

## Bitesize Product Development and Marketing Innovation in Tempeh Chips Food SMEs

Intan Shaferi<sup>a)</sup>, Alisa Tri Nawarini, Rio Dhani Laksana, Ary Yunanto

Faculty of Economic and Business, Universitas Jenderal Soedirman, Indonesia

*a)Corresponding author: intan.shaferi@unsoed.ac.id*

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### ABSTRACT

Business development is part of the dynamics of economic activity which is increasingly developing along with the progress of the times. MSMEs run businesses independently in their economic activities. Therefore, creativity in developing a business is highly expected. One form of creativity is innovation. Chip products are traditional foods that have long been embedded in society. Tempeh chips with a savory and light taste to eat in box-shaped packaging. However, along with the rapid development of business, many are trying to provide a touch of variety in taste. However, it was not easy for the market to accept the change because the original taste was considered the best. With this phenomenon, it is hoped that MSMEs will have other ways to be creative and innovate. One of the MSMEs is tempeh chips in the South Purwokerto area. This MSME has been around for a long time and provides supplies to several other places. However, innovation needs to be carried out to have its own new and more profitable market because it has selling points that are more popular with the market. The method used in this program is to create a community service program in the form of innovating new product variations in the form of new tempeh in small sizes for selling value and initiating a marketing network to develop the business. So it is hoped that the knowledge possessed by academics can be useful for implementing science and technology to develop MSME businesses. The output of this program is small size tempeh chips products in packaging and marketing development.

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## INTRODUCTION

Product development is a necessity for MSMEs so that their products can be accepted by the market in a sustainable manner. Product development can be done in various ways, one of which is by carrying out production innovation by producing products that can be accepted by the public with the appropriate target market. Creating something new but enjoyable without abandoning the product's characteristics.

Several micro, small and medium enterprises (MSMEs) as well as several home businesses use this method for production activities. Several businesses have shown progress and development. Several other businesses are still experiencing stagnation or are running as is. Increasingly tight competition also means that MSMEs must be able to innovate and be creative (Guine, 2021). Business development is needed in order to be able to dynamically carry out business development (Shaferi, 2023).

Innovation is a strategy used to balance needs with resources (Rytkonen, 2021; Fajar, 2022). However, it is best if the innovation is comprehensive so that the resulting production is maximized (Assadi, 2021). Production capabilities also need to be considered to stimulate creativity and innovation (Ooi, 2021). Skills and knowledge are required in development (Manggabarani, 2023).

The traditional food tempeh chips is a snack that is widely produced by MSMEs. However, to attract the interest of many groups, there needs to be creative product development based on product innovation. There are various ways to innovate. Such as adding new flavors and innovating new shapes. Tempeh chips are a food with its own specialty, namely tasty and crunchy. However, making tempeh chips with other flavors is not necessarily acceptable because the distinctive taste can be lost. Innovation that can be done is by creating shapes. This product development model means that large-sized products can be made into small or bite-sized sizes that are easier to carry and eat without leaving food waste. Moreover, with more attractive developments with appropriate packaging so that marketing can be carried out according to targets.

Banyumas has many unique specialties such as Getuk Goreng, Mendoan, Jenang Jacket, Nopia, Chips Tempe, Lanting, Soto Sokaraja, Kraca, Jalabia, and Intil (Arywono, 2021). Traditional food is food that comes from an area and is known for its unique characteristics. Traditional food provides a meaning, not just food, but has its own value to show the characteristics of an area (Putranto, 2020). Purwokerto regional foods include mendoan, tempeh chips, and others.

Purwokerto is one of the areas in Banyumas Regency. The area in Purwokerto is divided into four sub-districts, namely North Purwokerto, South Purwokerto, East Purwokerto and West Purwokerto. These regions have their own characteristics and locations with economic potential. The economic potential of the South Purwokerto region is quite high. Many economic activities can make society independent and dynamic. Such as shopping centers, shopping complexes, culinary places, Purwokerto landmarks and small businesses such as traditional food businesses. One of the areas is South Purwokerto. This location has tempe chips MSMEs that have the potential to develop with innovative bitesize forms in their production.

Tempeh chips are one of the traditional foods typical of Purwokerto which can be used as souvenirs or daily snacks. One of the entrepreneurs in the form of MSMEs is our partner's tempeh chips, namely Bu Damilah's tempeh chips.

This community service program sees that Bu Damilah has great potential to develop due to great interest from other producers or marketers. However, it seems that this MSME business still does not have its own unique characteristics. Therefore, this program wants to provide a production innovation program with new variations on the traditional food of tempeh chips by making a tempeh product that is easier to eat in small bite-sized form so that consumers are cleaner and less messy when eaten in small, easy-to-eat packaging. brought.

Several innovations have been carried out by the community for traditional foods, such as those carried out for banana chips innovations (Pramuka, 2019), as well as packaging and label innovations and

training (Herminingsih, 2017; Negara, 2019; Yuliani, 2020). This provides many opportunities for tempeh chips to innovate with ingredients that are no less than other traditional foods. However, innovation needs to be provided that consumers can accept. Because several survey results provide guidance that not all innovations in traditional food work well (Nazaro, 2018).

The application of science and technology in this program takes the form of production and marketing activities in business, so that partners can make products according to their targets and target markets. Program partners are expected to benefit from the innovation and production and marketing concepts in this program.

### FORMULATION OF THE PROBLEM

Identifying partner problems is done by looking at the situation and gathering information from partners. Ms. Damilah's MSMEs have good product potential because they are quite popular with consumers. However, production does not yet have distinctive characteristics that can increase sales value. The solution offered in this activity is in the form of product innovation variations in the bite size size of tempeh chips so that it can expand the market segment.

Selling value is needed to provide more value to a product for consumers. With innovation in this variety of forms, it is hoped that it will have the effect of increasing sales and marketing. The tempeh chips market is currently more popular among people of a certain age group, so it is hoped that this bite size can reach young people. Because young people have the potential to be able to introduce traditional food to other regions because young people are known for their high mobility and are also active in introducing regional potential.

Traditional food has advantages, however, there is a need for scientific development in this case production and marketing to MSMEs. It is hoped that with this program, MSMEs will have additional applied knowledge that can be developed.

The science and technology applied in community service program leads to an increase in sales value which is useful as a partner development effort. This is because in business, management includes marketing and production management to get maximum profits. Therefore, the problem formulation is to develop bitesize product innovation and marketing targets.

### LITERATURE REVIEW

#### 1. Innovation

Several micro, small and medium enterprises (MSMEs) as well as several home businesses use this business for production activities. Several businesses have shown progress and development. Several other businesses are still experiencing stagnation or are running as is. Increasingly tight competition also means that MSMEs must be able to innovate and be creative (Guine, 2021).

Innovation is a strategy used to balance needs with resources (Rytkonen, 2021; Fajar, 2022). However, it is best if the innovation is comprehensive so that the resulting production is maximized (Assadi, 2021). Production capabilities also need to be considered to stimulate creativity and innovation (Ooi, 2021).

## 2. Food Products

The economic potential of the South Purwokerto region is quite high. Many economic activities can make society independent and dynamic. Such as shopping centers, shopping complexes, culinary places, Purwokerto landmarks and small businesses such as traditional food businesses.

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### IMPLEMENTATION METHOD

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 problem and solution is presented as follows.

The problems faced by partners can be described as follows:

- Production according to order.
- The size of the tempeh chips product is still standard so there are no characteristics that differentiate it from other tempeh chips.
- Marketing is still selling products without a regular schedule.

The service program partner, Mrs. Damilah, produces tempeh chips. The problem faced is that the production itself does not yet have distinctive characteristics. Therefore, the problem solving and solutions offered in this research are:

1. Production of tempeh in small bite sizes, namely the range of 5x3 cm to increase sales value. So far, the production of tempeh chips generally uses large sizes of tempeh. Tempeh chips bite products will be cleaner to consume because they are less messy and seem more contemporary.
2. Provide marketing training. Packaging is adapted to the production of small variations of tempeh. So the packaging is smaller and easier to carry. Increases sales value because it can reduce the price per package.
3. Create marketing goals and targets for marketing models with small product variations. The target market can be wider than before. And it has a new market, namely young people. So that marketing development can be carried out especially for young people. Because the tendency of tempeh chips is for older people.

The methods applied in implementing the program are explained as follows:

- Identify the Problem
- Discussions are carried out by the partner program implementation team.
- Training and business development.
- Provision of production equipment.
- Evaluation.

The following is a picture of the activities carried out:

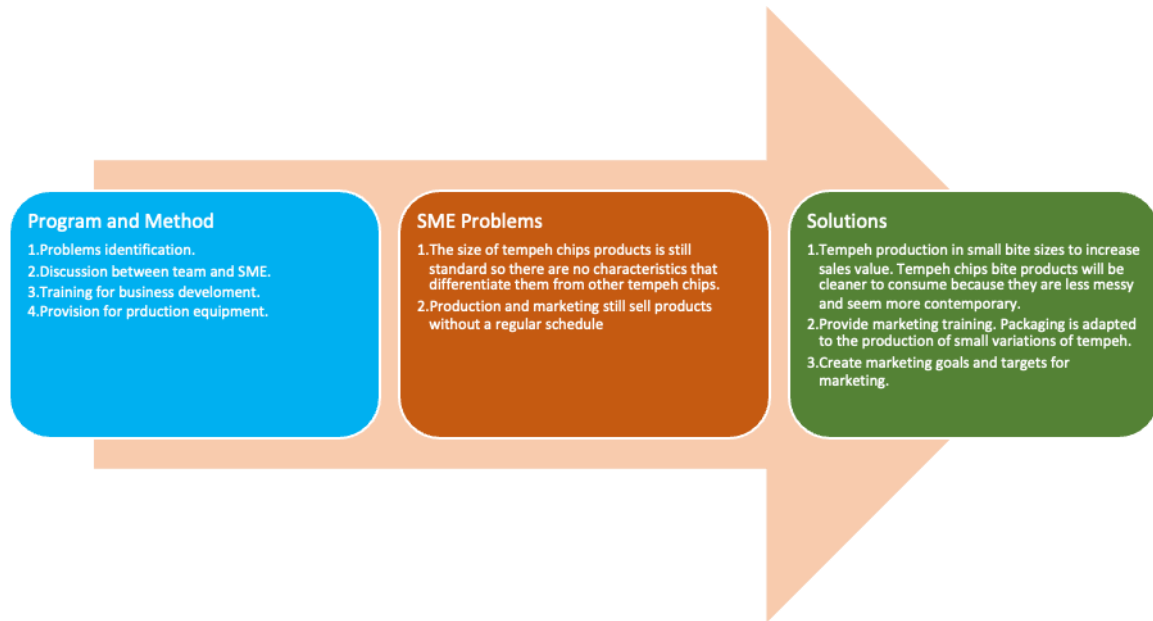


FIGURE 1. Program Flow Chart

## IMPLEMENTATION RESULTS

The service program is implemented in several stages, according to the implementation method. The following is a report from a series of activities. In implementing this program, activities were carried out according to the method presented previously, the results are presented as follows.

### 1. Problem Identification and Discussion

With the problems that have been identified through discussions by the team and partners, it boils down to the size of the chips and also the desired targets. Increased sales value with bite size tempe chips. Devotion carries out activities by coming to MSME locations to see the production process and explore the obstacles faced by MSMEs. From this activity, it was discovered that the marketing channel was still experiencing difficulties. In order to provide innovation, according to the program, we will innovate bite size products, with new packaging. Below is a picture of the activity.



FIGURE 2. Production Process



FIGURE 2. Packaging Process

## 2. Provide Business Development Training

Business development training activities take the form of training on marketing activities with an effort to provide new space for MSMEs in producing products. Shows how marketing activities include the marketing mix, namely product, price, distribution and promotion. Products are developed with bitesize. Prices depend on packaging. Distribution is carried out according to the target. Promotion by introducing old and new products.

It is hoped that by carrying out product development and innovation in marketing, it will have a good impact on business sustainability. Several innovations carried out by the community have had a good effect, especially in several industrial sectors such as food (Pramuka, 2019). In addition, it will later be developed for distribution and marketing with training and also with packaging (Herminingsih, 2017; Negara, 2019; Yuliani, 2020). It is hoped that innovation will provide opportunities for other MSME businesses to be able to develop in accordance with market directions so that product development can run well, because not all developments can be accepted by the market (Nazaro, 2018).

## CONCLUSION

This service program has been implemented in several stages. Developing products with bite sizes in new packaging, so it is hoped that this innovation can develop. Apart from that, activities will still be carried out with production and training on marketing. This effort is made to foster MSMEs so that they can become insightful for them.

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