

Improving the Quality of Products and Marketing Cassava Chips “Haji Sohob” in Patemon Village Area Unnes Campus

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Abstract—This research aims to improve the quality and marketing of cassava chips industry Haji Sohob which is in the area of Patemon Gunungpati. Industrial of cassava chips in Gunungpati area so far is marketed by traditional traders who go from house to house. The packaging is very simple by using plastic and is stapled. The outside air still get into the food products so that food chips stale fast and the earned profit is little. Through the cooperation with Unsec Unnes, the marketing techniques is changed into outlet and on line with address www.website_ikmkawasanunnes.com. In addition the packaging cover that was stapled is enhanced by using plastic welding so that more meetings, more beautiful and more durable.

Keywords— chips, packaging, marketing, outlate

I. INTRODUCTION

Cassava chips is a typical food in the Unnes campus area. For students or visitors in the area of the Unnes campus area particularly Patemon Village Gunungpati District of Semarang City often found cassava chips traveling salesman offered to the boarding houses of students and tourists who visit the Unnes campus. One of cassava chips which were long-standing among other is Haji Sohob cassava chips. Cassava chips industry “Haji Sohob” is one of the typical food industry in the Patemon village Semarang State University campus area, precisely in the Patemon village Rt 01 / Rw 02 Gunungpati Semarang. This industry is managed by Mr. Haji Sohob by utilizing the results of his own garden as the raw materials, by the cassava age of 6 to 7 months and then harvested and made into cassava chips.

During this time the need of cassava to meet the raw material needs of cassava chips “Haji Sohob” are supplied from the results of cassava garden of Haji Sohob which wide is about 6,000 m². From that garden just about 3,000 m² is planted with cassava, while the rest to crops.

The problem faced by small industry in Unnes campus area including cassava chips industry “Haji Sohob”, among others, the first is the packaging of wrapping plastic of food products that have not specify the type or brand of products, both the cover of plastic is still in staples, making it easy to be expired, because the wind was still able to come into the snack food products, which is the third product marketing of cassava chips “Haji Sohob” is still conventional from house to house by the merchant, so that customers outside the Unnes campus area will be difficult to get the latest product information.

It is necessary for cooperation with Unnes Student Entrepreneurship (Unsec) in order that the quality of products and marketing can be increased through training for the managers and employees of snacks food small industry in the Unnes area including cassava chips industry “Haji Sohob”.

The purpose of this study include: (1) To improve the quality of the packaging on the product to be more attractive for customers (2) To close the snack food products with a welding machine plastic so that no outside air that goes into the product, so it will be more durable, (3) To improve marketing of the food products via the internet / website.

The results of this activity is expected to support and to provide the right solution for an industry that is still classified as Small and medium industry (SMI) in the Unnes campus area.

Through this program, it is expected that the results of research and development can be applied, and become effective and efficient solution. SMI growth of Cassava Chips Industry in Unnes area as well as to produce a quality cassava chips products such as cassava chips industry “Haji Sohob”.

II. METHODOLOGY

This research used experimental method, with the following stages: first the researchers conducted a preliminary survey on the industrial partners in the Cassava Chips industry “Haji Sohob” in the Patemon village Gunungpati districts, and Store “Unsec” in Unnes campus Gunungpati Semarang. To obtain initial data in the form of needs assessment of tools appropriate technology needed by industry partners team conducted interviews with the owners of industrial partners and some employees who are involved directly in the production process and the marketing process.

Methods of collaboration between the development team of appropriate technology with the target community groups, is by implementing a partnership pattern. Methods of partnerships between teams with industry partners have provided data on their need requirements (customer need) about what engine is needed in order to be more efficient in the production process of industrial partner. The team also held discussions with some employees and the business owners to further improve the efficiency of the production process. The trial together

with partners become the feedback for the development of the engine in order to have maximum performance.

Implementation team provided training in the use, maintenance and repair of cassava cutting machines and cassava production management improvements. The success of this cooperation program depends on good communication and feedback from industry partners with the implementation team. The partnership will take place next term despite the implementation of this IBM program will be completed according to the schedule, but the team will conduct an evaluation and assistance for sustainability of the program.

Problem-solving method or pattern that is applied to solve the problems. Methods of resolving problems during the implementation of this IBM program among others by holding internal team discussions for decision-making. Model Selection of Problem Solving in use is adjusted to the problem that needs to be solved. The troubleshooting steps undertaken among others:

1. Collecting data which is adjusted to the problem to be resolved either through direct interviews or field observations.
2. The collected data will be analyzed using a variety of analytical models. So that will be obtained several alternative solutions that can be used in the hope that the problem can be solved better.
3. Priority of troubleshooting will each have advantages and disadvantages, for it is necessary to choose the best alternative to be used to resolve such problems.
4. Decision-making based on consideration of solving the problem that has most excellent level of application that was decided to be implemented as a solution to existing problems.

III. RESULTS AND DISCUSSION

Unnes campus existence in the area Sekaran, Patemon, Sukorejo, and Kalisegoro (sepasuka) has given the direct benefits to the economy growth in the area of Unnes campus. It is increasingly perceived after the training on product marketing, product packaging and website creation of IKM. One of the small industries which are progressing quite rapidly, i.e. cassava chips industry “Haji Sohob”. Currently the product turnover is increasing with the existence of website which can be accessed through www.ikmkawasanunnes.com page. The buyers are not only coming from the area around campus, but also many buyers come from the city of Semarang and the surrounding areas. Now Haji Sohob business not only in the production of cassava chips, but also in the business of electronic shop, Bridal Salon / Graduation Salon , and Bridal makeup Rental.

The IKM website display cassava chips “Haji Sohob” can be seen on Figure 1.



Figure 1. Display of www.ikmkawasanunnes.com

IV. CONCLUSIONS AND RECOMMENDATIONS

The efforts to improve the quality of products and marketing have been done by improving the design of product packaging and cover with plastic welding, by making a website to market their excellent products. From several previous description, it can be concluded, among other things:

1. Cassava chips industry “Haji Sohob” can be preferred by customers.
2. The performance of the product and the product quality of cassava chips become more attractive and more durable.
3. Products of chips industry “Haji Sohob” can be accessed through the website with page www.ikmkawasanunnes.com
4. The quality of products and marketing can be developed through training on the use of the means of production, and marketing involving Unnes Student Entrepreneurship (UNSEC).

From the previous description, the researchers team delivered several suggestions, among others:

1. Product quality of cassava chips “Haji Sohob” needs to be improved continuously.
2. Website for marketing of products via the internet on the page www.ikmkawasanunnes.com, should be continuously up to date, both the look and the content.

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