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UPPER CUTTING TOOL TO INCREASE SLIPPER PRODUCTION IN KOTALAMA VILLAGE, KEDUNGKANDANG DISTRICT, MALANG CITY

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Abstract

This community service is carried out to entrepreneurs in the slipper's home industry, precisely in Kotalama Village, Kedungkandang District, Malang City. The micro-business developing in this village manufactures slippers, which only absorbs 3 to 6 workers. IRT "Fla.Fe" was made as a partner because it has problems producing sandals, which are still very simple. Equipment not touched by science and technology has resulted in production results not being maximized, so production income has not been optimal. There still needs to be more understanding about models and variations of flip-flops. So far, cutting the upper is still using the manual method, namely with hand scissors. Through the Unisma Grant (HI-ma) program, it is expected to solve existing problems by designing and making slipper upper-cutting tools to increase production results and business profits.

Keywords: Cut Tool, Upper, Slippers.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are one of the business fields that can be developed and integrated into the national economy (Halim, 2020)(Novianto, 2021) and are a buffer zone for the national economy which has proven to be able to survive during the currency crisis in Indonesia in 2013. 1997-1998 (Salahudin et al., 2018). This service activity aims to determine the development of creative industry-based SMEs in the fashion sector in Malang City (Ananda & Susilowati, 2019).

Kotalama Village, located in Kedungkandang District, Malang City, has a very diverse micro-enterprise that is developing (Alvionita & Sulaksono, 2019), one of which is the manufacture of slippers that can improve the family economy (Nainggolan, 2018) (Masitoh et al., 2019) (Fadilah et al., 2021) (Dewi et al., 2019), which in this sub-district only absorbs 6 to 8 workers. IRT "Fla.fe" is made as a PKM partner. It is one of two slipper manufacturers in Malang whose existence needs to be maintained and developed.

This manufactures aims to have a better position to participate in building the economy of the community in Malang City in general and the Kotalama community in particular and the need to foster an entrepreneurial spirit (Andari et al., 2019). However, partners' knowledge about increasing the production of slippers, increasing production profits, and understanding the production of strong and good sandals needs to be fully understood.

The proposed PKM activity plan that the implementing team will carry out is directed

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to provide alternative solutions to several problems faced by slippers IRT in Kotalama Village, Kedungkandang District, Malang City so that this IRT can develop and be able to compete with other large industries. So far, IRT partners have marketed their products in distributions in Malang City, shops on the island of Bali, and Semarang City. The hope is that the increase in production can meet market demand with a wider area coverage.

One of the problems faced by this IRT is the time required in production, especially in cutting the upper on sandals, which is still done manually. Cut the sandal upper using scissors by making a pattern with colored pencils. Cutting is very difficult and time-consuming because the cuts are done individually. Partners expect that an upper-cutting tool can be used to cut upper sheets according to certain patterns and in large quantities.

This article will show you how to make sandals from partners from the beginning to the end into a sandal-slip product ready to be marketed. The above process will also show the upper sandal-slip cutting tool, which solves the problems highlighted by the service team. This activity focuses on providing cutting tools that can be used effectively and efficiently by partners. So the hope is to increase the production of the slipper itself.

IMPLEMENTATION METHOD

The stages in making slippers were obtained by conducting observations and interviews (Dan et al., 2013) with partners. In this stage, it will be explained about the stages of implementing community service activities at IRT Fla. But it will also be shown the stages of making the slippers themselves.

Based on IRT Fla.fe's experience, it can produce an average of 200 pairs of flip-flops per week. The number of raw materials processed each day varies greatly and cannot be predicted with certainty because the process of making sandals depends on consumer/market demand conditions. The workforce involved during the production process is 6-8 people for IRT "Fla.fe". The production flow can be explained as follows (the order of the pictures explains the order of numbers):

1. First, prepare the materials for making sandals: mitsol, upper, and glue.
2. Then the mitsol is glued and the upper is attached to the mitsol. Upper colors and motifs are adjusted to consumer demand or other trends in the market.
3. Making the upper and printing motifs on the upper uses screen printing.
4. After the upper is attached to the mitsol, it is clamped with a clamp until the glue dries. After being removed from the clamping device, it is then placed on the rack that has been prepared.
5. The finished slippers are then packaged and sold to the market or consumers.

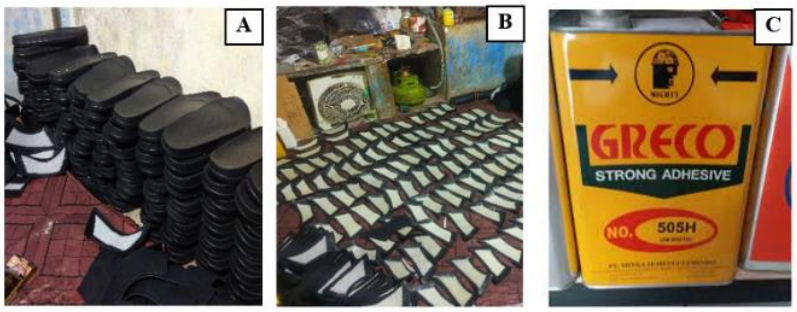

Figure 1. Materials for slippers (A) Mitsol, (B) Upper, (C) Lem

Figure 2. Upper Installation Process on Mitsol

Figure 3. Upper Manufacturing Process and Screen Printing Tools

Figure 4. Slipper Clip Place

RESULTS AND DISCUSSION

In the implementation method, the sequence of making sandals has been explained. This service activity focuses on making the upper sandals effectively and efficiently with cutting tools that can shorten the cutting time. The following is the upper cutting tool design and its dimensions.

The tool design above consists of several parts, namely:

1. A manual lever is used by hand.
2. An upper cutting tool contains a blade shaped according to the desired upper pattern.
3. Mat on which to place the upper pile to be cut.

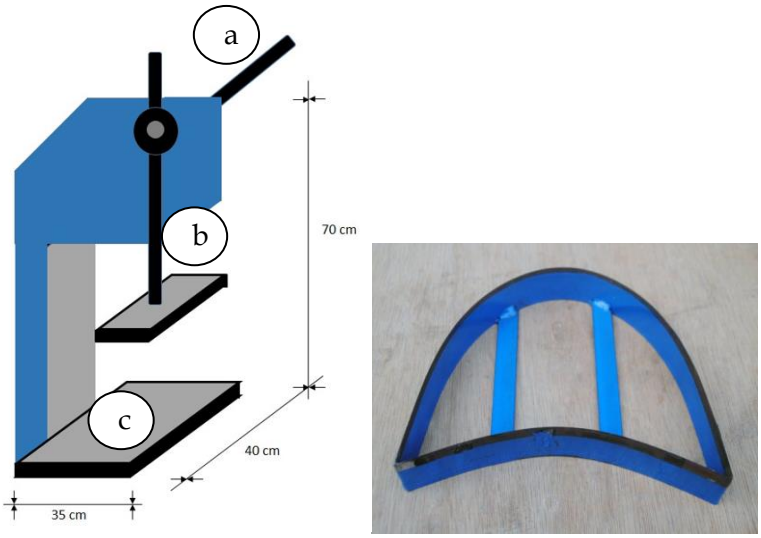

Figure 5. Slipper Upper Cutting Tool Design & Upper Cutting Knife

The slipper upper cutting tool has dimensions of 40cm in length, 35cm in width, and 70cm in height, with lever length (a) 40 cm long. In comparison, the knife's dimensions are 1cm high and 0.2mm thick, with a sharp tip that is useful for cutting upper materials, with the shape according to the upper pattern. This cutting tool is attempted to use a knife made of steel so that it is durable and not easily damaged. Also, to be strong, it is used to cut upper materials stacked with a minimum pile of 10 materials with a thickness of 1 material, which is 3mm. This slipper upper cutting tool can shorten the processing time for slippers, especially for uppercutting. Previously, cutting one upper piece took approximately 3 minutes. By cutting using a tool, a minimum number of 10 uppers were cut in 3 seconds. This can shorten the time very much. So it is expected that the productivity of slippers will also increase.

With these 4 million rupiahs upper sandal cutting tool, it is hoped that it can help Fla.fe IRT partners to increase the production of sandals, the process of which takes about five days from the start to become a ready-to-wear sandal product. The upper pattern knife must be designed in such a way with a pattern size that should be manageable for use on the feet. The upper size is too large. It cannot be used, reducing the comfort of slipper users. The upper size is attempted to be in the distance between the base of the toe and the base of the inner foot. After the upper is ready or cut perfectly, the next step is to sew the upper edge neatly. The next step is adding images or writings that consumers can order freely or termed free or custom designs. In addition to custom designs, Fla.fe also accepts designs from potential customers, and this slipper manufacturer only needs to print and apply them to the upper.

This slipper produced by IRT Fla.fe has penetrated well-known shops such as Panama Bali. Marketing is done through social media and should also be through online media (Mustikasari et al., 2021), such as Instagram and Facebook, with the account name Fahrul Vendor. In addition, it can also be directly via WhatsApp media. In addition to slippers, this IRT also works on bags, wallets, belts, and flip-flops. Bags in the form of handbags like those used by people on pilgrimage, waist bags or waist bags, and wallets with simple to exclusive shapes. By not charging the consumer a design fee for their ordered product, the partners hope that consumers will be able to handle the cost of purchasing this product from IRT. The image design on the upper is done using three design applications on Android phones.

Limited capabilities in marketing, causing IRT Fla.fe to have difficulty marketing its products to a wider area. Customers who order slippers from IRT are old acquaintances of partners. However, now, a little helped by the existence of social media. Unfortunately, this ceiling has yet to be fully utilized. Business financial arrangements must also be rearranged. This arrangement avoids mixing personal money with business money and vice versa.

Figure 6. Unisma Community Service Team with IRT Fla.fe

CONCLUSION

From the service activities that have been carried out, the service team can conclude several things related to IRT Fla.fe, namely: a) The production stage of slippers is still constrained by equipment. So far, it has yet to be touched by modern tools. b) the upper cutting of the sandal sandals is done manually with scissors, one by one. This takes a relatively long time, so the production time of one sandal from the beginning to the end can take 5 days. c) Marketing of slipper products has been carried out through social media platforms but has yet to be maximized. IRT Fla.fe should also be able to take advantage of other platforms, such as online shopping sites. d) The use of upper cutting tools can save a lot of time in slipper production because if the upper is cut manually, it takes 2-3 minutes per piece. However, after using the upper cutting tool, the cutting time is only less than 5 seconds. e) Fla.fe's flip-flop market share is relatively small because it is only spread out in a few shops in several areas. However, the biggest customer to date comes from the island of Bali. f) Fla.fe sandals can accept custom designs.

It is better if IRT Fla.fe can maximize product marketing through social media and network relationships. It is also better to learn the upper sewing technique so that the upper does not need to be worked elsewhere so that it can save production costs. To avoid fraud by potential customers, Fla.fe can attach a contract agreement with prospective buyers and apply a down payment system for all product purchases in large quantities, a wholesale system, or a reseller system.

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