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Improving the Quality of Maronggi Products as an Organic Food Commodity on the Home Industry in Jember

Lia Rachmawati¹, Muhammad Rijalus Sholihin²

^{1,2}Department of Accounting, Faculty of Economic, Mandala Institute of Technology and Science, Indonesia

ABSTRACT

This research was carried out to improve the quality of maronggi products as an organic food commodity in home industries in Jember Regency. The business partner in the Community Partnership (PKM) program is the Maronggi Processing House which processes Moringa leaves (Mrs. Halima/Owner. From an operational perspective, this partner is still relatively simple. For business partners who process Moringa leaves, the equipment used is still manual, the manufacturing process which is still simple, it is not efficient in terms of time and energy and there is no product label and the financial management system is also not in accordance with regulations. From a marketing perspective, Maronggi Processed House uses direct selling and there is a lack of innovation such as using a marketplace (shopee, tokopedia or website). Apart from that, in terms of packaging, it is not very attractive to consumers, so a label with a design that suits the product must be added. Then there is still no business entity that is standardized by BPOM. Maronggi house producers do not carry out the recording process according to standards due to lack of educational background and human resources. competent. This can be seen from the financial records implemented, namely that business financial management is integrated with household financial management. So, in terms of financial management, partners have difficulty knowing their financial position.

*Correspondence:

Muhammad Rijalus Sholihin
(muhammadrijalus@gmail.com)

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1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are the backbone of the national economy and the spearhead of the domestic economic cycle (Rwigema, 2020; Setyoko & Kurniasih, 2022; Sholihin et al., 2018). MSMEs contribute to economic growth, job creation and labor absorption, form gross domestic product and are sources of non-oil and gas exports (Sipayung & Annisa, 2021). MSMEs also have a social function as providers of a safety net, especially for low-income communities so they can carry out productive economic activities (Biosca et al., 2020). However, looking at the current conditions, the corona virus pandemic has dealt a blow to MSME players and resulted in production numbers falling because demand or sales are also falling (Kapparashetty, 2020). So MSMEs must be more creative in innovating, especially in the marketing sector (Indrianasari et al., 2022; Muttaqien & Sulistyan, 2022; Sulistyan et al., 2023). Jember Regency is an area that has many MSMEs, one of which is processed Moringa leaf producers, the number of which is still limited, but the product has quite promising opportunities. The business partner in the Community Partnership (PKM) program is the Moringa Leaf Processing House (Ibu Halima/Owner) located at Jl. Gajah Mada XII No. 197, RT

013/RW 01, Kaliwates, Jember. From an operational perspective, this partner is still relatively simple.

For business partners who process Moringa leaves, the equipment used is still manual, the manufacturing process which is still simple is not efficient in terms of time and energy and there is no product label and the financial management system is also not in accordance with regulations. From a marketing perspective, Maronggi Processed House uses direct selling and lacks innovation such as using marketplaces (Shopee, Tokopedia or websites). Apart from that, in terms of packaging it is not very attractive to consumers so a label with a design that suits the product must be added. Then there is still no business entity that is standardized by BPOM. Apart from marketing innovation and licensing from the BPOM standardization body, maronggi processing houses also have limitations in terms of equipment so that they are less than optimal in product processing. Running a business requires proper financial management, but maronggi house manufacturers do not carry out the recording process according to standards due to inadequate educational background and human resources.

This can be seen from the financial records that are implemented, namely that business financial management is integrated with household financial management. So, in terms of financial management, partners have difficulty knowing their financial position. Based on initial observations, several identification problems faced by business partners were obtained, including:

- a. Product marketing still does not use marketplaces such as Shopee, Tokopedia and websites
- b. Production equipment is still traditional
- c. The preparation of financial reports is still not in accordance with PSAK, so it is not possible to know capital, profit or loss.

2. METHODS

a. Implementation Method

To implement solutions to the problems faced by business partners, there are several stages that must be carried out, namely:

Table 1. Implementation Method

Stages	Implementation Description
Stages 1	Conduct discussions with business partners to determine priority scales.
Stages 2	Carrying out education and training digital marketing
Stages 2	Procure more modern production equipment.
Stages 3	Advocacy regarding product labeling and packaging
Stages 4	Training in preparing financial reports for business partners
Stages 5	Evaluation and monitoring

Source: Development by Activity Implementers (2023)

b. Approach Methods Offered to Resolve Partner Problems

In solving problems faced by business partners, the approach used in this Community Partnership Program is to use a participatory approach. It is hoped that business partners can have an active role in this activity. This is because the problems are owned by the business partners themselves, so they must play a role in the resolution process they face.

c. Partner Participation in Program Implementation

The program offered is a solution to overcome the problems of business partners, so in this case business partners who are subjects of the Community Partnership Program (PKM) are expected to contribute and take an active role in implementing this PKM, including:

- 1) Business partners are willing to coordinate with the proposing team regarding the solutions and output targets offered.
- 2) Business partners are willing to play an active role in activities that have been prepared in accordance with the agreement with the partner.

- 3) Business partners are willing to continue programs that have been implemented independently and continuously.

d. Steps for Evaluation of Program Implementation and Sustainability

By using the approach and participation method, the steps taken include intensive training and mentoring during PKM activities. Meanwhile, for the sustainability of the program, it can ensure business partners that it continues to be carried out independently and sustainably, and business partners can feel the impact of increasing productivity and good performance.

3. RESULTS AND DISCUSSION

a. Educational Results

In the partner education method, researchers conducted outreach regarding the importance of using digital marketing to business partners and the importance of brand awareness in marketing products. This socialization is expected to increase understanding and awareness for partners in utilizing digital marketing so that sales increase and market reach becomes wider, and can improve the economy. The results of education for partners are:

- 1) Partners are starting to understand the importance of brand awareness or awareness of the importance of the brand of the product they are making. This can be seen from the start of partners selling products without attractive packaging and labels. Then partners create attractive packaging and product labels. The following is an overview of the partner's initial product until it becomes a product with packaging.



Figure 1. Maronggih Ginger Powder Product Plastic Packaging 250 Gr

- 2) Marketing activities for Mrs. Halimah's processed Maronggih products are marketed by leaving them at home stalls or market stalls. Mrs. Halimah has an Instagram for Maronggih Products but doesn't understand how to market products using Instagram media. He is not interested in using Gofood or Shopee media because the costs charged for products are quite large, namely 20%, while Bu Halimah's products still do not have a wide market share, and their production capacity is limited. Therefore, we only help educate sales live via Instagram media.



Figure 2. Packaging for Maronggi Ginger Coffee Product in Sachet packaging (One Drink) 20 Gr

b. Training Results

In this training method, researchers provide training to partners regarding the creation and use of marketplaces. In this activity the researcher teaches the stages of creating and using marketplaces and training in preparing financial reports in accordance with UMKM PSAK (Sholihin, 2020). This is because partners do not understand well about selling in the marketplace and preparing separate financial reports for personal and business. With this training in creating, using, and compiling marketplaces and financial reports, researchers hope to reach a wide marketing reach and make financial records more organized and separate from personal finances.

c. Results Of Procurement Of Goods

The procurement of goods carried out by researchers aims to speed up product processing and also increase the amount of production. Limited capital from MSME owners of Processed Moringa Leaves or Maronggi, causes the amount of production produced to be very minimal. The work is done alone without employees. And only use simple tools. Drying Moringa leaves also uses manual drying or using sunlight, so that during the rainy season partners cannot produce optimally, and drying using an oven also produces less than optimal results, therefore there is a great need for partners for tools that can help with the production of processed Moringa leaves. The equipment procurement assistance provided by ITS Mandala through researchers was in the form of a blender.

4. CONCLUSION

From the Community Service carried out at MSME Bu Halimah which produces various kinds of processed food and drinks using Moringa or Maronggi leaves as the basic ingredient, which is located on Jl. Gajah Mada XII No. 197, RT 013/RW 01, Kaliwates, Jember, problems were found in production, marketing and financial activities. The first problem in production activities is that partners have innovated in product development, but the packaging used is very simple and not hygienic. This activity can help partners educate about the importance of product innovation from raw materials to packaging, so that it can attract consumers. And after holding the education, Partners made product innovations in terms of raw materials, packaging and labeling. The second problem in marketing activities is the limited distribution channels and facilities for marketing partner products, this is due to a lack of understanding and awareness of partners regarding how to build networks or distribution channels and the use of digital marketing as a means of marketing products. After providing education regarding marketing activities, partners began to build a network of distribution channels and market their products on Instagram. The third problem in the financial sector is the lack of capital owned by partners, whereas if a partner applies for a loan at the bank, what is needed is a financial report, apart from that, the partner does not yet have a legal entity for his business. Therefore, researchers provide education regarding the preparation of financial reports and business legality for MSMEs.

It is hoped that community service activities, especially for Mrs. Halimah's Rumah Maronggi MSMEs, can increase productivity and income. For Program Sustainability at Rumah Maronggi MSMEs, it can be followed up by implementing Financial Reports, Implementing Market Places, and Product Improvement and Innovation from processed raw materials made from Moringa or Maronggi leaves

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