

THE MARKETING STRATEGY INCREASED THE HOME OF THE CRACKUP INDUSTRY DURING THE COVID-19 PANDEMIC IN THE VILLAGE MUNJUL, TANAH SAREAL BOGOR

Agi Tri Nuary¹, Muhammad Azis Firdaus²

Universitas Ibn Khaldun

¹ agitrinary3088@gmail.com, ² azisfirdaus@uika-bogor.ac.id

Abstrak

Indonesia's economic activities have been hampered by the COVID-19 pandemic. This news is very worrying for UKM players, and it happened in early April 2020. If only established UKM went out of business, especially business actors who only entered the low-class home industry category. Many companies are forced to lay off workers or laborers. To generate income, not a few of the home industry is quite profitable, one of the home industry businesses that can be developed is the production of crackers. Crackers are snacks that are very familiar and favored by the community. The research methodology used in this research is qualitative. In collecting data, conducting observations and interviews with home industry business owners. The advantage of this business is quite large because it already has many regular customers and this business is quite well known by the public, the marketing strategy is carried out through google maps and also WhatsApp besides that they market the crackers to stalls that have become their customers and also market them to markets who are already subscribed

Keywords: Home Industry, Marketing Strategy, Pandemic, UKM

INTRODUCTION

Home industry activities are currently the most sought-after entrepreneurial activities, especially during the current Covid 19 Pandemic. This activity is in great demand by the community, especially among housewives for various reasons, ranging from not requiring large capital, implementing hobbies or hobbies, and being able to increase income and help the family economy. Another thing that makes people interested is that this business activity can still be done at home. because this type of economic activity is centered at home without leaving obligations as a mother other than this business can be run by family members who live in their place of residence or have the closest family relationship by inviting several neighbors who are felt. - overlook the news about the spread of covid-19, one of the effects of which is that several domestic/ international flights are temporarily suspended, and tourist attractions are closed. This news is very worrying for SME players, and it really d in early April 2020. If there are many well-established SMEs that have gone out of business, especially business actors who are only in the low-class home industry category. This phenomenon occurs throughout Indonesia, in fact, several companies have laid off workers, because the production and marketing processes are no longer balanced. The condition is more severe experienced by home industries which are smaller than small businesses, including the conditions experienced by the home

industry experienced by Mrs. Tarsih in the village of Munjul Tanah Sareal, Bogor City. At first, Mrs. Tarsih's home industry ran smoothly, in the sense that there was a balance between the supply of raw materials, production processes, and marketing. The name of the business they are running is called "KERUPUK SR" But after the pandemic, there were several impacts experienced by the home industry business. SR crackers.

The first thing the author did was to observe, record, and dig up information about the owner of this SR cracker home industry. After interviewing Mrs. Tarsih, and after conducting the interview it turned out that there were several impacts experienced during this pandemic period, namely:

- (1) there was a delay in the delivery of the raw crackers they bought for frying
- (2) a decrease in turnover

LIBERATOR REVIEW

Home Industry

Definition of Home Industry Home industry is a business unit or company on a small scale engaged in a particular industry. Home means home, residence, or hometown. Medium industry can be interpreted as handicrafts, business products, and or companies. In short, the home industry (or usually written/spelled with "Home Industry") is a home business for goods or small companies. It is said to be a small company because this type of economic activity is centered at home.

The home industry can also be interpreted as a home industry because it is included in the category of small businesses pioneered by families. In general, activities are concentrated in a certain family house and the employees are domiciled in a place not far from the production house. Geographically and psychologically their relationship is very close (business owners and employees) thus enabling easy communication.

The definition of small business is also clearly stated in Law no. 20 of 2008 concerning Micro, Small, and Medium Enterprises, which states that small businesses are businesses with a maximum net worth of Rp. 200 million (excluding land and buildings for business premises) with annual sales of a maximum of Rp. 1 billion. Other criteria in Law no. 20 of 2008 are owned by Indonesian citizens, independent, independent, affiliated directly or indirectly with medium or large businesses and in the form of individual business entities, whether legal entities or not. If registered with the Regency/City Trade Office, applying for a permit from the government to run a business, the home industry is included in the category of White Trading Business Permit (SIUP) regulations, namely small companies with assets of less than 200 million.

In another sense, the home industry is a business that is not in the form of a legal entity and is carried out by a person or several household members who have a workforce of four people or less, with the activity of converting basic materials into finished or semi-finished goods or from less valuable into which has a higher value with the aim of being sold or exchanged for other goods and there is one family member who bears the risk.

Home industry function

The home industry can expand employment and provide broad economic services to the community, which can play a role in improving the community's economy and family income,

reducing unemployment, and improving community welfare. According to Suryana (2006), the functions of the home industry are as follows:

1. Strengthening the national economy through various business linkages, such as the function of suppliers, production, distributors, and marketing for the results of large industrial products. Small businesses function as transformers between sectors that have forward and backward links.
2. Increase economic efficiency, especially in absorbing existing resources. Small businesses are very flexible because they can absorb local labor and resources and improve human resources so that they can become strong entrepreneurs.
3. As a means of distributing national income, a means of equal distribution of business and income, because the numbers are scattered in both urban and rural areas.

Type of Business Home Industry

According to Harimurti (2012), various types of businesses in the home industry include the following:

a. Trading Business

A trading business or trading business is a business in which the main activity is to purchase goods or products and then resell the goods or products and take advantage of them without changing the condition of the products being sold.

To make it easier to understand, you can imagine an example, for example, you want to sell a room deodorizer. But you don't have the fragrance yet, so you have to buy it first.

After you buy from an agent, for example, then you resell the room deodorizer by applying the price difference from the agent's price value. For example, the price of the agent is Rp. 20,000, then you resell for Rp. 25,000. The form and condition of the fragrance do not change, the only thing that changes is the price or price difference which becomes the profit margin for you.

b. Agricultural Business

Agricultural business or business also known as agribusiness is agriculture, management, production, and marketing of agricultural commodities, such as livestock and crops. Agricultural business fields include resource management, farming, conservation, livestock, and sales. As technology advances and markets become increasingly global, the agricultural business has evolved to meet and solve the needs and problems of high-tech agriculture. Examples of agricultural businesses are food and plantation agriculture, land/sea fisheries, animal husbandry, and other businesses that fall within the scope of supervision of the Ministry of Agriculture.

c. Industrial Business

Is a business or activity of processing raw materials or semi-finished goods into finished goods that have added value for profit. The business of assembling or assembling as well as repairing is part of the industry. Industrial products are not only in the form of goods, but also in the form of services. Examples of industrial businesses include, Metal/Chemical Industry: Metal craftsmen, leather craftsmen, ceramics, fiberglass, marble, etc., Food/Beverage:

traditional food producers, Soft drinks, catering, other products, Mining, Minerals, and Various Small Industries: Craftsmen of jewelry, stones, etc., Convection: Manufacturers of garments, batik, weaving, and others.

d. Service Business

Service business is a business field that sells and offers products in the form of services. It's the same thing when someone establishes an agency. It's the same when someone establishes a business entity that produces certain products and then sells them to consumers for profit. This also applies to service business entities. Service businesses or often called companies that provide services offer certain skills that are useful to consumers. Examples of service businesses such as lawyers, accounting firms, architectural bureaus, administrative bureaus, advertising agencies, computer centers, photocopiers, and business consulting offices.

Previous Researchers

- Based on previous research conducted by Rina Dwi Apsari (2005) with the title "Analysis of Income Levels for Home Industry of Jackfruit Chips in Watugung Village, Prigen District, Pasuruan Regency". From the results of Wisnu Hardianto's research, it is known that the income or profit of the home industry of jackfruit chips is influenced by several factors, including demand and marketing. By using a different test, the results of the study show that what affects the income of the home industry for jackfruit chips is demand and marketing. These variables provide an important meaning in increasing the home industry of jackfruit chips in Watugung Village, Prigen District, Pasuruan Regency.
- Achmad Djuaini (2009), with the title "Small and Medium Enterprises (UKM) Business Strategy The research was carried out in Ngadiluwih District Kediri Regency. The research sample is 3 (three) Small and Medium Enterprises .UKM in Ngadiluwih District in the field of food and crafts. The results of the research are in the form of narratives of qualitative data relating to Small and Medium Enterprises (SMEs) in Ngadiluwih District, Kediri Regency. From the research it is concluded that the production strategy is product diversification in terms of form and type, in the financial sector using own capital and from bank loans and without recording, in human resource management consisting of between 10-25 workers, in marketing more on product quality and packaging.

METHODOLOGY

The research method is an approach taken by the author to find out the problems being studied. The author uses a qualitative method. Qualitative method is a research method that produces descriptive data. The purpose of qualitative descriptive research is to present data and phenomena that actually occur in the field. The author went directly to the field and then conducted interviews with the owner of the SR cracker home industry in Munjul village, Tanah Sareal, Bogor City. The author saw firsthand the activities of production, packaging and distribution, which were mostly carried out at home. In the interview, the author received information that there was a decrease in turnover after this pandemic and there were several obstacles that they got after the pandemic.

RESULTS AND DISCUSSION

Crackers are one of the snacks that are often consumed by Indonesian people. Crackers are usually used as complementary foods such as gado-gado, opor, ketoprak and other foods. The crackers are made from tapioca flour with garlic, salt, and flavoring to give it a savory taste.

In the interview, it was revealed that around 2005, business owners had already produced crackers. They opened this home industry right next to their house. The owner of these crackers still uses simple tools. Business owners always ensure the cleanliness of their products and the environment in their production activities. This aims to satisfy customers so that they do not feel doubt about the cleanliness of the product.

Currently the home industry for crackers belonging to Mrs. Tarsih and Mr. Friend already has a BPOM permit and this home industry also has 25 employees and is divided into 3 parts, namely 18 employees in the cracker packaging section, 2 employees in the cracker frying section, and 5 employees in the trading section. to the markets to which they are subscribed. The average age of employees in this home industry is 30 years and above, the wages of employees are weekly and weekly wages are how much they pack the crackers, 1 pack of it is RP70, most of the employees who work in this home industry are local residents, their working hours start 08.00 to 16.00. Frying crackers still use traditional tools, namely firewood.

This cracker home industry has various types of crackers, including noodle crackers, shrimp crackers, rose crackers, rambak crackers, jengkol crackers, color crackers, bp crackers and tempe crackers. For the price, each type of cracker has a different price. Noodle crackers are sold per kilo at a price of RP 30,000/kg, prawn crackers RP 30,000/kg, rose crackers RP 27,000/kg, jengkol crackers RP30,000/kg, color crackers RP30,000/kg, tempe crackers RP 30,000/kg, and BP crackers are sold at a unit price of RP400.

The raw materials for making these SR crackers are :

1. Raw crackers
2. Oil
3. Plastic and rope

Media promotion carried out by the home industry of crackers belonging to Mrs. Tarsih is word of mouth or what is often referred to as word of mouth driven by social interaction, or expressing emotions. and also via WhatsApp. Besides that, they also leave warung stalls, as well as people who will hold a celebration, as well as markets that have become their customers, namely Leuwiliyang Market, Ciampea Market, Parung Market, Merdeka Market, and Guava Dua Market. The place for producing crackers belonging to Mrs. Tarsih is also well known by the public so it already has many customers. The demand for this product is quite large, this is indicated by the large number of customers who come to order crackers for celebrations and celebrations.

In setting up a business, there must be obstacles and obstacles. However, every obstacle can be overcome if the business owner focuses on solving the problem. The cracker production business also experienced several obstacles including during the pandemic there was a delay in the delivery of raw crackers to be fried, and when it rained it could also hamper the delivery of the crackers that had been ordered and also if the weather was cloudy or rainy, there were fewer customers who came directly to order. bought because of the rain. And also a slight decrease in turnover due to the pandemic.

Even so, their home industry is still running as it should, even though they are in a pandemic, they are carrying out the existing protocol, which is wearing masks and gloves when wrapping crackers and the employees there have done vaccinations.

CONCLUSION

From the results of the study it can be concluded that the business owner started his business in 2005 with an initial cost of RP. 500,000. Then the cracker production business continues to grow, despite this pandemic, business owners are developing their business with marketing strategies through word of mouth promotion or what is often called word of mouth and whatsapp besides that they also market these crackers in various stalls that have become their customers. and also market it in various markets that have become their customers, namely Leuwiliyang Market, Ciampea Market, Parung Market, Merdeka Market, Guava Dua Market. In the home industry, these crackers sell various kinds of crackers and at various prices.

REFERENCES

- Aryansah, J. E., Mirani, D., & Martina, M. (2020). STRATEGI BERTAHAN USAHA MIKRO KECIL DAN MENENGAH SEKTOR KULINER DI MASA PANDEMI COVID-19. *Applicable Innovation of Engineering and Science Research (AVoER)*, 323-329.
- Diana, Diana, and Nor Laila. "Strategi Pengembangan Usaha Home Industri Makanan Sebagai Peluang Pendapatan di masa Pandemi Covid 19." *Prosiding Seminar Nasional Pengabdian Masyarakat LPPM UMJ*. Vol. 1. No. 1. 2021.
- Emiliasari, R. N., & Kosmajadi, E. (2020). Pendampingan Penerapan Manajemen Pemasaran Produk Home Industri Desa Cikadu. *Jurnal Pengabdian Masyarakat*, 1(2), 106-115.
- Nurpratama, M., & Anwar, S. (2020). MANAJEMEN STRATEGI INDUSTRI KECIL MENENGAH PABRIK KERUPUK SARI IKAN DESA PENGANJANG KECAMATAN SINDANG KABUPATEN INDRAMAYU. *Abdi Wiralodra: Jurnal Pengabdian Kepada Masyarakat*, 2(2), 57-69.
- Simanjuntak, F. N. (2020). Peran Pemerintah Desa Dalam Pemberdayaan Ekonomi Masyarakat Melalui Home Industry Keripik Pisang di Desa Patumbak I Kecamatan Patumbak Kabupaten Deli Serdang (Doctoral dissertation, Universitas Islam Negeri Sumatera Utara Medan).