



The Potential Development of MSMEs in Celah Covid-19 Turnes an Increased Production of Rambak Crackers, Desa Sawo Kec. Showder Kab. Gresik Jawa Timur

Ruswaji¹, Sovy Elsariyana²

^{1,2}Universitas Islam Lamongan, JL. Veteran No 53A Lamongan 62211 Jawa Timur, Indonesia

Email: ruswaji1965@unisla.ac.id

ARTICLE INFO

Article history:

Received: 12/07/2020

Revised: 22/08/2020

Accepted: 30/09/2020

Keywords: *crackers, mixing machines, cutting machines, small businesses*

ABSTRACT

In the business world, the value of success is not only determined by capital and enthusiasm for work. Business actors really need to know the development of technology, management and reliable financial systems and understand the dangers caused by the use of chemical substances when the type of business is in the food sector. It is difficult for the MSME group of rambak cracker to develop because of the many problems faced and unsolved due to the lack of knowledge in the fields mentioned above. Production results are mostly non-uniform in dimensions, appearance or even taste quality. UMKM rambak cracker business group can only be said to survive and pay less attention to a better future and sustainability. From the above conditions, we as academics are very moved to help UMKM partners who are in Sawo Village, Dukun District, Gresik Regency, East Java Province, who are currently in a difficult condition to develop. The solution offered is the method of discussion and observation to identify problems, conduct activities, training workshops with materials on marketing and entrepreneurship management. We also give lectures on the use of hazardous chemicals in food mixtures with the noble aim so that MSME partners are not solely looking for profit but act as good entrepreneurs and care for others. Assistance and monitoring activities are also carried out to determine the extent of the development of their production business and the impact training outcomes as well as facilitating marketing access which is expected to increase capacity building.

Copyright © 2020 Jurnal Mantik.
All rights reserved.

1. Introduction

In recent years, especially since the monetary crisis hit Indonesia, until the current Covid-19 crisis, which is not yet clear when it will end, has devastated economic and business activity which has continued to decline, both large and medium scale companies and small companies. However, this condition is divided in that the empowerment of Micro, Small and Medium Enterprises (MSMEs) has received considerable attention from the government. MSMEs in Indonesia are the main magnet for the current economy. As is known, MSMEs in Indonesia have a far greater number than large-scale companies, so it is very important. It is important and a top priority that the Indonesian Government must be able to make the MSME sector excited to be able to survive and compete with MSMEs in other countries that have entered the MEA era. So it still requires guidance and support in improving various aspects such as management, capital and technology.

Community empowerment is a development process where elements of the community take the initiative to initiate a social activity process in order to improve their own situation and condition. The community here must be used as a subject, not only as an object of real development. This is also experienced by MSMEs who are partners of community service activities carried out by the service team. This community service activity aims to develop rambak cracker businesses from cowhide with adequate management and technology support so that in the conditions of the Covid-19 Pandemic it is still survival and continues to increase because market demand continues to increase.

Viewed from the social aspect, this rambak cracker business is still a home industry which is managed as a family and can provide added value and is expected to be able to absorb labor in the neighborhood around Desa Sawo, Kec. Shaman Kab. Gresik, so it has indirectly helped in reducing the unemployment rate. In Sawo Village, Dukun Subdistrict, Gresik Regency, a rambak fertilizer business is being developed. The



development of this business is very good because it is of interest to the surrounding community and its needs are not only as a snack but because it contains high nutrition. The marketing system carried out by the partners is by direct selling and partly consignment but in fulfilling market demand the partners have not been able to fulfill it optimally, so that the results of rambak cracker production can only be marketed around Dukun and Solokuro districts. This is due to the constrained production process which is slow and still traditional / manual. So it is necessary to increase the Appropriate Technology (TTG) related to the manufacturing process in order to increase product capacity to meet market demand. UMKM of rambak cracker entrepreneurs who are used as partners in this PKM activity, namely: Ms. Munawaroh and four other entrepreneurs having their address at Sawo Village, Dukun District, Gresik Regency, East Java Province. This business was started in 2014.

In business management, the two partners still use conventional household management patterns. This can be seen from the application of management principles that have not been carried out optimally. The labor arrangement pattern and payroll system are still incidental and the job description is not permanent, meaning that some workers are still on odd jobs. The businesses of these two partners are MSMEs with the management of their own families where the head of the family is at the same time as the chairman. Overall the total number of workers remains 4 people. There are weekly, monthly payroll or wage systems, but some are calculated based on the product. Currently, the problems faced by the rambak cracker business partners are the length of time mixing the dough for the cracker ingredients, the lengthy process of cutting the crackers that are still in the form of bars, and the not yet optimal business management system because it still uses a household management pattern. The goal of this activity is to increase the production of rambak crackers in order to meet market demand. Actions to be taken are: the production process can be carried out quickly, on a large scale and meet market demand. So that partners can increase their business income and indirectly increase their workforce, which means reducing the unemployment rate around the partner's location. In addition, to increase the partners' ability to manage a good business accompanied by proper financial management.

2. Theoretical Review

Viewed from the social aspect, this rambak cracker business is still a home industry which is managed as a family and can provide added value and is expected to be able to absorb labor in the neighborhood around Desa Sawo, Kec. Shaman Kab. Gresik, so it has indirectly helped in reducing the unemployment rate. In Sawo Village, Dukun Subdistrict, Gresik Regency, a rambak fertilizer business is being developed. The development of this business is very good because it is of interest to the surrounding community and its needs are not only as a snack but because it contains high nutrition. The marketing system carried out by the partners is by direct selling and partly consignment but in fulfilling market demand the partners have not been able to fulfill it optimally, so that the results of rambak cracker production can only be marketed around Dukun and Solokuro districts. This is due to the constrained production process which is slow and still traditional / manual. So it is necessary to increase the Appropriate Technology (TTG) related to the manufacturing process in order to increase product capacity to meet market demand. UMKM of rambak cracker entrepreneurs who are used as partners in this PKM activity, namely: Ms. Munawaroh and four other entrepreneurs having their address at Sawo Village, Dukun District, Gresik Regency, East Java Province. This business was started in 2014.

In business management, the two partners still use conventional household management patterns. This can be seen from the application of management principles that have not been carried out optimally. The labor arrangement pattern and payroll system are still incidental and the job description is not permanent, meaning that some workers are still on odd jobs. The businesses of these two partners are MSMEs with the management of their own families where the head of the family is at the same time as the chairman. Overall the total number of workers remains 4 people. There are weekly, monthly payroll or wage systems, but some are calculated based on the product. Currently, the problems faced by the rambak cracker business partners are the length of time mixing the dough for the cracker ingredients, the lengthy process of cutting the crackers that are still in the form of bars, and the not yet optimal business management system because it still uses a household management pattern. The goal of this activity is to increase the production of rambak crackers in order to meet market demand. Actions to be taken are: the production process can be carried out quickly, on a large scale and meet market demand. So that partners can increase their business income and indirectly increase their workforce, which means reducing the unemployment rate around the partner's location. In addition, to increase the partners' ability to manage a good business accompanied by proper financial management.

3. Research Methods

A. Overview of Activities Objects

Partners in this community service activity are MSME Kerupuk Rambak, Sawo Village, Dukun District, Gresik Regency. The owner of this rambak cracker business is Mrs. Munawaroh. The place of production and sale is located in Sawo Village, Dukun District, Gresik Regency, East Java Province. The business has been established since 2014 as a family business. The existence of this business is also well known in the community of Dukun and its surroundings because indeed the rambak cracker product is one of the special foods around Dukun District.

The production and marketing process still uses simple technology. The means of production are still simple and marketing is also very conservative, which is just waiting for the buyers to come. The results of activities that have been carried out in accordance with the design or activity plan are as follows:

Crackers Making The production process of the rambak eruption is as follows:

- 1) Dried Cowhide, cut into size ± 30 cm x 20 cm
- 2) Cowhide that has been cut is burned to remove the powder
- 3) Skin that has been burned is cleaned again (scraped) until it is clean
- 4) After it is clean, just boil it until the skin is soft (cooked) for ± 6 to 8 hours
- 5) The skin from the boiled ripe is cleaned again, then drained and ready to be cut thin (sliced).
- 6) The skin that has been cut (sliced / sliced by mango) is then arranged in widig (woven bamboo) to be dried in the sun for $\pm 4-5$ hours (to reduce the moisture content to 40-50%), then cut to a length of ± 5 s / d 8cm
- 7) After the cut is dried in the sun again to dry with $\pm 0\%$ moisture content, usually up to 3-4 days with normal sun heat.
- 8) Then after drying, then the seasoning process, and in the sun again $\pm 4-5$ hours.
- 9) The skin that has been seasoned and dried in the sun can only be fried (steamed) for ± 30 minutes to 1 hour with a fire that is not too hot and stable.
- 10) The end result of this last process is raw skin crackers / rambak that are ready to be fried.
- 11) To make these cooked crackers / rambak, the raw rambak is fried in oil that is not too hot.

The tools used for the production process include:

- 1) Drum with a diameter of ± 70 cm and a height of ± 135 cm to bake the skin
- 2) Large frying pan for braising and frying the rambak
- 3) Geribig and Widig (bamboo mat) for drying

The final product is then packaged using plastic and cardboard packaging using a very simple method. The company produces rambak crackers twice a week with a single production of 25 kilos. So that the company in a week can produce approximately 50 kilos.

B. Method of Implementing Activities

Community service which essentially helps people to be willing and able to meet their own needs must be based on the trust, ability and strength of the community itself. To help partners meet these needs, we offer methods to help overcome problems faced by partners, including the following:

C. Survey and Data Collection

Complete survey and data collection were carried out in order to obtain complete data related to production conditions and problems currently being faced by partners. The data collection technique was carried out by means of discussions and interviews with partners. Discussions were held to get each other and provide solutions by providing input from experiences during the rambak cracker-making business and collecting references about the equipment used by partners.

Business and Financial Management Training and Assistance

Provide training in business management, financial management and simple accounting. Entrepreneurs will be trained on marketing strategies and simple bookkeeping techniques in accordance with applicable financial standards.

D. Participation from Business Partners

In this activity all involve the participation of partners directly. This is intended to instill a sense of concern for partners in this activity, among others; 1) discussing with partners in finding solutions to problems by providing input from experience while doing rambak cracker-making business, 2) participating in the production process from raw materials to finished goods, 3) preparing workers to be trained in operating machines, and 4)) prepare everything needed in business management training and simple accounting / bookkeeping. So it is hoped that in the future it can help partners to produce a bigger turnover in a sustainable manner.



E. Evaluation and Monitoring

In the evaluation and monitoring stage, it is carried out so that the sustainability process by partners, of course, still requires guidance in the program implementation process. The objectives of this stage are:

- 1) See the progress of the program that has been done.
- 2) Knowing the obstacles that exist in the process of implementing activities.
- 3) Looking for solutions to problems that arise.

The monitoring process is carried out by the implementing team and partners. So that the obstacles and deficiencies that occur in the implementation of the program can be corrected for the better so that the programs implemented are maximized and synergized.

4. Results and Discussion

At this time the rambak cracker-making SMEs cannot predict their sales revenue, especially with the Covid-19 pandemic apart from limitations on market share due to the fluctuation of dependence on supply or availability of cowhide raw materials, as well as in the production process it is highly dependent on weather factors for drying materials. raw cowhide, in non-standard cuts and sizes so that it still leaves lower yields of rambak leather which are sold.

So far, the effort to observe the production process manually and its impact on the level of production and the quality and income of the rambak kulit cracker entrepreneurs has not been clearly measured. The output target is an increase in Human Resources through improving production management and better and more professional accounting in order to prove that the rambak cracker business activities in the Covid-19 condition did not experience a downturn but on the contrary increased by increasing the knowledge of the rambak cracker entrepreneurs in the production process more effectively and efficient.

The application of science and technology is expected to have a positive impact, namely that the user community will become more creative in honing their abilities and exploring the potential of human resources to find solutions to community problems using an appropriate technology application approach. Specific targets are an increase in income and economic standards for the leather rambak cracker business group. On a further scale, the increase in the production of cowhide rambak crackers is expected to be able to contribute to regional income, especially in Gresik Regency and in general on a national scale. The success of the application of technology in the production of skin crackers for 4 (four) business partners of rambak kulit crackers in Dukun Village, Dukun District, Gresik Regency, is expected to be a pilot activity that will be applied elsewhere. The further impact of this activity for institutions is to provide institutional opportunities to act as service agencies regarding problems faced by the community, and to build communication at the next stages by making High Schools a scientific resource to help solve various problems faced related to science, technology and its applications. The community is then expected to continue to consult to find solutions and the best way they can do. They are also expected to be able to accept new technology that they did not know as a way to produce better, faster, quality products or a new technology that they did not know but needed. In the end, the leather rambak fertilizer business group is expected to be able to carry out and develop technology or techniques that are extended according to the given procedure. For the community it is also expected to have a positive impact on the activities carried out and to expect the presence of Higher Education for the application of similar science and technology to develop and increase the added value of their potential resources. The expected follow-up impact is that the ranks of the agencies that are invited to collaborate are always cooperative and participate in monitoring every stage we take. The collaboration that appears next is communication that is always fostered, especially when people need the latest innovations and technologies that can be applied to technological developments and solutions faced by them.

The enthusiasm of partners to participate in this training activity is very high. This is indicated by the number of questions asked during mentoring. PKM activities can also run smoothly according to the original plan, even efforts to improve the production process and product marketing have received very serious attention.

From the implementation of PKM activities, evaluation can also be carried out as follows:

- 1) Partners realize the importance of the production process and good business management will be able to improve the results of their products and businesses.
- 2) Partners realize that business management and accounting or finance will be able to quickly provide clear and definite information on their business results.

- 3) Partners gain additional insight, knowledge and ability to develop better production processes and more advanced business management and marketing. There is a desire to market their products not only to end consumers but also in stores or a wider market.

5. Conclusions

- 1) All activities planned for Community Service activities can run well and smoothly. The results of the implementation of activities as planned, the objectives and output targets that have been set can be achieved properly.
- 2) The activity which lasted for three days provided very valuable benefits for the training participants, where in this training the participants gained new knowledge in making various rambak cracker products to increase the added value of rambak cracker products. In addition, the training participants received insight into the importance of building a marketing network to market the rambak cracker products they will produce.
- 3) The training participants want the training activities provided to be sustainable because partners feel greatly helped by this activity so that it is hoped that their knowledge and abilities can continue to increase.

THANK-YOU NOTE

This scientific journal is part of the Community Service Report with independent funding sources. So that on this occasion please allow the author to express his gratitude and appreciation to: 1) the Chairperson of the UNISLA LITBANG PEMAS who has approved this service; 2) the Dean of the Faculty of Economics UNISLA who has approved this proposal; 3) Lecturers as team members and fellow lecturers who assist in the implementation of Community Service; 4) Students participating in Community Service; 5) Community Service Partners of Kerupuk Rambak; 6) All parties that we cannot mention one by one who have provided a lot of good moral and material assistance for the implementation of Community Service activities this time.

6. References

- [1] Kotler. Philip. 1996. *Marketing*. Edisi 7. Erlangga . Jakarta
- [2] Wijaya, K., & Syairozi, M. I. (2020). Analisis perpindahan tenaga kerja informal Kabupaten Pasuruan. *Jurnal Paradigma Ekonomika*, 15(2), 173-182.
- [3] Nurcholis, Hanif. 2008. *Teori dan Praktek Pemerintahan dan Otonomi Daerah*. Jakarta: PT Grasindo.
- [4] Swastha. Basu. *Azas-Azas Marketing*. Edisi 3. Liberty. Yogyakarta
- [5] Syairozi, M. I. (2017). APLIKASI AKAD MUSYARAKAH PADA PEMBIAYAAN UNIT USAHA SYARIAH PT BANK RAKYAT INDONESIA (PERSERO), Tbk. *DARUL 'ULUM ISLAMIC UNIVERSITY*, 111.
- [6] Nurcholis, Hanif. 2008. *Teori dan Praktek Pemerintahan dan Otonomi Daerah*. Jakarta: PT Grasindo.
- [7] Suga, Kiyokatsu, Sularso. 2008. *Dasar Perencanaan dan Pemilihan Elemen Mesin*, Edisi ke-10, Jakarta: PT. Pradnya Paramita.
- [8] Setiadji, B. 2008. "Daya Tahan Indurtri Kecil dan Menengah (IKKRT): Mitos atau Realita", makalah symposium Dwi tahunan Journal Riset AME.STIE „YO”, 6 April 2008, Yogyakarta
- [9] Wiguna, Satrio Pandu. 2007. Pengaruh Kemasan Produk terhadap Keputusan Konsumen dalam Membeli Produk Jajan Khas Kota Gresik. Skripsi. UIN Malang. Diakses pada 8 November 2015.

