

## **Development of Palm Sugar Business Based on Creative Economy in Cikadu Village**

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### **Abstract**

Palm sugar is an abundant natural resource in Cikadu Hamlet. Most of the people of Cikadu Hamlet only produce palm sugar, there is no development of palm sugar products which have great potential if they dare to start, because a market can be created. The method used for the development of the palm sugar business in Cikadu Hamlet is primary data, namely data obtained directly from informants. This study of the development strategy for the palm sugar processing industry uses a survey approach, in the form of direct observation. Collecting data in this study using literature study techniques, field observations, and interviews. Interviews were conducted with related parties. Based on research data that has been conducted by researchers, dried palm sugar brownies products can have good results in the market

**Keywords:** Palm Sugar, Dry Brownies, Production.

## **INTRODUCTION**

The creative economy is a new economic concept in which there are ideas, ideas, creativity and innovation as the main capital in driving the economy (Purnomo, R.A, 2016). The creative economy is the fourth economic wave, after the agrarian economy, industrial economy and information economy (Sutanto, 2015). The activity of applying the creative economy carried out by individuals, groups or companies with creativity, innovation and information capital that aims to improve welfare is called the creative industry (Hasugian, H., & Shidiq, A. N., 2012). The results of creative industry activities are creative products (Simatupang, T. M., & Industry, M. K.). From some of the explanations regarding the concept of the creative economy, it can be concluded that the creative economy is an economic movement in which there are ideas, ideas, creativity, and innovation that produce an artistic product or other creative products.

At this time, with the Covid-19 pandemic, it is undeniable that all sectors of life have been affected, especially in the economic sector. Apart from the health and education sectors, the economic sector is a problem that is quite serious so that various problems arose during the pandemic, including reduced income and termination of employment by companies. As a result, many people become unemployed because they lose their jobs. Apart from losing their jobs, people who depend on their daily income, such as MSMEs, were also indirectly affected and their sales turnover dropped dramatically.

Entrepreneurship is very important for society, entrepreneurship can be a solution so that there is an improvement and change in the quality of life for oneself and society and can play a significant role in realizing the quality of self for an independent society and nation. Countries that have successfully developed and succeeded in increasing the prosperity of their people, for example, are Japan, South Korea, Taiwan, Singapore, the United States, Canada, Western European countries, Australia, the United Kingdom, and so on. The factor that causes them to prosper and progress is that these countries have many entrepreneurs.

Business development is a way to increase sales volume, because it is the most important sector in minimizing the economic crisis. Business development is very suitable in improving the economy of a region, because entrepreneurial activities cover almost all business fields so that the contribution of business actors is very large in increasing the low economic income of the community.

In Indonesia, there are many business opportunities that can be developed by prioritizing new innovations in a product. Having abundant natural resources will make it easier for people to open various businesses by exploiting existing potential and will be a major factor in the success of the Indonesian state to prosper its people.

One of the industrial businesses that utilizes natural resources is palm sugar which is part of the livelihood of the people in Cikadu Hamlet which has been carried out for generations. Processing of palm sugar is still done traditionally. It is hoped that this study will be useful as a reference for the people of Cikadu hamlet in establishing policies and strategies for the development of small industries that have been formed, especially the palm sugar industry and summarizing them for the better. Reference for financing institutions in compiling a financing plan to finance the development of the sugar palm processing industry. As a reference for investors who are interested in the development of the sugar palm industry. For the author himself, this research is a means of developing insight and developing analytical skills on existing practical problems, especially in the field of strategy.

## **METHOD**

Implementation has been carried out in Hamlet Cikadu kec. Dayeuhluhur Kab. Cilacap which is a producer of palm sugar types and data sources used primary data and secondary data. Primary data is data obtained directly from sources. This study of the development strategy for the palm sugar processing industry uses a survey approach, in the form of direct observation. Collecting data in this study using literature study techniques, field observations, and interviews. Interviews were conducted with related parties.

## RESULT AND DISCUSSION

Sugar palm which is one of the main sources of search in the community, especially in Hamlet Cikadu. This is because the area has abundant natural resources in the form of palm trees and has been used for generations by the community to make palm sugar.

Nira is a liquid that comes out of the peripheral vessels as a result of tapping flower bunches, both male and female flowers which have a sweet taste from certain types of plants (Hesty, H., 2016). The product that is mostly produced by the community is palm sap. Which palm sap is superior, in which this palm sap has a much sweeter taste than coconut sap (Pusung, R. A., Tumbel, T. M., & Punuindong, A. Y., 2018). Until now, the processing carried out is still limited to printed sugar and then sold in packaged form. To be able to increase the competitiveness of palm sugar, it is necessary to formulate a development strategy, namely by making new innovations on a home scale, namely making Dry Brownies which usually use granulated sugar instead of Palm Sugar.

Brownies are very sweet chocolate cakes, brown in color and texture that are not too fluffy. With the development of the brownie era, new innovations have been made into dry brownies. Dry brownies found on the market have no different innovations. With the innovated dry brownie product by replacing granulated sugar with palm sugar, it is hoped that people will know and like this product.

These dry brownies have the advantage of a longer shelf life of approximately 2 weeks. Because it has a dry and crunchy texture. The taste of chocolate and the mixture of sweetness from palm sugar is just right and the price is more affordable.

The aim of this innovation is to utilize natural products in Cikadu Hamlet. And it is hoped that the economy in Cikadu Hamlet can increase. As for the process of making Dry Brownies.

- Melt 3 tablespoons of butter and 1 small block of chocolate bar
- Finely chop the palm sugar and stir it with water until it thickens and dissolves
- Sieve 4 tablespoons of flour



**Figure 1.** Palm Sugar Dry Brownies Products

Step 1

- Prepare a bowl then add 1 egg and then beat it
- Add vanilla powder and  $\frac{1}{4}$  baking powder and stir
- Add melted chocolate and margarine
- Add sugar that has been dissolved, then stir until smooth

- Add sifted flour and stir until smooth

Step 2

- Preheat the oven over low heat
- Prepare baking paper then spread butter
- Spread the brownie dough on baking paper that has been greased with butter until evenly distributed, not too thin and too thick
- Then put it in the oven for  $\pm 10$  minutes or wait until it dries

Step 3

- After it's dry, remove it and have to cut it immediately, let it stand for  $\pm 3$  minutes
- Then separate the brownies from the baking paper
- And the brownies are ready to be packed



**Figure 2.** Product Testimonials

## CONCLUSION AND SUGGESTION

There are so many potentials from natural products that can indeed be utilized to improve in terms of the economy by processing natural products properly. Of course, with new innovations in the development of palm sugar produce dry brownies. The development of palm sugar in Cikadu Hamlet is still very minimal so the home industry does not maximize the great potential of palm sugar production because after conducting experiments on the production of brown sugar dry brownies and marketing them, the sales results are very good. Therefore, the potential for palm sugar can be very advanced if we do a lot of innovation and have the courage to try the existing potential.

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