

## Increased Sales of Tofu Dregs Crackers Through Marketing Strategy Assistance and Promotional Innovations

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### ABSTRACT

Situbondo Town still be choice of entrepreneur for culinary business. For the example, in the corner of town along of protocol street to enter Situbondo Town stand culinary business building start from sidewalk tents, café, restaurants, shops, and local souvenir central of Situbondo. One of home industry in Panji Lor Village was Kristy home industry. This kind of home industry developed excellent product was tofu dregs crackers as inovation did by student of UNEJ 253 through KKN program and Ms. Ine as the home industry owner. Through partnership dedication program in 2018, this home industry received tools for cooling crackers dough such as Freezer and spinner. On the contrary, the marketing promotion rely on conventional with the result that tofu dregs crackers less popular by people outside. The packaging of product still used simple tools that packaging desain less interested by people. Besides, because of limitedness of packaging tools, tofu dregs crackers didn't durable and easy to be defective. Partenrship dedication program had special target to in implementation tofu dregs crackers marketing through offline and online media. tools for packaging given to as tofu dregs crackers could be durable and damage minimalized. Team of dedication had intraduced the way to online marketing through website and other internet media and guidance of marketing strategy.

**Keywords:** home industry, management, creative economic sector

### INTRODUCTION

Situbondo District as coastal area in north side used for traffic line of end anyer-panarukan. This place is a strategyc place for entrepreneur to have local business. The local business can be developed is one of food business or local souvenir of Situbondo. Souvenir business especially in culinary never end because of it has keep growing market share and requires entrepreneur to be creative and inovative. Culinary entrepreneur with various excellent product, compete to present quality local food, local taste and liked by people.

Created products are product liked by people depend on various selective seasoning, hygienic process and affordable price, so that local products interested by many people from every circle. Local business food especially local household grow rapidly to create open market share and suppose social capital to maximalize quality product marketing as primary capital. One of local household food product grow in Situbondo are home industry snacks made by Panji Lor Village, Panji Situbondo District community.

In Panji Lor village, there is a household industry with brand Kristy as collaboration with student in KKN UNEJ 253 program. Ine Kristiawati is the owner of local household business with excellent product like tofu dregs crackers. This product as inovation to be sold with primer ingridient like tofu dregs.

Ine`ve tried various processed food, but tofu dregs still be made be the excellent product as the processed household food. The option to keep made processed food like that snack because of cheap and easy to get ingridient is the main reason. Panji Lor Village has central area of tempeh and tofu producer. Dregs of processed tofu is wasted and most of all is used to be animal feed, Ine start to observe the tofu dregs. She knows that tofu made by soybean seed as source of protein and high fiber, absorbs colesterol, and as favorite food of many people. Based on dregs of processed food in firts filter that still contains fiber and protein, Ine also excited to find idea to make ingridient to be consumed food. Most of people still haven`t ability yet to used dregs of processed food soybean seed to be tofu or tofu dregs be something like various alternative food. Ine also find the inspiration for her business, that is processingnng tofu dregs to be various food. The recipe of processed food trial did repeatedly and failed for times, almost success until Ine finds the proper composition of processed food to change tofu dregs to be delicious snack.

Based on empirical condition, tofu dregs sold without othr form processed food as economically the relatively cheap price. Because of that, thought of inovation of new processed food of tofu dregs to be crackers as various of culinary product. On progress, processing of tofu dregs to be processed food as strategy in community empowerment of Panji Lor Village. Through observation did, the product of IRT Food Kristy`ve increased income especially of Panji Lor Village people and generally fo Situbondo community. Technically, inovation process the tofu dregs food as reality of high economically product, indicated with product durability and increase of market demand.

Home industry tofu dregs food processor in Panji Lor, Kristy as the busines of Ine Kristiawati. The Home industry pioneered by Program KKN UNEJ tahun 2018 and partnership program in 2018 by Soekma Yeni Astuti, S.Sn., M.Sn as a lecture of Universitas Jember. Modern tools given to increase products quality and quantity Tofu dregs crackers such as freezer and spinner as supportive tools to increase of crackers productivity. Firstly, processed food tofu dregs product need extra energy to get taste and crispy of crackers that similar with market crackers. It as obstacle since the first of food tofu dregs crackers process.

Limitation of tools didn`t be obstacle to develop tofu dregs cracker businesss, as a revenue generating of dedication community did. Things need to be resolved is how to develop tofu dregs crackers as visually or as packaging design to increase competitiveness. As specifically, in this year marketing and packaging to attract will be developed and be increased.



Picture 1 Tools Giving to Partner

Tools above consist of freezer and spinner as main media to make tofu dregs crackers. Tools and knowledge in many aspects such as management, marketing system and supporting infrastructure to make tofu dregs crackers produced by IRT Kristy known and accepted by people. Tofu dregs crackers Home Industry from time to time were difficult to develop products, marketing only hiring people around and by word of mouth till produced productless known by people outside.

Business competition in snack production especially household snack need carefulness in create innovation and various products, to keep loyalty of consumers to marketed products. Entrepreneur should create strategic competitiveness for smooth business. Every business has priority to increase profit in product selling, entrepreneur must have innovation and variation to compete in business.

Creation and innovation did to create new products along with consumers demand change and current development. In products marketing, an effort should determine effective way as strategy of product marketing. This matter determine the success of a business and as starting point in figure out a condition and market demand. The success of a business seen from the way of that effort of quality marketing product with affordable price to attract consumers in purchase.

Tofu dregs crackers still be produced, but there are some obstacle in local household snack such as;

- a. Packaging of product factor that rely on limited skill in packaging design that less interested consumers and otodidac promotion.
- b. Next obstacle is packaging tools air billow in package caused durability of cracker to be longer.

Based on situation faced by Ine Kristiawati as an owner of home industry tofu dregs crackers, team from Universitas Jember try to continuou previous dedication community program for complete production tools through increase and development and inovation of proper packaging tools and promotion through media online and audio visual, the expectation is to increase marketing result and community will of special local household snack, it is tofu dregs crackers.

Development and increase of this business need quick response strategy because local household snack should be promoted wider through online media and audio visual rapidly developed as nowadays to be known by Situbondo people and can fulfill consumers need till Tofu dregs crackers can compete with similar products in the market. In macro scale this business will be pilot project product development based on IRT, Kristy is expected to be development, coaching, and networking



central of IRT in Panji Lor Village scale. Because of that reason, this paper is intended to be long term coaching model of mitra Kristy, and people and IRT community level to develop competitiveness and increase community welfare.

## METHOD

The way to solve problem will be faced and in achievement of set goals, activities did through integrate the good marketing management knowledge unsure. Besides, method promotion form through offline and online media and online danhibah tools packaging yang modern knowledge. Sequence of activities did as a business to promote Situbondo culinary and entrepreneurship enthusiasm in running this program. As detail information, activities did previous explained in some followed things:

### Description of Activity

Partner as the actor of little business who have been working in tofu dregs crackers field, but because of less of knowledge and creativity in running little business comprehensively and only has experience in running stagnant and unoptimum running business still be stagnant and unoptimum caused less creativity in marketing. Based on previous problem, sequence steps did in this program were:

- ❖ Socialization of program
- ❖ Practicing knowledge, debriefing about marketing management
- ❖ Make inovation of marketing promotion as modern and give advance and modern packaging tools
- ❖ Coaching in making and promotion product with using offline and online media
- ❖ Evaluation of ativity

### Management, Inovation and Marketing Strategy

#### Design of Activity

Community dedication activity include 2 activities first hold practicing about marketing management. Second, give supporting tools in packaging Tofu dregs crackers and make inovation in packaging Tofu dregs crackers design. First activity is design system invite the actor or expert in marketing management. Output of process of this is comprehension and skill in apply marketing management, skill in use tools for making tofu dregs crackers and skill in making package design as media of marketing product tofu dregs crackers.

Mecanism and design of practicing activity divided for three steps include preparation, implementation, and report. In preparation step did through make a team consist of head and members. Head and members prepare until implementattion of the activity. After team formation, design activity did was connected to the narasumber based on competency and customized with materials need of practicing implementation. The presenter was professional and expert with competency in management marketing and design innovation and modern tools packaging. There are some following practicing materials:

Number	Materials	Presenters	Institution
1.	Materials about introduction offline and online management marketing	Muhammad Bustomi	Koplak Food

3.	Materials about making design of product/label	DwiHaryanto, M.Sn	S.Sn.,	Fakultas Ilmu Budaya UNEJ
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After the presenter get, team were in implementation step. Before implementation did, team prepared all supporting media and infrastructure for carry of the activity implementation. Steps did were include; procurement of media and accomodation for presenter. Then make sure that implementation place with coordination to involved stakeholders and provide support media and consumption for participants. This activity did for 2 days. Practicing activity followed by members of tofu dregs crackers. After whole sequence of practicing activity did, head of comitte arranged activity impelementation repport that consist of repport about implementation narration and financial accountability repport.

## Inovation Packaging and tofu dregs crackers modern tools

### 1. Inovation of package/packaging

Packaging/package as general means as the outerst of a product packaging woth aim to protect product from of weather, shocks, and collisions, to others stuffs. Each shape of things to packaging a inside with packaging/package to protect its content. Packaging usually formed to show the image and view of a product, sehingga pesan yang akan disampaikan akan dapat ditangkap by pemakai product with baik. Menurut Klimchuk and Krasovec (2006:33), "Design of package adalah business kreatif yang mengkaitkan bentuk, struktur, material, warna, citra, tipografi, and elemen-elemen desain with informasi product agar product dapat dipasarkan". Design of tofu dregs crackers package still be as simple package less estetic for consumers from its shape and colour that caused probable consumers less interest to package tofu dregs crackers. In order simple package of tofu dregs crackers design, inovation of design of package should be did through change package or packaging with semi transparent plastic package to make tofu dregs crackers interesting for probable consumers.



Picture Package/packaging of Tofu dregs crackers with covered plastic

### 1. Modern Tools for Packaging of Tofu dregs crackers

The process of making cracker have finished, then next step was packaging of tofu dregs crackers to be something interesting. Good and neat packaging product really helped partner in sale increase. Consumers look at package of product in the first time. If package of tofu dregs crackers was not good, consumers doubt to buy. Tools

need for good packaging was Automatic vacuum sealer that able to absorb high air to package every kind of plastic to pack tofu dregs crackers. This machine had timer and protection of over heat. Tofu dregs crackers packaged in empty plastic to keep original shape in long durability.

Hand Sealer used by Ine for packaging tofu dregs crackers, but weakness of this tool only for press and didn't give automatic air empty space that caused pada daya tahan tofu dregs crackers yang hanya dapat tahan dalam waktu yang relatif pendek. On the contrary, as upgrading, Continuous Sealer Machine was Machine for package and sealer of product that made by thermoplastic ingredient. Continuous Sealer Machine kept thermoplastic package for lee damage. Weakness of this machine was minus of air in package to keep durability of product and didn't wave endurance.

Continuous Sealer With Gas Filling machine given by team for partner. Packaging with insert air did easily. In the other hand, primary purpose of this process did for strong tofu dregs crackers, estetic package and ddurable because protected by air pillow through Machine. Continous Sealer Machine With Gas Filling had some benefits for sealing plastic of alumunium foil, filling air to pocket, printing expired or production code emboosly and sealing shaped and dry contain package.

## **Strategy of Marketing Product**

Strategy of marketing as design of plan explained expectation of business about various aktiivities or marketing program effect to demand or product line in the certain market (Tjiptono, dkk 2008:283). Strategy of marketing was business plan of various integrated marketing consist of some factors under controll such as product, price, place, and promotion (four P). Untuk menemukan strategy and bauran marketing terbaik, enterprise involved analysis, planning, implementation and marketing control to find best strategy and marketing. Through these activities, of enterprise took a look and applied it to actors and include them marketing circle (Kotler, 2008:58). Strategy of marketing as decision pattern in enterprise to determine target, aim and purpose and detail reach goal range of business (Buchari, 2013:95). Based on those, strategy of marketing is plan of enterprise to develop product or service as set goal by enterprise. Strategy of marketing as very important for enterprise to develop an enterprise.

Promotion through modern media of communication to deliver informasi accurately, properly, easily, and effectively. Develop of media of marketing as significantly after promotion through printed and electronic media, most of people used technology of internet. The excellent of internet possible people to access information everywhere and whenever. Magnadi, 2011 said that in a college through tecnology of information can create city branding to growth economy of local area used local wisdom for access of technology around or local area with college, marketing product could did easily.

Media that used by manufacture of Tofu dregs crackers to introduce product and explained it to people is market place. Marketplace is a bargain transaction of product where seller and consumers have a meet in a place. Seller would sell comodity in available stall by e-commerce with marketplace concept. Commodities sold in marketplace would be promoted by e-commerce to get potential consumers. The success of e-commerce with this concept determined by number of seller and



consumers who joined in website of e-commerce. One of popular marketplace Indonesia are Bukalapak and Tokopedia

## RESULT AND DISCUSSION

Process of making tofu dregs crackers until packaging/packaging to marketing still used traditional tools that caused less interested by consumers and tofu dregs crackers didn't durable and easy to be damaged when it delivered to far away place. Selling Increase Practicing activity of tofu dregs crackers did on October 31st 2020 located in partner house in Panji Lor, Panji Situbondo District. Team lead by Drs. A. Lilik Slamet Raharsono with competent presenters about Strategy of marketing product and inovation promotion. Practicing started with head speech about aim and purpose held practicing increase sale of tofu dregs crackers. Community dedication activity did as next activity after practicing and grant tools on 2018. Then in increase of tofu dregs crackers sale through strategy of marketing product and inovation promotion to make tofu dregs crackers as local souvenir of Panji Lor Village.

Next activity presenting materials about Inovation Packaging product presented by Muhammad Bustomi as owner of Koplak Food about packaging or package tofu dregs crackers. Packaging/package, generally means as outerst part covered a product to protect product of weather, waves, and bumps to others. Packaging to tofu dregs crackers as used general plastic.

Session 2 activity was presenting materials about marketing product through technology audio and internet by Dwi Haryanto. In presenting about every kind of media for introduce product to people. Cycle of marketing tofu dregs crackers still used conventional way that marketing limited to person by person as traditional way. Marketing should be directed through tecnology of information one of them through website that possible information presented as detail and clearly.

Second material was about audio visual work like company profile that presented by Dwi Haryanto who said that kind of profil for introduce person and product to people. There are some principals of person to make an interestiing company profile :

1. Strong message
2. Interesting Picture
3. Mix Marketing
  - a. Product
  - b. Price
  - c. Promotion
  - d. Placement
  - e. People
  - f. Process
  - g. Physical Evidence

Based on marketing mix above, enterprise could identify itself with competitor to determine which factors that excellent (Competitive Advantage) than competitor. After that took that as selling point as company profile especially of product/service.

### 3.3 Website as Marketing Media

Web created after planned that on December website of crackerampastahu.com finished. It was more excellent than blog for marketing as systemtically easy to be detected by search engine when browsed the position of website would be located on the highest. This caused marketing could be more popular known by people.

Content in this website didn't only about tofu dregs cracker but interesting contents like audio visual advertisement to make consumers get detail information about tofu dregs cracker. Audio Visual Profile could be accessed through youtube channel in <https://www.youtube.com/watch?v=8rHghncd2Fs>.

## CONCLUSION

Home Industry be national economic support that still be regard as underestimated thing. As informal economic sector could created value added for the actor through employment creation for people and raised economic growth. Nevertheless, the continuity of home industry be common problem with government. Government with limitation of budget, human resources to build investment climate and domestic product market especially for home industry that need collaboration to every related stakeholder. College in this context had capacity to guide and develop home product. Along with need to push continuity economy for home industry actor, this dedication program gave knowledge and created marketing network. Unfortunately, main problem still didn't be solved to create citizen's awareness to consume home industry product, so should be conditioning the market and strengthening of home industry actor.

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