

## **Development of Product Innovation in Effort to Increase The Competitiveness of Traditional Products Opak In Opak Centre Tasikmalaya**

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### **Abstract**

The Cikatuncar Village area, located in Kotabaru Village, Cibereum District, was confirmed as one of the centers of Sundanese traditional food, Opak by the Tasikmalaya Cooperative and MSME, Industry and Trade Office. However, the innovations that are owned by the producers are quite minimal in terms of product types and packaging. Besides that, there are several sales of MSMEs that are dim. Therefore, an active effort is needed to help these businesses. One way that can be done is to increase their competitiveness through product innovation. Product innovation that will be carried out in this community service is by developing the product through product diversification and also improving the quality of packaging. These product innovations are expected to modernize traditional products. Thus, traditional foods are able to adapt to people's tastes and also expand the existing market. It is expected to boost MSME's income and the income of the surrounding community because some people work for these traditional food producers. The result of this community service is that our MSME partner produces product and packaging innovations that have never been done before, the response from consumers is very positive, even product and packaging innovations carried out in this community service will continue to be carried out due to the consumer's demand that they have.

**Keywords:** Traditional Food; Product Innovation; Product Diversification

### **INTRODUCTION**

The Vision of Tasikmalaya City for 2017-2022 is "The Religious, Advanced, and Civil City of Tasikmalaya." At the advanced point, it is defined as a condition, attitude, and behavior of the people of Tasikmalaya City who are creative, productive, innovative, competitive, disciplined, highly educated, physically and mentally healthy, able to maintain the social order of society with tolerance, mutual cooperation, rational, wise, adaptive and responsive to the dynamics of change and supported by a basic urban infrastructure that is adequate, comfortable, clean and environmentally friendly. (source: [disperawaskim.tasikmalaya.go.id](http://disperawaskim.tasikmalaya.go.id)). At this point, it can be seen that the people of Tasikmalaya City are expected to have creative, productive, innovative, and competitive value.

Tasikmalaya is one of the cities in East Priangan which is quite famous for its various kinds of MSME products. MSMEs are certainly formed from the creativity of the community in producing products. According to data, the number of MSMEs in Tasikmalaya is always increasing. Data shows that MSMEs in Tasikmalaya City is always growing.

This proves that the City of Tasikmalaya is quite stable in growing from its MSME sector, which means that the community is quite creative and productive in doing business. Some of them are well-known as Sudanese food products, those are Opak, Kolontong, Ranginang, and others. These foods are often souvenirs for anyone who visits Tasikmalaya.

Several districts in Tasikmalaya have their own respective strengths in producing regional specialties. One of them is in the Cikatuncar Village, that are located in Kotabaru Village, Cibereum District, which was confirmed as one of the traditional Sundanese food centers, Opak in Tasikmalaya City by the Tasikmalaya Cooperative and SMSE, Industry and Trade Office.

In this Village, there are several SMSEs that produce traditional foods. The main traditional

foods are; opak, ranginang, and kolontong. Many residents in Cikatuncar Village work as laborers in these traditional food producers. According to direct observations made by researchers, the majority of workers are housewives who live nearby. Thus, the existence of this traditional food business directly helps their family's economy.

However, there are several problems that occur related to these MSMEs. According to one village official, some of the existing businesses are dim, meaning that their products are quite crowded at certain times, for example during religious holidays. But on other days, their sales fell and they even closed their production. In the other new season of high demand, they reopened their production again. Thus, it is very unfortunate, because they do not get maximum income all the time.

In addition to these problems, product innovation owned by these businesses is quite minimum. According to direct observations made by researchers, the produced products do not have the uniqueness or characteristics of producers. In addition, the form of the product does not vary and tends to always be the same and never changed since the beginning. In addition, the packaging of all business products in these traditional food centers only uses clear plastic tied with a rope or stapler. Thus, product innovation in terms of product form and packaging is very minimum. This is very unfortunate due to the tight competition from food producers, especially traditional food. Not only have to compete with other producers, they also compete with people's tastes which can change with the times.

This certainly requires an active effort to help them survive in producing the food that is the pride of the Tasikmalaya community. There is another community service titled "Culinary Product Packaging Training Persuasive For Cooperatives And District SMSEs Bandung". This community service was similar to ours, that they claimed that their community service brought the benefit of the importance of packaging in influencing buyers in choosing and buying a product, in addition, to maintaining product hygiene. One way that can be done is to increase their competitiveness through product innovation. Product innovation that would be carried out in that service is to develop products through product and packaging diversification. These product innovations are expected to modernize traditional products. So that traditional foods are able to adapt to people's tastes and also expand the existing market, this is also expected to boost their income. In addition, the increase in sales obtained by the producers is also expected to improve the welfare of the community through increasing income and strengthening the family economy in the traditional food center area. The other community service titled "Packaging Improvements as an Effort to Increase the Competitiveness of Pure Snack SME Products", claimed that their community services have improved the condition of SMEs, increased SME knowledge, and improved marketing.

## **MATERIAL AND METHODS**

### **The First Stage is the Preparation**

In this stage, we discussed with a team of this community services including lectures and students the ideas, MSME, etc. After that, we visited village officials to ask for permission and discussed potential MSME partners to collaborate with and innovate. Then, we met the MSME, namely "Rosyie Rasa" and made an agreement on stamp duty with that MSME.

### **The Second Stage is the Implementation**

#### **Stage of Re-Design of Brand Packaging**

At this stage, we create a new design from an existing brand. Made in a more modern and attractive. It is also made to match the packaging innovations that are being carried out.

#### **Stage of Making Opak Products**

The opak making will be the same as the previous regular opak, but we will add a different flavor variant that has never been done before at Sentra Opak Cikatuncar, namely the spicy balado flavor. Because this is the first innovation we make, so we do some experiments in terms of the opak shape and flavor taste.

### **New Opak Product Packaging Stage**

After the original opak product and spicy balado succeeded. We will produce product packaging by applying a sealer machine that was not previously owned by SME. In addition to using machine sealer technology, we also used ziplock plastic to diversify our packages. It is expected the results of this service will produce several opak variants both in taste and packaging which are expected to increase consumer interest in buying opak traditional foods.

## **RESULTS AND DISCUSSION**

The development of opak product innovations for MSMEs at the Cikatuncar Opak Center, Tasikmalaya City was going well. The stages of implementation that we did were:

### **Stage of Re-Design of Brand Packaging**

We were-design the old packaging to make it look more contemporary and attractive. In the new design, we added a few words that are considered to be more convincing that this food is a traditional Tasikmalaya food. So there is the sentence "Oleh-Oleh Khas Tasikmalaya" or "By Tasikmalaya Typical". As far as the researchers observe, all traditional food products at Sentra Opak Cikatuncar, there is no claim that their products are "Oleh-Oleh Khas Tasikmalaya", even though this area has been confirmed as an Opak Center in Tasikmalaya City, which MSMEs should take advantage of it. From this new package, hopefully the SMSE will realize that their product is a traditional food that is unique and can become an added value that must be displayed in their packaging.

### **Stages of Making Opak Products**

Made opak dough as the same as the previous dough opak . The opak manufacturing that we did were:

- Made an opak dough from glutinous rice, coconut, and other spices which is then pounded. Then it became a dough that was ready to be formed.
- Opak that has been formed according to our plan, then dried under the sun for almost 2-3 days and then baked.
- Made spicy balado seasoning from chilly, onions, flavours, etc.
- Opak that has been baked, then given spicy balado seasoning, after that drained it.
- Opak that has been seasoned and drained, then packed with new packaging. By using a sealer machine and also a ziplock pack that was being stucked with a new sticker.

In the previous packaging, the manufacturer did not use sealer machine technology in its packaging. In fact, this machine can work better in maintaining the crispness and durability of the product compared to just staples and ropes alone. Thus in this service, we introduced sealer machines to MSME and also taught how to use it. In addition, we also introduced an expired/price label-making machine and also a digital scale. It was expected that MSME would be able to improve the quality of packaging and products.

And then a new opak was ready for sale. According to the owner of MSME Rosyie Rasa, Mrs. Waroh. Her products received a positive response from the shop's owner who bought her products, and she said that this product made some consumers curious and bought it making this product sold out. There is even a request from the shop's owner and some of her consumers that they want this balado opak again. So, the implementation of innovations made in this Community Service will be continued independently by this SMSE.

## **CONCLUSIONS AND SUGGESTIONS**

The innovations we have succeeded in this community service are:

- In terms of brand design. We made changes to the design to make it more modern. The design has applied a sticker on the ziplock pack, and paper with a long design that is intended for sealer plastic packaging.

- In terms of packaging, we made products with ziplock packs for balado opak so that consumers can more easily store balado opak. The product weight was about 200gr. Then plastic sealer packaging with 200gr too, which was intended for original opak products.
- In terms of taste. We make opak products with an innovative spicy balado flavor, which has never been done before by MSMEs in the Cikატuncar Opak Centre.
- We tested the innovative product by storing it in the store where the MSME always stores her products, and our community service team also sells it to people. All of them get a positive response, even this product innovation will continue to be carried out independently by the MSME.

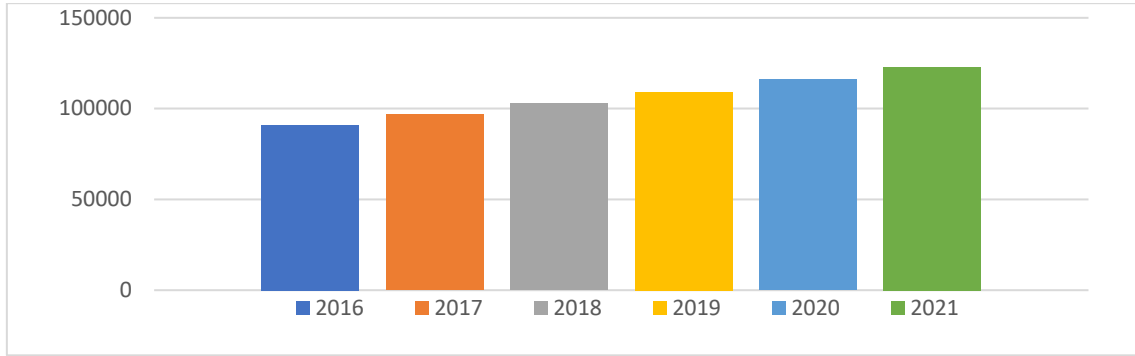
### ACKNOWLEDGMENT

Thank you to all those who support us in doing community service. To the Siliwangi University Foundation, LP2M University of Perjuangan Tasikmalaya who facilitate and provided direction for us to carry out this community service, our MSME Partner Rosyie Rasa who was willing to be our partner, the team of lecturers and students who participated in this community service, and to the people of Cikატuncar Village who allow us to do community service.

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**APPENDIX**



Source : [www.opendata.jabarprov.go.id](http://www.opendata.jabarprov.go.id)

**Figure 1.** Number of MSMEs in Tasikmalaya City from Year to Year



**Figure 2.** Opak Billboard and Semi Finished Opak In Cikatuancar Village

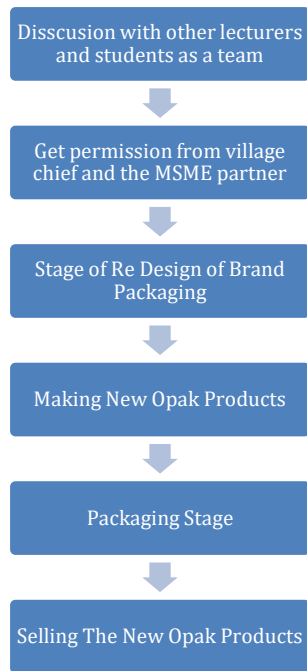


Figure 3. The Methods of Community Service



Figure 4. Brand Packaging Transformation



Figure 5. Opak Manufacturing Process



Figure 6. Sealer Machine Used in Community Service

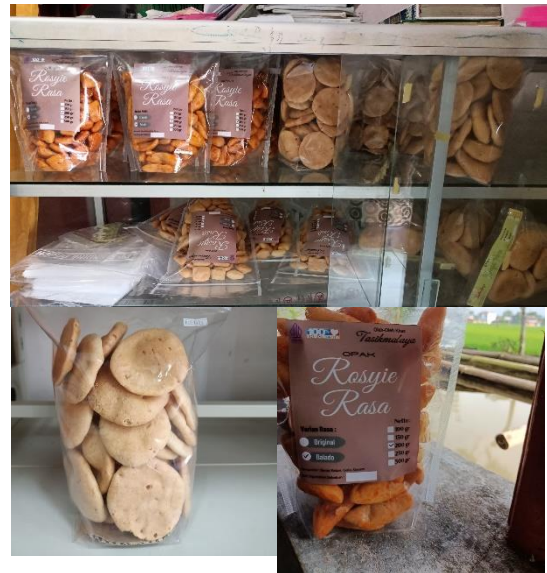


Figure 7. Opak Product Transformation



Figure 8. Group Photo 1



Figure 9. Group Photo 2