

Assistance Planning Production and Marketing Of Sticky Rice Tape in Micro, Small and Medium Enterprises (MSMEs), Bakunglor Village, Jombang Regency Towards Technology-Based Entrepreneurs

**Ridwan Usman¹, Elfitria Wiratmani², Mei Lestari³, Rayung Wulan⁴,
Sutrisno⁵, Agus Riyanto⁶, Ni Wayan Parwati S⁷, Irwan Agus M⁸**

¹²Program Studi Teknik Industri, ³⁴⁵⁶⁷⁸Program Studi Teknik Informatika.
Universitas Indraprasta PGRI, Indonesia
(ridwan.usman@unindra.ac.id)

ABSTRACT

This community service aims to provide solutions to problems faced by partners in providing input to small and medium enterprises (MSMEs) to be able to make good production plans so that they can measure raw material inventories, production processes to stock goods. The main objective is to maximize customer service, supply inventory, production planning, and control. Extensive marketing development provides advantages because the production results that have been carried out can be distributed well, so MSE needs to master various kinds of e-commerce in sales systems that involve information and communication technology. The stages of activity include preparation, implementation, evaluation of the results of this community service activity, namely production carried out by measurable and targeted partners so that it can provide economic value and clear expenditure and income planning related to the amount of production, the time needed in managing sticky rice tape production and understanding of participants e-commerce such as Tokopedia, Shopee, Instagram, Facebook are expected to be able to provide a maximum increase in marketing so that Bakunglor sticky rice tape can be enjoyed by glutinous tape lovers without having to wait a certain time to enjoy it.

Keywords: Community Service for MSMEs, sticky rice, Bakunglor

INTRODUCTION

Globalization has had a major influence on the changes that have taken place in various countries. Life today is almost inseparable from technology. Almost all lines use it, both in terms of knowledge, economy, culture, everything is spoiled with technology. Of those who usually do things using traditional tools now using a variety of technologies such as computer technology and so on. Without a doubt, technological progress makes it easier to communicate with others. Economic aspects, in particular, the impact of change given by information technology and communication is significant, they are already infiltrating all aspects of the economy. Micro, Small, and Medium Enterprises (MSMEs) are not immune from the impact of information technology and technology. MSMEs are the business group that can survive the most when the economic crisis hits this country. Research still uses information and communication technology as a tool for product planning and marketing activities and the lack of knowledge and skills in information and communication technology that can be used to support business activities is a major problem.. (Denis et al. 2018)

With that, entrepreneurship, meanwhile, the basic weaknesses faced by MSMEs in the field of marketing are low market orientation, weakness in complex and sharp competition, and insufficient marketing infrastructure. (Irawan, Kestrilia Rega Prilianti, and Melany 2020)

The role of information and communication technology is very important and strategic to give birth to MSMEs that are advanced, independent, innovative, and modern so that wider access will make MSME actors get new customers every day. (Alvendo Wahyu Aranski, 2019). So to improve competitiveness, market access, and network of various MSME products, as well as assist, modernize, develop various innovations and improve MSME competencies through information and communication technology (ICT), assistance is needed. (Basry and Sari 2018).

Production planning is an activity to determine the product to be produced, the quantity needed, when the product must be completed, and the required resources. (Reicita 2020). The main objective is to maximize service for consumers, minimize investment in inventory in the company, as well as for capacity planning, approval of production and validation of production control, inventory and storage capacity and movement of materials, equipment routing and process planning, and so on so that with production planning, companies can manage the level of production in accordance with the level of expectations or sales targets in the company. In conducting special monitoring and reporting regarding the production inputs and outputs that have been determined, this has become the historical basis of the company in increasing production more optimally.. (Sasongko Catur 2021)

Perencanaan dan pengendalian produksi terdiri dari kegiatan-kegiatan yang umumnya dimulai dari perkiraan / perkiraan permintaan yang akan datang, perencanaan produksi, perencanaan persediaan dan kebutuhan bahan, perencanaan kapasitas mesin, pengaturan jadwal dan penjadwalan mesin. (Indiyanto 2008)

Marketing is a managerial and process that makes individuals or groups get what they need and want by creating, offering, and exchanging products of value to other parties or all activities involving the delivery of products or services from producers to consumers. Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating), and supervising or controlling marketing activities within an organization in order to achieve organizational goals efficiently and effectively. (Ir. Agustina Shinta 2020) Trade is currently growing and developing very rapidly. Likewise, with the business world, marketing is one of the most important parts of the business world which also grows and develops with the times. In this case, it is necessary to adapt to changes that occur in trade, both on a global and local scale. (Tjiptono and Chandra 2012)

METHOD

This method of implementing community service is divided into three stages of important activities in the process of implementing community service activities.



Figure 1. PKM Implementation Method

The stages of community service activities to solve partner problems are described as solutions to the problems of tape SMEs in Bakunglor Village, Jamblang District, Cirebon Regency, the first step is to focus on good, measurable production planning and the second stage is how to optimize e-commerce in marketing glutinous tape products online by various kinds of market places such as Shopee, Tokopedia, Tiktok shop, Instagram, Facebook, and others. The implementation of this activity is carried out in three stages, namely:

Table 1. Community Service Activities

Activity	Related parties	Description
Preparation 1. The team approached community service partners, namely Bakunglor village to convey ideas for activities and partnership permits. 2. Conducting observations and initial identification related to the problems faced by community service partners.	Village Heads and Small Medium Enterprises with sticky rice	23-24 December 2021

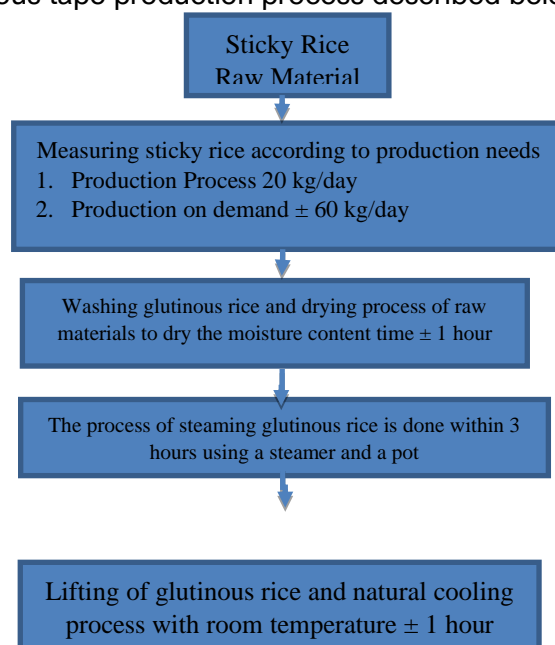
Activity	Related parties	Description
<p>3. There are partner constraints in business activities with a decrease in sales turnover due to a drastic decrease in demand due to the impact of pandemic policies that affect community activities, both at tourist attractions and activities.</p> <p>4. The team offers solutions in the form of production planning and application of information and communication technology adaptation, namely the use of social media platforms (FB, IG, marketplace, etc.) as an effort to optimize online marketing.</p> <p>5. Scheduling related to workshop activities that will be carried out at partner locations with the implementing team and activity participants, namely the SMEs tape in Bakunglor Village, Jamblang District, Cirebon Regency.</p>	tape	
<p>Preparation</p> <p>Conduct workshops related to production planning and application of information and communication technology adaptation, namely the use of social media platforms (FB, IG, marketplace, etc.) as an effort to optimize online marketing. Activities were carried out for 2 days. On the first day of the workshop with production planning materials and the second day of the workshop with online marketing materials. The activity was attended by the implementing team, resource persons, village heads, and MSME participants in Bakunglor Village, Jamblang District, Cirebon Regency which were the targets of community service activities.. Activities are carried out using a combination of lecture, discussion, question and answer methods, demonstrations, and consultations. The first activity carried out was related to presentations on production planning and how to implement it. The second activity is consultation with the activity facilitator, namely the implementing team to provide input to activity participants on how to plan production and implement better information and communication technology adaptation. The third activity carried out is related to the presentation of theories on production planning and the application of information and communication technology adaptation. The fourth activity is by marketing the use of social media platforms (FB, IG, marketplace, etc.) The fifth activity is consultation with activity facilitators, namely the implementing team to provide input to activity participants who each have difficulties in using social media platform applications (FB, IG, marketplace, etc.)</p>	PKM team and SME players with sticky tape	26 s.d 27 December 2021
<p>Evaluation</p> <p>1. Evaluation activities are carried out by giving questionnaires to participants regarding the benefits/impacts of the activities that have been carried</p>	PKM Implementation Team	27 December 2021

Activity	Related parties	Description
out. 2. Seeing indicators of success, how SMEs are able to do good production planning, and how to do online marketing through FB, IG, and marketplace. 3. Seeing the direct or indirect impact of the activities that have been carried out as an effort to increase the competence of MSME actors in ICT adaptation.		

Bakunglor village MSMEs have an understanding of social changes in people's lives that are developing, more advanced and there are changes in science, technology and have new insights so that it is hoped that Bakunglor village MSME business actors can promote their products widely, improve production processes, schedule appropriate production processes, are able to plan the supply of raw materials, increasing profits and welfare of MSME actors. The use of information technology for MSME actors is still limited, both seen from the use of computers and the internet in managing their business. (Aurora Lubis 2016) Information related to consumer needs and desires is important in obtaining an overview of consumer behavior. On the other hand, customer satisfaction is the main goal of marketing in order to get loyal customers. (Sri Maryanti¹) 2020). Based on this opinion, it is very important to have proper production planning and marketing techniques using e-commerce as an effort to make the glutinous tape industry more advanced and famous in various regions. As a marketing target, it is expected to be able to compete as traditional regional food originating from Bakunglor, Cirebon Regency so that its market share is wider and reaches all of Indonesia.

RESULTS

Community service activities for MSMEs in Bakunglor Village, Jamblang District, producing sticky rice tape. After carrying out these activities, MSME actors are able to adapt production planning technology in production planning activities which will have an impact on the production efficiency of glutinous tape products. Participants are given insight into marketing in running a glutinous tape business. It is hoped that MSME actors will be able to adapt information and communication technology in marketing activities, especially online marketing with the use of their social media to increase sales turnover and maintain eating Cirebon typical souvenirs, namely sticky rice tape. The following is a flow diagram of the glutinous tape production process described below:



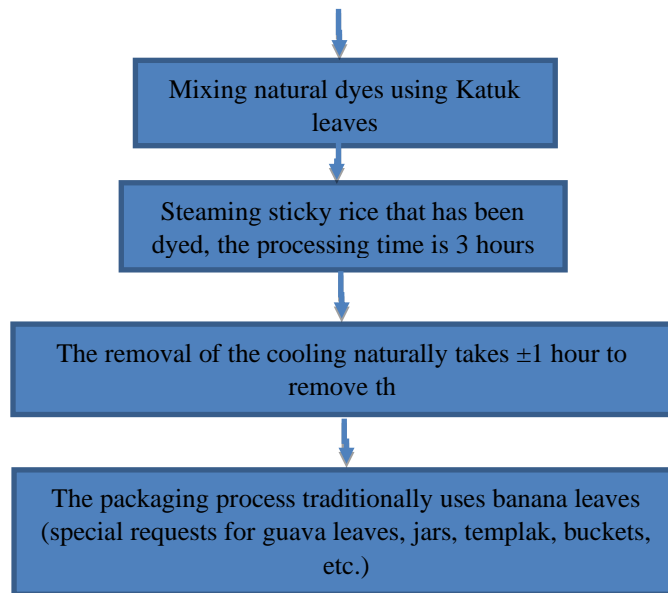


Figure 1. Flowchart of Glutinous Tape Production Process

The flow chart above is the sequence in which the sticky tape production process begins 1). selection of glutinous rice ingredients, 2). measuring the amount of glutinous rice raw materials for production, 3). glutinous rice washing and drying process, process, 4). Glutinous rice steaming process. 5). After 3 hours the sticky rice is removed and cooled, 6). Mixing natural dyes, 7). Re-steaming glutinous rice ± 3 hours, 8). Remove the sticky rice to be cooled and leavened, and pack it manually by hand wrapped in banana leaves. Today's marketing of sticky rice tape consumers come directly and promotions through packaging/cartons (the cellphone number is listed, WA). Marketing management is an effort to plan, implement (which consists of organizing, directing, coordinating), and supervising or controlling marketing activities within an organization in order to achieve organizational goals efficiently and effectively. In the marketing management function, there is an analysis activity, namely an analysis carried out to find out the market and its marketing environment, so that it can be obtained how big the opportunity to seize the market and how big the threat that must be faced..(Ir.agustina Shinta 2020)

Currently, the packaging is done traditionally, MSME actors can know and understand the importance of the products to be traded, not only products that have useful value, but products that have a P-IRT business license (Home Industry Production Permit) recognized for their production standards, standards contents of the packaging and can expand product distribution, unique packaging, attractive, etc.

Table. 2. Comparison of Production and Marketing Planning

No	Before	After
1	The production process which is still traditional, production planning, production schedules, supply of raw materials, and use of labor have not been carried out optimally	Understanding the concept of production planning, production schedules, supplying raw materials, and using the workforce of MSME participants have the latest insights so that production targets are scheduled and targets for meeting customer needs
2	The availability of raw materials for the production process is planned for a capacity of 1 month. Needs 1 day 20kg multiplied by 30 days (1 month) a total of 600 kg if there is a request for	MSMEs are starting to understand the availability of glutinous rice raw materials for the production process according to the increasing number of requests, anticipating delivery delays, price increases, and stock

	production of new raw materials ordered	availability if demand is outside the production schedule
3	There is no exact size for packing glutinous rice tape, the packaging system with the traditional method of producing 20 kg of glutinous tape per day produces \pm 800-100 pcs. (uncertain production quantity)	Directing MSMEs in the packaging system using digital scales in every production of 20 kg weighed 0.048 kg (weight of 1 sticky rice tape and packaging) to produce 100 packs of sticky rice tape.
4	The limitations of marketing promotions for MSME products in Baunggelor Village, sales and demand are still very limited	Understanding the insights of MSME participants about marketing strategies and promotion of sticky rice products so as to increase product demand and sales increase profits for MSMEs in Baunggelor Village
5	Demand for sticky rice tape production through consumers who are already customers, namely coming directly to SMEs and marketing promotions only through cellphone numbers, WA which are packaged in boxes.	Introduction of marketing methods and online promotion of glutinous tape products. MSME participants have knowledge so that they are open to developing sales strategies through marketplaces such as Shopee, Tokopedia, Tiktok shop, Instagram, Facebook, and others.

This Community Service activity was carried out at the UMKM for the Production of Glutinous Tape in Bakunglor Village, Jamblang District, Cirebon. Adding knowledge of partners after participating in community service activities, understanding production planning, forecasting product demand, which is expressed in the number of products. Monitor actual demand, compare it using previous demand forecasts, and revise the forecast if there is a deflection. decide on the size of the order that is economical with the standard materials to be purchased. (Sasongko Catur, 2021)

Establishing an economical inventory system, determining production needs and inventory levels for marketing, not only delivering/delivering products so that they are in the hands of consumers but how products can satisfy customers and product marketing by making the most of social media while also selling online in marketplaces such as Shopee, Tokopedia, Tiktok shop, Instagram, Facebook and more.

CONCLUSIONS AND RECOMMENDATIONS

Based on the implementation and results of activities, it can be concluded that: First, MSME actors need to know that with good production planning and control, they can strive for timeliness of production, maximize revenue, and save costs. Both MSME actors need to know and understand the importance of marketing and the marketing strategies that will be used so that MSME actors have targets for the products they produce. Third, MSME actors need to know and understand the importance of packaging, labeling, and the use of packaging with the aim of making the products to be traded more attractive to buyers. Based on the conclusions above, there are several suggestions that can be put forward, including the following:

1. For MSME actors, in order to innovate both in terms of products, packaging, and marketing methods so that these products are able to compete and survive
2. For Universitas Indraprasta PGRI, the assistance for MSME actors in Bakunglor Village must be followed up. This effort can be done by establishing a Business Incubator at Indraprasta PGRI University which can provide guidance and counseling for the development of MSMEs in general..

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APPENDIX



Figure 1. Implementation of the method of explaining the material



Figure 2. Enthusiastic participants



Figure 3. Photo with MSME