

## **Empowering of UMKM Kremes Rahayu and Nineung Crackers in The Development of Dayeuhluhur Village**

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### **Abstract**

Fundamental problems in the development of micro, small and medium enterprises (UMKM) are related to capital, business management, financial management and marketing of the products produced. Most UMKM, especially micro-scale businesses in the home industry are still experiencing problems in obtaining and increasing sales continuously because of product marketing that relies on conventional marketing methods, such as sales through exhibitions or direct sales. Kremes and cracker UMKM products located in Dusun Dayeuhluhur were developed through product branding with the aim of providing a unique identity for products in the market share. This product branding includes creating product logos and marketing them online. The results can be in the form of increased online sales and the intended product can be known by the wider community.

**Keywords:** Community service, UMKM, MSME, digital marketing, product branding

### **INTRODUCTION**

Empowerment means making something have power (Andiyansari, 2014). Humans as the main resource in development must have power or be empowered. Village potential is all the natural and human resources that the village has as basic assets that need to be managed and developed for the survival and development of the village (R. Purnomo, T. Dharma Putra, 2020).

In general, community empowerment is one of the pillars in supporting and strengthening economic income both individually, community groups or a region. Regional potential development is an effort to accelerate economic development in the region. Yolamalinda (2014) stated that the challenge for future economic development is to strive for effective and efficient management by optimally utilizing the potential of the region including its natural and human resources as well as all sources of funds to finance regional economic development. This means that currently regional economic development is carried out by optimizing the potential of each region.

Utilization of regional economic potential, one of which is carried out by Small and Medium Enterprises, hereinafter abbreviated as UMKM. Micro, small and medium enterprises (MSMEs) have a very important

role in the Indonesian economy. MSMEs as one of the manifestations are closely related to the people's economy which needs to be developed (M. Fedryansyah, R. Pancasilawan, M. Zaenudin, 2020).

The contribution of MSMEs to Indonesia's GDP reached 60.34% in 2017, which means that more than 60% of goods and services produced in Indonesia come from MSMEs. Among the existing MSMEs, micro-enterprises are the most ways to earn income as a source of life and to supplement household income. Micro business is a productive business with assets of less than 50 million rupiah with a turnover

a maximum of 300 million rupiah. Most of the micro-enterprises are also carried out in the form of home-based businesses (home industries) which are widely spread in society. With relatively small management of capital and resources as well as limited knowledge and managerial skills in business management, MSMEs tend to have relatively stagnant sales and a narrow market share making it difficult to develop (L. Handajani, Akram, L. M. Furkan, A. Rifa'i, 2019).

Product marketing is currently one of the crucial factors in business development because marketing works in a complex and highly dynamically developing Information Technology ecosystem by combining internal and external resources that require interaction between producers, consumers, as well as marketing and service partnerships through the use of technology (Stone, 2014). With regard to marketing activities for products/services sold by micro-enterprises, online or digital marketing methods are still a challenge for MSME businesses to develop. This is due to a lack of knowledge and adaptation to the use of technology for business development is still relatively weak (L. Handajani, Akram, L. M. Furkan, A. Rifa'i, 2019).

Based on the background of this problem, UMTAS KKN students helped improve and revive home industry businesses. Among them, the home industry for Kremes Rahayu and Nineung crackers owned by Mrs. Ocoh and Mr. Ade, located in Dayeuhluhur Hamlet, Dayeuhluhur Village, Kec. Dayeuhluhur Kab. Cilacap, Central Java.

## METHOD

The implementation method used was in the form of interviews with the village secretary. Furthermore, observations of MSMEs were addressed by the village head and conducted interviews regarding the profiles of MSMEs and followed the manufacturing process to marketing the products produced. Next, we started by designing the logo for Rahayu's cremes home industry products and Nineung crackers and beautifying the product by adding ribbon accents to the product. In addition, we created a digital marketing account to make it easier for home industry owners, so that they can increase market share and increase revenue earned through effective marketing methods.

## RESULT AND DISCUSSION

The steps we take include:

- Product branding by making logos for cremes and crackers products. With the aim of providing a unique identity to the product in the market share.
- Create a digital marketing account to make it easier for owners to market their products.



**Figure 1.** Logo of Rahayu Cassava Kremes Products and Nineung Crackers

The results of this product branding, in addition to increasing orders. These cremes and cracker products are much more well known by the people of Dayeuhluhur and people outside Dayeuhluhur.

- Product manufacturing activities with MSME owners  
Activities carried out include interviews, making products, making product logos and product marketing.
- Description Description of Nineung Cracker Business Capital

The initial capital for making is Rp. 1,000,000 with a measurement of 1 quintal of ingredients for one production which produces 500 packs of Nineung crackers priced at Rp. 2000/pack. The profit that can be obtained from each sale is Rp. 300,000.

- Description Description of Kremes Rahayu Business Capital  
The initial capital for making creams is Rp. 350,000 for 50 kg of cassava, 6 kg of brown sugar and 10 kg of cooking oil which produces 35 packs of creams at a price of Rp. 20,000. The profit that can be Rp. 700,000 within 2 weeks of sales.

## CONCLUSION AND SUGGESTION

The main problems in micro businesses are mainly related to aspects of business management and product marketing. With this product branding activity, it can facilitate and increase MSME income, especially for owners of the Nineung cracker and Rahayu cracker home industry. In addition, home industry owners are more familiar and educated about product marketing procedures through the use of digital marketing media. Then, MSME owners also have social media accounts.

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