easily.

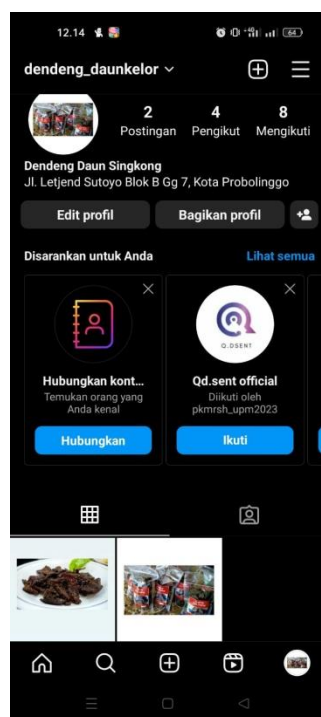


Figure 3

Instagram account for cassava leaf jerky products

Business people think that using social media is complicated because you have to have an account first, especially when creating a market place account such as Shopee, Lazada, etc., you have to include a product with a picture of the product that is photographed on a good side in order to get maximum image results and increase public trust in it. these products and need proper management to attract consumer attention. For this reason, we created an Instagram account as a promotional medium for cassava leaf jerky products

because creating an Instagram account and managing it is easy to use the application.

As long as the seller is able to consistently continue to develop cassava leaf jerky products and operate social media accounts optimally, this product can be delivered well and be widely known among the public. And increase the profits obtained by sellers.

CONCLUSION

Based on the results of the service and the research carried out, it can be concluded that the marketing mobility strategy carried out by MSME partners for cassava leaf jerky is still lacking, they only carry out conventional promotions without utilizing social media or existing marketplaces. After providing this assistance, MSMEs can produce good marketing strategies by utilizing social media created by the group through ways of using social media as promotional media.

SUGGESTION

The suggestion in the research that has been carried out is that the seller as the manager of cassava jerky must continue to maintain the quality of the product, it can also be further improved, and increase creativity, for example by adding many kinds of variants to processed cassava leaves without changing the characteristics of the product, so that customers or the public feel interested to try.

THANK-YOU NOTE

Thank you to the MSME partners of cassava leaf jerky located on Jl. Letjend Sutoyo Blok B gang 7 Probolinggo City who has provided the opportunity to carry out research and community service which has helped carry out research. In the future, there is also a need to monitor incentives from local sub-district MSMEs so that cassava leaf jerky products continue to develop.

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