

The Effectiveness of Making Chicken Floss Micro, Small and Medium Enterprises Women Farmers Group (KWT) in Kliripan Hamlet

* FADIA FITRIYANTI

* Universitas Muhammadiyah Yogyakarta, Yogyakarta, Indonesia
Correspondance author: yatifadia@umy.ac.id *

Article

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Abstract

The 074 KKN program, in collaboration with UMKM partners, Women Farmers Group (KWT) Dusun Kliripan, Hargorejo Village, Kokap District, Kulonprogo Regency, Yogyakarta Special Region, is a UMKM that has a shredded chicken business where the shredded chicken is not durable, and the packaging is simple. The purpose of the 074 KKN Program is to help SMEs of the Women Farmers Group (KWT) Dusun Kliripan improve the quality of the KWT MSME chicken floss through training on making durable and dry shredded chicken and changing product packaging to make it look more attractive when traded. The method to achieve this goal was by practice, intermediary, or liaison lectures. The results regarding the speed of time in the manufacture of shredded products after the spinner tool is 98%, the effectiveness level of the digital scales is 100%, the effectiveness level of the spinner is 99%, and also the speed of drying time after the spinner tool is 100%. Therefore, the use of digital spinners & scales has a significant effect on the process of making shredded products.

Keywords: Development; Business; Micro, Small; And Medium Business.

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Introduction

Real Work Lecture or often called KKN, is a community service activity carried out by student groups (Dumasari, 2014). The UMY Group 074 KKN program was carried out offline due to a decrease in the number of sufferers of the Covid-19 pandemic in the DIY area in particular and Indonesia in general. This KKN activity occurred because, at the time of the Covid-19 pandemic, there were many impacts on people's lives, one of which was on the economic aspects of the community due to the pandemic (Suharto, 2009). Communities can take advantage of the resources in their surroundings for food sources and innovate to have a sale value. One way is by urban farming or raising livestock. Apart from being self-sufficient in food and personal consumption, these two things can also open up business opportunities for the community (Kullu et al., 2020 & Adhitya, 2021).

Women Farmers Group (KWT) Kliripan Hamlet, Hargorejo Village, Kokap, Kulonprogo Regency, Special Region of Yogyakarta deal with shredded food production. Shredded floss is a very tasty food and can be used as a side dish with rice or as a food filling. Shredded floss is very popular and can be consumed by all age groups, from children to the elderly. Shredded processed food is a low-cholesterol food (Russiani & Pujianto, 2017) because shredded is processed by cooking it dry so that it can be stored for a long time. Previously, KWT had produced shredded beef, but the production rate was still low and only depended on market demand. Therefore the purpose of holding this program is to increase the KWT MSME chicken floss business. UMKM KWT Kliripan Hamlet, located in Hargorejo Village, is one of the villages in Kokap District, Kulon Progo, which is one of five urban districts in the Province of the Special Region of Yogyakarta, Indonesia. Located in the west of the Special Region of Yogyakarta, geographically, it is situated between 7 o 3842" - 7 o 593" south latitude and 110 o 137" - 110 o 1626" east longitude. With an area of 7,379.95 Ha, Kapanewon District is very wide compared to other sub-districts in Kulon Progo Regency. Kapanewon has five sub-districts, including Hargorejo, Hargowilis, Hargomulyo, Kalirejo, and Hargotirto(Latief, 2018). Kliripan hamlet is under the Hargorejo sub-district and has activities to add manganese ore which stopped in 1983(Halimah, 2019). Figure 1 shows documentation of the visit of Field Supervisor Fadia Fitriyanti and KKN 074 students to Kliripan Hamlet to meet Hamlet Kliripan, Setya Hariyanta.



Figure 1. Observation in Kliripan Hamlet meeting with the Kadus

The existing businesses in Kliripan Hamlet, Hargorejo, Kokap, Kulonprogo Regency are classified as small businesses since they occasionally produce shredded chicken depending on orders. The advantage of shredded chicken is that it is cheaper than shredded beef. Apart from that, shredded is usually eaten as a side dish sprinkled over rice, wonton noodles, or chicken porridge, or as a filling for lempur and is usually eaten directly as a snack or snack and has a longer shelf life (Sipahelut, 2020). The problems with the Production Partners of shredded chicken food through UMKM KWT Kliripan Hamlet are that there is still little market demand, the packaging is not attractive, and the product does not last long because there is still oil content in the product. So far, to reduce oil so that the floss becomes dry and lasts longer, KWT SMEs still use the manual method. The manual way to do this is to put it in a container covered with newspaper and let it air out(Pratama et al., 2020). In the packaging process, the shredded weight is weighed manually, so the weight between the shredded products is inaccurate. Besides that, the packaging of shredded products is less attractive to customers. Shredded plastic packaging is very simple and not modern. This is what makes UMKM products not develop. One indicator of the low competitiveness of Indonesian MSME products is unattractive product packaging(Agi Syarif Hidayat, Kartono, Mardiyani, Ismu Lisara, 2019). At the PT. The 9th Bukalapak, President Jokowi expressed his sadness at seeing quality products unable to enter the market because the packaging was not attractive. According to President Jokowi, there are many problems in our SMEs related to how to build a brand, the design must follow the market's wishes, to how to make packaging to attract buyers(Felisiani, 2019).

KWT Dusun Kliripan MSME products are able to compete with similar ones. The quality problems of shredded and packaging must be addressed so that they can compete in society during the Covid 19 pandemic. Besides that, reforming MSMEs has an important role in the economy because MSMEs have proven to be resilient to crises for several reasons, namely not having foreign debt, not having debts to banks, and using a lot of local inputs so that they are able to penetrate international markets as well as creating new markets and sources of innovation. (Ayu Nirmala Lutfie Syarief, Dewangga Nikmatullah, Tubagus Hasanuddin, 2022). MSMEs may bring positive impacts on reducing unemployment, eradicating a lot of poverty, and increasing the national and regional economy both nationally and regionally.

On the other hand, its existence also still faces many obstacles. According to Sumodiningrat (2001), MSMEs have several weaknesses, including low access to funding sources, low skills and mastery of technology, weak marketing aspects or business environment, and less conducive competition (Sumodiningrat, 2001).

This KKN program is expected to be able to carry out programs to overcome various problems faced by KWT Kliripan Dusun UMKM by holding activities in the form of training on how to make shredded chicken durable so that it lasts longer using a spinner tool and making production results more attractive. In producing dry floss, a spinner machine is needed as an oil drainer, which will produce dry floss which can withstand being stored for a longer time. (Wijayanti et al, 2021). Training to operate the tool and new packaging to make product packaging more attractive has become the main objective of this program. It is hoped that this KKN activity can add insight to the group of mothers, especially KWT Kliripan MSMEs, in the diversification of animal food processing which can meet the nutritional needs of the family and can increase the economic value of the family. Apart from that, it is for business and business development for groups of mothers so that they can increase income for their needs to help the family economy.

Research Method

In the implementation of this program, the method must be appropriate. The community empowerment method used in this activity was Participatory Learning and Action (PLA). PLA is a method of community empowerment that consists of a learning process (through lectures, brainstorming, and discussions) about a topic, which is immediately followed by relevant action or real activities to community empowerment material (Mardikanto & Soebiato, 2012).

More details regarding the method are as follows: 1) Training and counseling on using spinner tools. Training and counseling are carried out by demonstrating how to use spinners with partners. Then hand over spinner equipment to partners. 2) New packaging for MSME cassava products, Mrs. KWKT, Kliripan 4 Hamlet, so that it is attractive for marketing. A food product can not be separated from the packaging. Packaging, aside from being a product container, is also the attractiveness of the product (Jupri, 2021). Furthermore, monitoring the partners regularly to see the progress of the results of the implementation of activities that partners have carried out. In this monitoring activity, the proposing team also provides directions and solutions if there are partners who have problems carrying out shredded production.

Results & Discussion

The results and discussion in the implementation of this community service include:

Preparation phase

In this KKN program, the KKN 074 group collaborates with Manunggal Karsa Kliripan Women Farmers Group Partners (KWT), chaired by Mrs. Sulastri. "Sri Rezeki" is an MSME founded by female members of KWT in Kliripan Hamlet. These MSMEs do not only produce one type of product but several types of processed food products with different producers or MSME actors. MSMEs

belonging to the KWT are Shredded MSMEs, Fried Peek MSME, Emping MSME, Java Sugar MSME, Ant Sugar MSME, Banana Chips MSME, and tempeh MSME. KKN 074 work program activities focused on shredded MSMEs. Shredded food UMKM is one of the UMKMs that has a good opportunity to be developed because the shredded product is very popular in the market because it tastes pretty good. The beginning of this shredded MSME was that it started from a PKK association that conducted training on making shredded meat. Then, one of the PKK members, Mrs. Suparmi, tried to practice it herself at home. Finally, Mrs. Suparmi often produces the floss and sells it to the people of Dukuh Kliripan. Mrs. Suparmi also often gets orders from residents during celebrations or similar activities. However, it is very unfortunate that Mrs. Suparmi has stopped production due to being constrained by the Covid-19 situation, while she does not yet have an effective and efficient tool for draining shredded oil. The equipment currently owned by Mrs. Suparmi is still relatively simple and requires quite a lot of energy in the production process. Therefore, Mrs. Suparmi needs a spinner to drain the floss from the oil so that the floss can be drier than before and can last longer. In order to be attractive to the market, the shredded packaging must also be replaced with contemporary packaging. Provision of spinner tools, training on the use of spinner tools, and innovation in the shredded product packaging are very much needed for KWT shredded SMEs.

Implementation Stage

KKN 074 is a Regular KKN program carried out for one month from January 21, 2022, to February 21, 2022. On December 19, 2021, DPL Mrs. Fadia Fitriyanti visited Mr. Setya Hariyanta (Head of Hamlet of Kliripan) with KKN group 074 students to explain the activities held for one month in Kliripan Hamlet and find out.

The stages of implementing the KKN 074 Work program are:

Provision of tools and assistance in shredded production activities as well as training in the use of shredded/spinner tools

Shredded MSMEs did not produce anymore during the pandemic because they were affected by rising raw material prices and the accompanying decrease in the number of requests from consumers. In addition, the equipment is manual, and the production time for shredded meat is long, making shredded meat not durable, thus affecting production activities that take a long time and require a lot of energy. Therefore, KKN 074 helps the Shredded MSME actors to be able to actively produce again by providing a spinner tool to make it easier for the oil-draining activity to make the shredded food durable and long-lasting.

To reduce the oil content in fried foods in a short time, an oil-slicing machine known as a spinner machine is used (Wijayanti Linda, 2021). The main principle of using a spinner is to reduce the oil content of the material by using a high-spin technique so that it can remove some of the oil (Pratama, 2020)

In this case, to win the competition, companies must be able to provide satisfaction to workers. Just as a catering company can reduce the oil content in fried foods only by draining it using makeshift filtering, but it takes quite a long time (Handayani, 2020).

Since digital scales can measure quickly and accurately, a training program was held to use the tool and to process shredded SMEs with several MSME actors who are members of the Women Farmers Group in Kliripan Hamlet. The training activities were carried out on Saturday, February 12, 2022, from 12.30 to 15.00 WIB.



Figure 2. Old scales



Figure 3. Digital scales



Figure 4. Using the old floss-making tool



Figure 5. Spinner Tool

Updating the logo and packaging of MSMEs that are members of KWT (Abon UMKM)

Previously, the MSMEs members of KWT, including the Abon UMKM, did not have an attractive logo. The logo creation activity was carried out in the fourth week. The KKN 074 group also coordinated with Shredded MSMEs regarding a suitable design for the logo of Shredded MSMEs. After making a logo and obtaining agreement from both parties, the printing is in the form of a sticker and handed over to the owner of the shredded MSME. In addition, a request from the KWT chairman was to provide a logo that does not have a product image in the form of a soft file to help other MSMEs that need the logo. Thus, MSME products that are members of the KWT have uniformity in the packaging logo. Packaging or product packaging is one of the important things in marketing a product. In addition to protecting the product, the packaging is also a medium that can be used to steal the attention of consumers, apart from product quality. The importance of packaging for a product is as follows: 1) protecting the product, product packaging protects the product from being easily damaged. Second, build trust. Product packaging can increase consumer satisfaction. Third, add attractiveness. With packaging, the appearance of the product will look attractive because of the creative packaging design. Packaging can add to the attractiveness of consumers to buy it. Fourth, promote the product. On product packaging, you can include some information about your product. Fifth, make a difference. Product packaging can be a strategy to make a difference. According to Dewi Tamara, customers' buying behavior is affected by many aspects of packaging: color, wrappers, and quality. This triggers a psychological effect, which affects the buying decision and behavior of a customer that leads to a purchase (Tamara, 2021) (Rundh, 2019) (Rundh, 2005) (Underwood, 2015) (Silayoi & Speece, 2007).

Business owners should realize the importance of packaging and be willing to invest some of their capital to make good packaging. Wang (2013) conducted a study entitled "The influence of visual packaging design on perceived food product quality, value, and brand preference" and concluded that attitudes toward visual packaging directly affect the quality of food products perceived by consumers and brand preferences. The perceived quality of food products also directly and indirectly (through product value) influences brand preference (Wang, 2013).

The results of this study reinforce the results of previous research put forward by Silayoi & Speece (2004), who concluded that packaging is a factor that influences product purchasing decisions by consumers (Silayoi & Speece, 2004).



Figure 6. Old packaging



Figure 7. New packaging



Figure 8. Training on making floss using a spinner machine

Monitoring and Evaluation Stage

The Monitoring and Evaluation Phase, as well as Feedback Monitoring and evaluation, is carried out to look for limitations of programs that have been implemented, which will later become feedback for improving future technology implementation. This activity was carried out twice during the community partnership service program, namely monitoring, and evaluation in the middle of the program and monitoring and evaluation at the end of the program. Mid-program monitoring and

evaluation focused on the implementation of shredded products using a spinner tool and the new shredded product logo design.

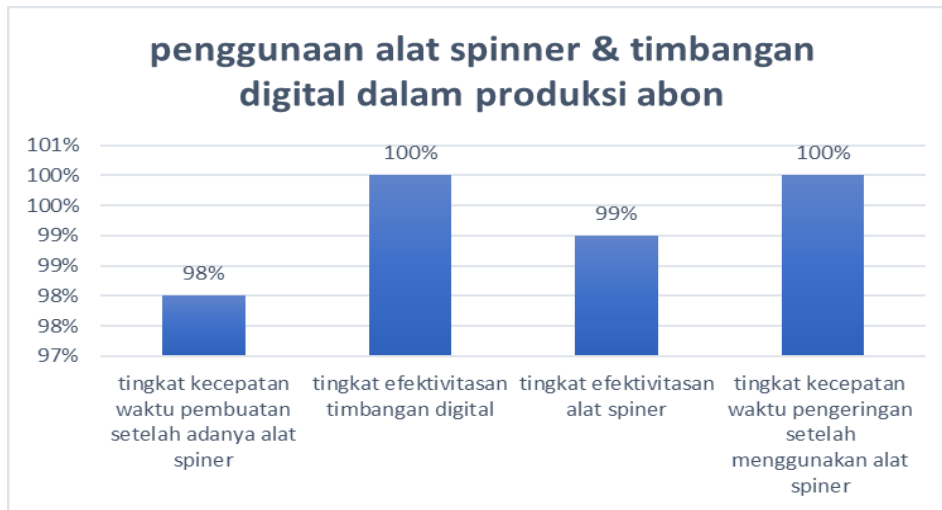


Figure 9. Bar Chart of the Results for the Level of Use of Digital Spinners & Scales

Data Source: primary data

From the results of the diagram above in the use of spinners and digital scales, it can be seen that the existence of tools in the form of spinners and digital scales is very helpful in the process of making these shredded products. The results obtained regarding the speed of time in making shredded products after the spinner tool was 98%, the effectiveness level of the digital scales was 100%, the effectiveness level of the spinner tool was 99%, and also the speed level of drying time after the spinner tool was 100%. Hence, the use of spinners & digital scales significantly affects the process of making shredded products. The follow-up plan for this community partnership program is to carry out trademark registration for MSME products so that the mark used is protected by a legal entity.

Conclusions

The implementation of the Community Service Program in Kliripan Hamlet, Hargorejo Village, Kokap, Kulonprogo Regency, Special Region of Yogyakarta, went well and smoothly. The use of spinners and digital scales is very helpful in the process of making these shredded products. The results obtained regarding the speed of time in making shredded products after the spinner tool was 98%, the level of effectiveness of the presence of digital scales was 100%, the level of effectiveness of the spinner tool was 99%, and also the speed level of drying time after the spinner tool was 100%. Therefore, the use of spinner tools & digital scales significantly affects the process of making processed shredded products. This tool is considered efficient because it takes less time, but the results are maximized. The time required for draining using a Spinner tool is 100% shorter than a manual draining tool.

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