



The Utilization of Kampung Coconut Fruit (*Cocos Nucifera*) for a Herbal Massage Oil as an Effort to Improve the Economy of the Cening Village, Pandeglang

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Abstract

The purpose of this research is as an effort to improve the economy of the Cipening village community in Pandeglang by utilizing the coconut fruit. The research method used a qualitative method to explain the training activities of the Coconut Fruit Processing into Herbal Massage Oil. The results showed that there was still minimal use of coconut fruit as an innovative product in the community or MSMEs in Cening Village in particular, which became the basis for this service. The lack of product innovation and diversification of processed coconut products as well as unattractive and standardized packaging encourages the implementation of this service. Meanwhile, the abundance of coconut raw materials in the Cening village environment can be a big capital that can be used as a superior product. As a solution, training in producing herbal massage oil as an effort to develop product innovation, marketing of products and good packaging will also be given to the Cening village community. It is expected that after receiving training, the community and SMEs in Cening Village can innovate products, design their own packaging and be able to independently operate promotional and marketing media. The output result is a standardized product with an attractive product packaging design.

Keywords: *Design; Product Innovation; Package and Village Community Empowerment*

Introduction

The dynamics of the global economy which is increasingly centralized and controlled by capital-based industries have begun to change many parts of the culture of the archipelago, many people no longer see coconut trees in a strategic position. This situation has resulted in a decrease in the distribution area and number of existing coconut trees, many of which have converted coconut cultivation land into other types of plants related to industry through the concept of monoculture cultivation. Changes in cultivation patterns and perspectives will more or less have an impact on cultural changes of the people of the archipelago, because of the historical and philosophical values contained in a coconut tree.

Apart from the ideological and philosophical basis as explained above, this effort is also part of the food security strategy of citizens during facing of the Covid-19 virus pandemic that has hit Indonesia and globally. This initiative is very strategic, because this pandemic itself has a serious impact on the

socio-economic aspects of society. Several experts as well as the government have seen that a food crisis will occur if this pandemic cannot be resolved immediately by Indonesia and globally.

In this regard, it is necessary to have serious efforts to maintain the identity of this nation's culture and build food security for residents, one of which is by increasing the economic value of coconut trees owned by the community through diversification of products that have higher value and with an integrated management concept. This effort is one way to place coconut trees back in a strategic position amidst increasingly pragmatic changes in society.

As the development of the people's economy, it is hoped that it can increase people's income, open up job opportunities, and prosper the society as a whole. There are several obstacles faced by MSMEs and the public in general, namely the problem of low product innovation and traditional production processes. Besides that, marketing of goods, product packaging, capital and energy availability. Many MSMEs are confused with the term brand. The importance of branding and packaging for small business products means that your brand will be better known to the wider community. After all, branding and packaging on small business products is more than just creating a tagline and logo. In order to initiate this activity to run in a sustainable manner, it is necessary to prepare strategic steps as guidance in its implementation later.

1. The Production Approach

The advocacy target of this activity initiative is to strengthen relations between community members and their natural resources and increase economic value for community groups, so the production process cannot be carried out by processing only one commodity such as cooking oil, because the production cost is very high while the selling price is not. Hence, this production approach of cooking oil is achieved so that the villagers who are one of the target market for this product will not be interested in buying it.

2. Beneficiaries

The beneficiaries of this activity are as follows: 1). business groups that will work in the production process with an estimated number of people at the start of production; 2). Coconut farmers in areas around the production area who are the target of raw material supply, where the cooperative will buy whole coconuts from residents at a more reasonable price; 3). Community members who are targeted for marketing will get a more affordable price of village coconut oil as well; 4). The agroecological concept which is still used in community plantations can be maintained.

3. Target and Production Capacity

Product diversification that is the target of this activity includes 2 main components of coconut fruit, namely the meat and coconut shells. From the two components of the raw material, 4 products will be produced, namely: 1). Kampung coconut oil (coconut oil); 2) coconut dregs flour for oil production, in which the dregs flour will be used as a mixing ingredient for animal feed for fisheries and poultry; 3). Coconut shell charcoal and 4). Liquid smoke which has a function as a direct food preservative (grade A), indirect food preservative (grade B and wood preservative (grade C / ter). This liquid smoke is obtained from the charcoal process (pyrolysis) combined with distillation, so that in addition to adding environmental value will also be maintained because the charcoal production process has minimal smoke.

By looking at the distribution of coconut trees in the project site, both in the Cening village which is the locus of the business and in the surrounding villages there are still quite a lot of them, no less than 100,000 seeds per month can be produced from this area. And if only 20% of this coconut fruit commodity can be processed into coconut oil and / or virgin oil (VCO), and with an estimated average yield per liter of coconut oil produced from 8 pieces, then every month no less than 2,500 liters of oil can be produced. coconut and / or virgin oil (VCO).

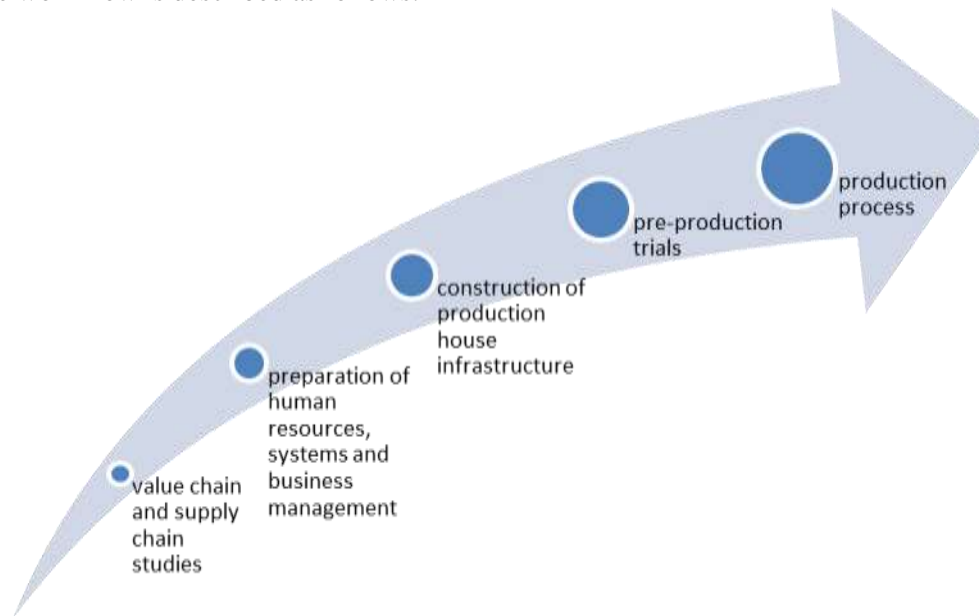
4. Flow and Production Process

The description of the production process flow of each product is as follows:

Coconut oil: peeling the coir and shells → removing the epidermis from the coconut meat grating → squeezing coconut milk → fermentation → heating the oil froth → filtering → packaging

5. Workflow

In general, the work flow is described as follows:



6. Value Chain and Supply Chain Studies

Supply chain and value chain studies in this program will focus on 2 products, namely coconut oil and shell charcoal. The selection of these two products is based on the position of the two products which are the economic support of the dominant citizens, as well as a relatively larger market niche compared to other products.

7. Preparation of Human Resources, Business Systems and Management

The running of a business over a long period of time is greatly influenced by the readiness of the manager and his human resources. Therefore, pre production, will be prepared properly this component

which includes; 1). Meetings with parties that intersect with production plans both in their capacity as a supplier (coconut fruit), as well as the production management team; 2). Special training for the business management team; 3). Technical training for production workers, both coconut processing in general and specifically for each type of product; 4). Preparation of business systems and structures that can support and facilitate the running of business mechanisms.

8. Construction of Production House Infrastructure

Due to the interrelated nature of the production because it is derived from one type of commodity (coconut), the production house will also be built in an integrated business space where in its implementation of course it will be implemented in stages according to planning.

9. Pre-Production Testing

Like a business that will be well managed, before starting production normally, it is necessary to have a trial which includes: a). Testing of all production tools; b). Testing the work system and c). Test the quantity and quality of the product.

10. The Production Process

After the whole series has been implemented, the final step is of course production. The length of time required for the production process to start is estimated to be 6 months from the commencement of the project.

Regarding branding, here are 5 reasons for the importance of branding and packaging for MSMEs:

1. Branding and Packaging Make Your Brand Better Known

Strong brands don't need to put in more effort because they have already won the competition against the target market.

2. Branding and Packaging Attract Customer Attention

Branding and packaging on small and medium business products attract more customer attention. It is undeniable that the attractive design on the product packaging does make customers choose your brand or product.

3. Branding and Packaging Facilitates Purchasing Decisions

The product packaging also contains information about your product. This information usually also facilitates purchasing decisions for the customer.

4. Branding and Packaging Play an Important Role in Promotion

What will happen to a product if it is not packaged properly and there is no strategy to promote it. This of course has a huge influence on the success of your product. Good promotion through branding and packaging strategies will lead your product to sales success.

5. Branding and Packaging Make Your Product Different from Other Products

The branding strategy itself includes many things such as creating a good website design, brochure or flyer design, branding on the interior of a business space or branding on business card designs. Good, attractive and eye-catching branding and packaging designs will make your product or brand different from other product competitions. Attractive packaging and branding will enable customers to identify your brand in the midst of competition with other products.

Well-designed packaging can build brand equity and drive sales. Manufacturers try to give a good impression on their product packaging and create a new packaging model that is different from other manufacturers that produce similar products in the same market.

Based on the background of the importance of processing innovative products, developing packaging and its functions, community service activities in the form of training in making Herbal Masseur Oil and packaging design / packaging of processed products need to be implemented, to provide insight into the community in general and MSMEs in particular.

Implementation Method

The qualitative method is used to explain the activities of the Village Coconut Fruit Processing Training Activities into Herbal Massage Oil. The activity was carried out as a solution to the existing problems of the MSMEs community in Cening Pandeglang Village. This activity is carried out in several stages as follows:

- 1) Preparation
- 2) Training on Making Herbal Massage Oil
- 3) Producing and Training on Product Packaging, Socialization of Promotion and Marketing Media
- 4) Evaluation
- 5) Reporting

Results and Discussion

Results Achieved

1. This community service was successfully carried out on Saturday, 23 August 2020.
2. With 50 participants consisting of the community, the group of women who drive the economy of Cening village and MM students of Sultan AgengTirtayasa University.
3. With two competent speakers, namely Mr. M. FariddanibuVerawati.
4. The material presented is about Processing Coconut into VCO, Material about making Massage oil and Material about Packaging and Digital Marketing from students.
5. Publication of this service activity on social media (Facebook, Instagram, WA) online news pages (biem.co) and print local newspapers.
6. Submit the original article based on this research to DOAJ Indexed Journal IJMMU (International Journal of Multicultural and Multireligious Understanding).

Prospective Planning

The follow-up plan for this service is:

1. Developing training results
2. Marketing the product of masage oil digitally on market.

Conclusions and Suggestions

Conclusion

Based on the results of observations during the training, the following conclusions were obtained:

1. Participants were enthusiastic during the training by showing their active role in asking questions, practicing and discussing.
2. Participants are inspired and assisted by students in designing packaging for massage oil products from processed coconut.

Suggestion

By looking at the conclusions and results of the evaluation of activities, we suggest that community service programs like this can be carried out regularly and periodically, seeing the potential that is still very big to be developed by MSMEs in Banten.

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