

Strategies To Increase The Quantity And Quality Of Green Mussel Crackers

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ABSTRACT

*The work of traditional fishermen is highly dependent on the weather, which sometimes makes it impossible to go to sea. If this happens, it is difficult for the fishermen's families to fulfill their needs. To be able to help the economy of fishermen's families, a group of fishermen's wives tried to develop food products whose raw materials are easily available in the area. The food produced is green mussel (*Perna Viridis*) crackers. However, because the production process is still very conventional, the production of green mussel crackers is also still very limited both in quantity and quality. To be able to help develop the green mussel cracker business, assistance is given in the form of production equipment, improved packaging and brand labeling, as well as processing PIRT (Home Industry Production Licensing).*

Keywords: Green Shell Crackers; Strategy; Quantity; Quality.

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Introduction

Kalibaru Urban Village is located in North Jakarta, which is a coastal area within the Cilincing sub-district. Kalibaru urban village consists of 14 RW and 171 RT which has a dense population with a population density of 4,012/km². In particular, RW 05 in West Kalibaru Village, most of its residents work as fishermen and some work as laborers.

Working as a fisherman is highly dependent on climate and weather conditions. During the west monsoon season, there will be a rainy season in Indonesia. And one of the impacts of the monsoon is the difficulty of traditional fishermen going to sea because of the high sea waves accompanied by wind and rain that endanger the safety of fishermen. So that in this condition, the fishermen cannot go to sea, so there is no fish catch that can be sold, which causes fishermen's families to experience economic difficulties.

As a coastal area, Kalibaru Village also produces green mussels (*Perna Viridis*). Green mussels, also known as green mussels, are soft animals that live in the sea, have two shells and are green in color. Green mussels are one of the potential marine resources that are easily found in the Kalibaru Village area. With the abundant potential of green mussels, there is a group of mothers who innovate to utilize green mussels as one of the raw materials for making crackers. However, this green mussel cracker business is still very simple because the processing is still using hands, so the quality and quantity are still very limited. One production takes approximately three days. One production of green mussel crackers requires 1.5 kg of green mussel meat, 8 kg of sago flour, 0.25 kg of garlic, 0.25 kg of sugar, 1 ounce of coriander, 2kg of cooking oil and fine salt. After the dough is made, it is steamed, then thinly sliced and dried in the sun. The duration of drying the crackers is also very dependent on the weather, if it is cloudy, it means that it takes longer to dry the crackers.

After the shelling process, the crackers are fried and wrapped. The packaging of fried green mussel crackers is still very simple, using plastic and then tied manually. And the production of crackers produced in one production is still very limited, which is 10 kg. The sale of green mussel crackers is marketed by entrusting them to stalls around the residence of the fisherwomen's wives group. And the sales results of 10 kg of fried green mussel crackers obtained an income of Rp 300,000. While the total production costs incurred amounted to Rp 227,000. Thus, the profit earned was only Rp 73,000.

This green mussel cracker business actually has the potential to grow because there are some buyers who buy green mussel crackers as souvenirs for visiting relatives or friends. And demand also increases during holidays or weekends. So that the solution to the problems that exist in this group of fisherwives is to provide production aids that aim to accelerate production so that it can help increase the quantity of green mussel cracker production (Puspitawati et al, 2018), providing packaging that is given a brand label (rationalization) to improve product quality (Suartana et al, 2018). And to ensure food safety, assistance is given to take care of PIRT.

By improving the production process and packaging of green mussel crackers, it is hoped that the quantity and quality can be increased, so that the profit income from production will also increase.

Research Method

The method of implementing community service activities with strategies to increase the quantity and quality of green mussel cracker products can be seen in Figure 1 below:

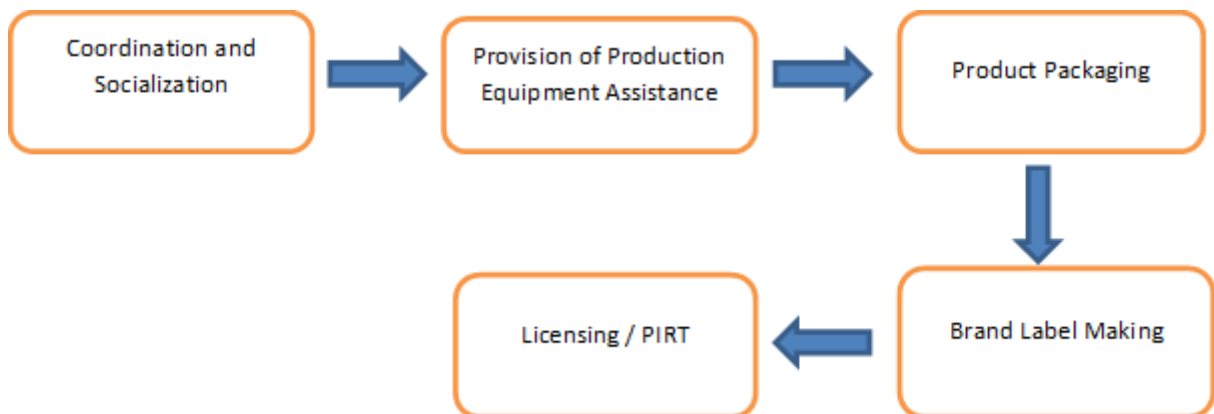


Figure 1. Method of Implementation of Community Service Activities

Coordination and Socialization to Partners

Coordination and socialization activities aim to discuss with partners by providing information related to the service activities that will be carried out. In addition, exploring the problems faced and providing solutions provided to overcome these problems. This activity went well because the partners were very cooperative in following all the directions given.

Provision of Production Equipment Assistance

The production equipment provided to the group of fisherwives is aimed at accelerating the process of making green mussel crackers in order to increase production quantity. The equipment provided included:

1. One Stand Mixer (a tool for stirring green mussel cracker dough),
2. One Langseng stack (to boil the dough),
3. One cracker dough cutting machine (cracker dough to be dried),
4. One large frying pan (for frying crackers in large quantities),
5. One Impulse Scaler (plastic adhesive tool)
6. One Freezer (for storage and freezing of cracker dough)

Product Packaging

Packaging was started to make the green mussel crackers more hygienic and attractive. The packaging is wrapped in clear pp plastic measuring 6 cm x 5 cm and glued using a plastic adhesive tool (Impulse Scaler).

Making Brand Label

After the product packaging of green mussel crackers already exists, then the next is the provision of brand labels that become one with the packaging. The making of the green mussel cracker brand label is as an identity in order to distinguish it from other cracker products.

PIRT Licensing

PIRT (Home Industry Production Licensing) is a license for the home-based food and beverage industry. The PIRT label is included in the brand name label or otherwise can be a guarantee that the production is safe. PIRT is a series of numbers listed.

Result

The result of the implementation of community service activities in the Kalibaru area of North Jakarta is that there has been an increase in the amount of production of green mussel crackers. The production process can be faster because it has been assisted by equipment, so that the quantity of cracker production has increased. If previously the production of green mussel crackers in one time making manually only obtained as much as 10 Kg of ready-to-sell crackers, then with the help of equipment there has been an increase of more than 10 Kg.

The equipment provided to the group of fisherwives can be seen in Figure 1. The equipment has helped speed up the production of green mussel crackers, not only by making them faster but also by producing more crackers in one batch. The provision of this production equipment is in an effort to increase product quantity.



Figure 1. Production Equipment Assistance for Cracker Making



Figure 2. New Packaging of Green Clam Shells

From Figure 2 is the new packaging of green mussel crackers wrapped in clear plastic that has been given a brand name. The packaging of the crackers has been assisted with a plastic adhesive tool (impulse scaler). This is one of the strategies to improve the quality of green mussel crackers. This is also based on previous research from Suniantara, et al that creating a packaging label can improve product quality and generate consumer buying interest (Suniantara et al., 2019).

In addition to updating the packaging and branding, to increase the level of consumer confidence in food products that are guaranteed safety, the packaging label also includes information about the Household Industry Production License (PIRT). Thus, it is expected that the production of green mussel crackers will continue to grow and be accepted by all groups in society.

Conclusion

The conclusions of the community service activities that have been carried out are: 1. The equipment provided can be used to help the process of making crackers more quickly and hygienically, so that the quantity of production can be increased by more than 10 kg in one production. 2. By improving the packaging and labeling the brand, the green mussel cracker products are more recognizable and attractive to be used as souvenirs for relatives or friends. 3. In addition to packaging and brand labeling, the PIRT number will further improve the quality of green mussel crackers because there is a guarantee as a food product that is safe for consumption.

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