

## Business Development of Cardamom in Karanglewas Village

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### ABSTRACT

Business development with great potential is very important, especially during the Covid-19 period where many businesses were destroyed but some businesses had the opportunity to be developed. The business development strategy is carried out to deal with the difficulties experienced by partners so that it becomes a solution that can be implemented. Like the results of the cardamom spice plant in Karanglewas. The packaging and management of the product is not optimal, so it still does not provide maximum profit. Through attractive packaging and processing of products into ready-to-sell powder, it is hoped that cardamom will become easier to market and more widely known to the public.

**Keywords** : Business Development, Business Strategy, Cardamom.

### INTRODUCTION

Karanglewas is one of the areas in Banyumas Regency which has agricultural potential in this region supported by the availability of fertile land and is suitable for the development of various types of agriculture. The current availability of land is also relatively wide for the development of the agricultural sector. One that grows is cardamom spice. Spices are a value-added commodity (Setiawati, 2019).

Cardamom has many benefits both as food, medicine and drink. More and more research is focusing on the health benefits of spices in preventing cardiovascular disease, especially their antioxidant effects on cardiovascular damage. This review summarizes the cardioprotective effects of black pepper, cardamom, clove, garlic, ginger, onion, and other spices against chemotherapy drug-induced cardiotoxicity and its potential mechanisms (Liu, 2011). In addition, its use as a drug with benefits is also found in cardamom essential oil products which are considered to have antibacterial effects (Ouergi, 2010). Therefore, this commodity is very much in demand both domestically and abroad as an export commodity.

Plantation products in Indonesia are in great demand and can be empowered with added value so that products are more valuable such as powdered (Savitri, 2020), innovation becomes a creative arena for MSMEs in Indonesia (Aribawa, 2015), processed beverages such as coffee, and as health benefits for treat cough, bad breath, and itchy throat (Kuswardhani et al., 2020). Therefore, it is very possible if a business development strategy through increasing economic value can be a solution to partner problems. Alternative strategies and strategic priorities that can be applied to develop them (Sari, 2020).

Cardamom, known as the "Queen of Spices," has a diverse history, dating back to the Vedic period (ca. 3000 BC) and is one of the ingredients poured into sacrificial fires during Hindu weddings. Today cardamom occupies a leading position among spices of great commercial importance and is part of the dietary habits of millions of people around the world, even among those in continental Europe and North America, who were hitherto unfamiliar with their use. Cardamom uses vary widely from simple dietary constituents, to enormous pharmacological benefits. Despite many problems, both agronomic and economic, it is certain that in addition to black pepper, cardamom will emerge on the world market as a very important spice commercially (Neil, 2006). Cardamom is a type of spice produced from the seeds of several plants from the genera *Elettaria* and *Amomum* in the Zingiberaceae family (ginger family). These two genera are native to Bangladesh, Bhutan, India, Indonesia, Nepal and Pakistan; Cardamom seeds can be identified by their small seed pods, triangular cross-section, and coiled spindle-shaped, with a thin outer shell, and small black seeds. As a food ingredient,

cardamom has characteristics and benefits. Therefore, it is quite attractive to the public. Photos for cardamom fields and harvests are presented as follows:



**Figure 1. Cardamom Land**



**Figure 2. Cardamom Harvests**

Identification of partner problems is done by looking at the condition of the situation and extracting information from partners. This village has great human resource potential with the main livelihood as a farmer. The majority of people have time to produce raw cardamom into processed cardamom. However, most of the population's cardamom production is still sold in the form of cardamom seeds so that the sales are still not maximized. The level of economy and education in this village is still relatively low with the majority of underprivileged families and residents not completing elementary school. The solution offered in this activity is in the form of business empowerment through the production of cardamom spice which has more economic value so that the selling value is high.

Cardamom spice is made by processing cardamom seeds into powder to enhance the taste. The core activity of this program is the re-activation of partner businesses with attractive packaging and cardamom powder production as well as increasing marketing distribution to increase the selling value of cardamom. Increasing the economic value of cardamom spice through a developed business strategy will provide promising opportunities.

Economic value is a measure of the benefits that a product provides to a person or company. Therefore, economic value refers to the highest amount that consumers are willing to pay for a product. Economic value is not the same as market price, which is the minimum price an item can offer in the market. The economic value is usually higher than the market price.

Economic value is one of many ways to define and measure value. While other types of value are often important, economic values are useful to consider when making economic choices, namely choices that involve sacrifices in allocating resources. Measures of economic value are based on what people want or their preferences. Economists generally assume that individuals, not governments, are the best judges of what they want.

Thus, economic valuation theory is based on individual preferences and choices. People express their preferences through the choices and sacrifices they make, with certain

limitations, such as income or available time.

## METHOD

The partner location is in the Banyumas Regency area. The location of Banyumas Regency is in the province of Central Java. The location with the contours of the plain area provides space for the agricultural and plantation sectors to grow and develop. The area is a place that has great potential for potential exploration to produce value-added commodities. So that, here is the flowchart of solution.

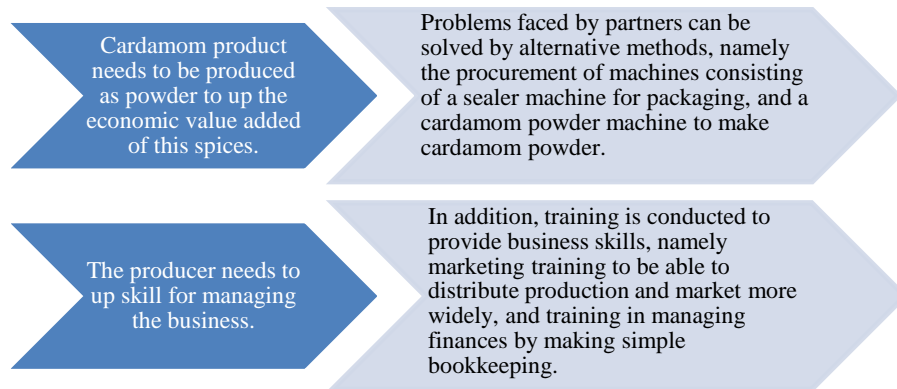


Figure 3. The problem and Solution

### Solution to problem:

- Problems faced by partners can be solved by alternative methods, the solutions are the procurement of machines consisting of a sealer machine for packaging, and a cardamom powder machine to make cardamom powder.
- In addition, training is conducted to provide business skills, consist of marketing training to be able to distribute production and market more widely, and training in managing finances by making simple bookkeeping.

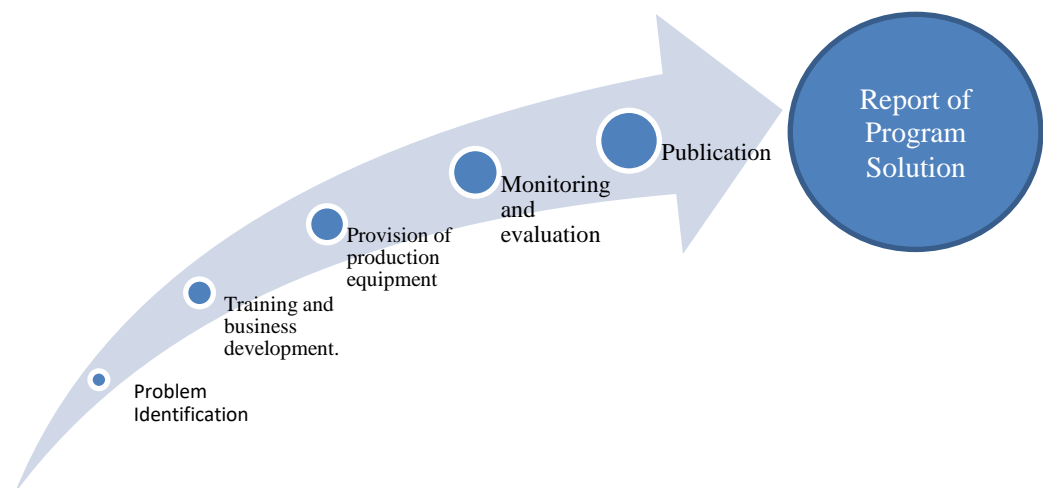


Figure 4. Program Applied

The method applied in the implementation of program is described as follows:

#### 1. Problem Identification

Discussions were carried out by the program implementing team from universities and partners in focus group discussions by focusing on:

- Identify problems faced by partners.
- Preparation of activity programs and models of cooperation between partners and

- universities.
  - Schedule of activities.
2. Training and business development.  
Marketing and financial management training to provide basic knowledge about the cardamom business for partner industries.
  3. Provision of production equipment  
Procurement of production equipment to overcome partner problems to support the cardamom production process.
  4. Monitoring and evaluation  
Monitoring and evaluation of program implementation is carried out periodically according to the schedule by the proposing team. Monitoring and evaluation are carried out to ensure that the planned series of activities can be carried out.
  5. Publication  
Publication of the results of the implementation of community service programs by the proposing team. Publications will be carried out in international seminars and national journals.
  6. Report  
Reports to provide written results on programs that have been implemented to universities and related agencies.

## **RESULTS AND DISCUSSION**

Cardamom spice is made by processing cardamom seeds into powder to increase economic value. The core activity of this program is the re-activation of partner businesses with new packaging. Economic value is a measure of the benefits that a product provides to a person or company. Therefore, economic value refers to the highest amount that consumers are willing to pay for a product. Economic value is not the same as market price, which is the minimum price an item can offer in the market. The economic value is usually higher than the market price.

Problems faced by partners were identified by direct observation, interviews. And the program is carried out by providing counseling narratives for marketing and also machine assistance. Efforts to overcome partner problems are part of the community service program. Problems faced by partners are given solutions based on research results. An overview of the problems and solutions is presented as follows.

The problems faced by partners can be described as follows:

1. The product has no packaging  
The packaging machine is a tool that is used so that the products produced are better in sales. Because they do not have this machine, the harvest only uses sacks as packaging.
2. Selling crops without processing  
To produce a product with a higher economic value than just the harvest, a powder machine is needed to make cardamom powder.
3. Lack of knowledge about business  
Do not have sufficient knowledge about business ventures.

Solutions to the problems encountered according to the program:

1. Making attractive and labeled packaging  
With the attractive packaging and product identity, namely labeling, it is hoped that people will recognize Cardamom Spices better.
2. Cardamom processing machine into powder  
Products that have been processed have a higher economic value because they can have a higher selling value. Therefore, the presence of cardamom in powder form can help to provide convenience for those who consume it. In addition, coupled with attractive packaging, it will increasingly convince consumers to use Cardamom Spices.
3. Business training  
In order to expand the market, better distribution channels are needed. Therefore, it is necessary to understand the concept of marketing with training to provide direction on

how marketing should be carried out.

The program is carried out as follows:

1. Direct observations were made at the first visit. This observation is used to see conditions in the local village.
2. Interviews were conducted to find out the problems faced by partners in more depth. The results obtained from the interviews are:
  - Cardamom is a good potential to be developed.
  - There is no marketing system yet.
  - Cardamom is sold in seed state.
  - Harvest season is still not routine.
3. Providing an inaugural narrative regarding marketing. By providing information about the marketing that can be done for cardamom powder products.
4. Giving the machine, used to provide assistance so that the process of powdering cardamom can be carried out.

### **CONCLUSIONS AND SUGGESTIONS**

The program has been well implemented. The program provides its own value by contributing to providing economic value to cardamom spices. Furthermore, the program can provide assistance for the business being run.

The program can be implemented further by expanding production capacity and machinery. This is to provide a wider distribution network. In addition, consider using online sales to expand the market area.

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