



DIGITAL MARKETING TRANSFORMATION OF THE HOME CRACKERS INDUSTRY IN CIREBON

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Received: 20 23 - 12 - 05 ; Accepted: 20 24 - 01 - 11 ; Published: 20 24 - 02 - 29

Abstract

Trading via conventional markets has begun to be displaced by the development of online markets. Malar crackers have become one of the unique snack products in the village, apart from the cheap price, this type of cracker has started to become popular with urban communities. The more demand, the higher the production quantity. The difficulty of producing crackers manually is an obstacle for producers to produce higher quantities of products. This form of product processing is still manual and does not involve modern machines. The aim of this research is to develop production by expanding online marketing. The methodology used in this research is a descriptive qualitative approach. Data collection methods are observation, interviews. Data analysis is a source analysis technique. The results of the research explain that the production of poor crackers is produced manually with limited tools and daily workers. When marketing is done online, producers experience a rapid increase in numbers. An effective marketing strategy can increase the sales turnover of producers to consumers .

Keywords: *Digital Marketing, Home Industry, Poor Crackers*



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INTRODUCTION

Indonesia has several provinces, one of which is West Java, namely Cirebon. This shrimp city has a diversity of home industries from the cultural heritage of the local community. (Mardiana, 2022) One of the characteristics of developing countries is increasing population growth from year to year. Considering this, it will cause the emergence of various social problems such as unemployment, low economic conditions and others. This causes more competition among human resources which then creates fewer and fewer job vacancies. One solution to this problem is, apart from looking for job vacancies, namely entrepreneurship.

Empowering community micro businesses in Prajawinangun village is unique in developing micro businesses, including preserving culinary cultural heritage, namely light snacks. Cirebon Regency has quite a variety of businesses, such as regional specialties such as nasi lengko, empal gentong, nasi jambang and kerupuk melarat as typical regional snacks. The uniqueness of making crackers is by using simple tools and a relatively small number of employees. (Christian, 2020) Cirebon city souvenirs that have been widely distributed include several types of snacks such as rambak crackers, there are variants of malarat crackers, gejrot tofu, empal gentong which is very typical of Cirebonan, shrimp paste and various other foods.

This home industry in Prajawinangun village has become one of the original businesses of the village residents which has been preserved since 1983 and has developed until now to meet the economic needs of the community. (Mabrur, Fadilah, Cussoy, & Oktaviani, 2022) small traders or MSMEs partner with several home industries that have been running for a long time amidst intense business competition. Rapidly developing technological conveniences provide innovation in food production, including a typical regional snack known as kerupuk melarat, home industry continues to survive with simple production processes and facilities and manual processing.

To increase output and production quantities, there is a need for innovation in the process of producing goods and processing products, such as marketing development strategies and increasing the number of products. Several efforts were then made to increase production and marketing by providing training and increasing the expansion of MSMEs. Business planning can be seen as a process which includes various sequential and interrelated stages. (Christian, 2020) sales competition carried out by competitors will make sales competition even tighter.

(Pratama, Andrini, Ningtyas, & Ramadhan, 2022) sees several descriptions that partners have faced, the need for solutions in terms of efforts to improve sales aspects and skills so as to make partners more competitive in their fields. The increase in income of the people of Prajawinangun village has shifted with

digital transformation such as market places, Facebook, open stalls, Lazada. With the updated packaging model, it is more attractive and modern using modern jars and plastic. The quality of product packaging can improve production marketing.

(Putra, Sumowo, & Anwar, 2017) the quality of a product describes the product's ability to carry out its functions including product durability, product accuracy, ease of repair and several other functions (Kotler and Armstrong, 2004). The general aim of establishing product quality itself is to convince consumers that the product is the best according to consumer needs. Based on the problems above, the problem can be formulated as follows: Is the processing of crackers still traditional and manual? What is the marketing strategy for poor crackers in Prajawinangun village? Why are manufacturers not able to manage digital-based marketing ? Researchers are interested in following up on these problems with research objectives. Analyzing the production of poor crackers in Prajawinangun village. Analyze traditional cracker processing equipment and employee power. Identifying the marketing of poor cracker production in traditional markets, modern markets and tourist attractions.

RESEARCH METHODOLOGY

The process of producing these crackers is still taboo, only a few people understand how complicated it is and requires a lot of effort to create quality MSME products. So, the aim of conducting this research is to be able to provide the reader with a clear and detailed picture of the process of cracker production and digital-based marketing using a descriptive qualitative approach.

Data collection methods use observation, interviews and documentation. (Economy, IV, Commodities, & Madura, 2017) interviews are one of the analysis methods used in this research. This aims to be able to transfer information obtained during the research process, and the analysis methods used are descriptive analysis methods and data analysis.

This research aims to develop the potential of Prajawinangun village, Kaliwedi sub-district, Cirebon regency. The legacy of business in poor cracker production villages is still traditional and manual. Researchers are interested in increasing production sales through digital technology marketing.

RESULTS AND DISCUSSION

The discussion presents the results of previous research which are considered relevant to the research to be carried out . From several scientific works that the researchers found, there are several research results that examine

the SME home industry of poor crackers in Cirebon district, but there are differences in terms of the discussion. As the researcher explains as follows.

The first research was conducted by Bagus Marzuki, an affiliate of IAIN Pekalongan in 2022 with the title Analysis of the Welfare of Muslim Entrepreneurs Based on the Used Crackers Home Industry in Paninggaran District, Pekalongan Regency. This research examines the Welfare Analysis of Muslim Entrepreneurs Based on the Home Used Crackers Industry in Paninggaran District, Pekalongan Regency. This research uses qualitative methods. descriptive. The primary data source for this research was obtained from the owner of the cracker usek home industry which according to our group has potential for research. namely Mrs. Mustaqoroh and Mrs. Niswatin. Secondary data sources were obtained from books, journals and theses related to the research title. The results of the research concluded that the welfare of Muslim entrepreneurs based on the home industry of Usek crackers had been achieved and was in accordance with Islamic law. This is proven starting from the production process, the author always applies Islamic economics in business. The similarity of this research is to reduce the unemployment rate in Pekalongan village. The difference in this research is that it examines Islamic economics and business principles.

The two studies were conducted by Junianto et al. Affiliates in 2019 with the title Protein Fortication in Melarat Crackers with Hydrolyzed Tilapia Fish Meat Protein Flour. This research examines the making of the composition of Melarat Crackers with a balance of tilapia flour and protein. The research used a complete randomized experimental method with 4 replications. . The results of the research showed that the addition of 10% tilapia fish meat protein hydrolyzate flour produced the panelists' favorite melarat crackers. What this research has in common is the process of producing squab crackers from the same processed flour. The difference between this research is that it examines the protein content levels and flavor combinations with tilapia. This research does not discuss marketing.

The three studies were conducted by Hajjin Mabror et al. Affiliates of the Islamic University of Bunga Bangsa Cirebon in 2022 with the title Increasing the Marketing Quantity of Home Industry Businesses Through Digitalization in Astapada Village. This research examines the home industry of mars/mlarat crackers, gapit crackers, opak becak crackers and skin crackers which are one of the one asset - the valuable potential of Astapada village, Tengahtani sub-district, Cirebon, which must be maintained and developed so that in the future it can become a characteristic of Astapada village known to the wider community. This research used descriptive qualitative methods. The research results show that

this digitalization program makes the industrial community aware of making the best use of information technology, empowering young people, making publication and marketing easier and wider, which is expected to have an effect on increasing people's welfare. The similarity of this research is to improve digital marketing. The difference in this research is that it focuses on the production and processing of poor crackers.

(Studies & Sharia, 2022) in this research, welfare economics theory is used, namely by measuring changes in consumer surplus and producer surplus, as well as government revenues.

(Umkm, 2021) efforts to restore the national economy are by maximizing the role of the micro, small and medium enterprise (MSME) sector, but the contribution to national income is considered not yet optimal. Based on data obtained by the Ministry of Cooperatives and Small and Medium Enterprises, the number of micro, small and medium enterprises (MSMEs) in 2020 alone reached 64.19 million, of which 99.66% of the value was generated from the role of existing MSMEs. in several cities and villages, even in remote corners. The contribution to GDP from MSMEs is 61.97% or 8,573.89 trillion rupiah in 2020 and can then collect up to 60.4% of total investment.

(Umkm, 2021) Based on the BPS survey, 2018, several factors inhibiting the development of MSMEs include the lack of access to banking, the ability and knowledge of human resources (HR) which is still low, simple management, limited use of technology and not being able to keep up with changes. consumer tastes are fast and diverse. Based on the BPS survey, 2018, several factors inhibiting the development of MSMEs include minimal banking access, low human resource (HR) capabilities and knowledge, simple management, limited use of technology and not being able to keep up with rapid changes in consumer tastes and diverse.

(Putra et al., 2017) regarding quality in service, this is a form of consumer assessment of the level of service satisfaction received (perceived service) with the expected service level (expected service). Excellent service will automatically increase customer satisfaction and trust, as well as the desire to make repeat purchases (repeat orders) which will clearly increase the income received from products that have been sold.

Based on this, this research will only focus on the potential for village development of typical traditional snack businesses 1) Melarat cracker production process 2) Provision of production tools and materials 3) Conventional marketing innovation and digital marketing. The process of strategic management is dynamic and contains a set of commitments, decisions and actions that are very necessary for a company or organization to be able to

achieve strategic competitiveness and be able to generate above average profits. (Lina, 2015) The relevant economic development model to be developed focuses on creating productive jobs in various aspects of economic life so that with this model it is hoped that high economic growth will be created along with large employment absorption because it involves many people taking part in it.

(Santoso et al., 2021) products made from starch with oil as a medium experience oil absorption of 15%. Of course, this absorption result is still very high, and if during the storage process there is contact with outside air/oxygen, it will cause the crackers to easily smell (rancid). The process of frying starchy foods (crackers) is unique in that the frying process uses a heat-conducting medium in the form of sand which is able to make the crackers cook well. The packaging of Melarat Crackers products has innovations in flavor variants including spicy, coconut oil, sweet and onion flavors. Practical and quality packaging gives the crackers a crunchier taste.

Home industry provides micro business opportunities for the community around Prajawinangun village. Providing education in the form of HR training in production processing involving modern tools contributes to improving the welfare of local communities, (Mardiana, 2022) an entrepreneur or entrepreneur is an individual who has integrity, intensity, character, upholds ethics, and has the capacity to complete various mechanisms work in the business sector is carried out, so that it can produce new products with good quality and have services that have a good impact on increasing profits in the business.

This research was conducted to find out 1) The process of making cracker melarat using traditional tools. 2) marketing of poor cracker production and 3) potential for business development based on digital marketing.

Some of the steps that will be taken in the research will be as follows:

1. Visit to the location in Prajawinangun village, Kaliwedi sub-district, Cirebon district, West Java.
2. Visits to residents' homes as home industries and have employees.
3. Identify the potential of micro businesses towards digital marketing transformation
4. Direct observation of the process of making cracker melarat
5. Data collection is based on observations
6. Data analysis
7. Conclusion of results

Table 1. Research Implementation Time

Activity	Time			
	Week 1	Week 2	Week 3	Week 4
Preparation	X	x		
Implementation	X	x	x	x
Reporting				x

Table 2. Research Budget

NO	TYPE OF ACTIVITY	VOLUME	FREQUENCY	UNIT	PRICE	AMOUNT
A	IMPLEMENTATION					
	DATA COLLECTION					
	1. Location Survey		2	Rp.		
	2. Transport	1	2	Rp.	50,000	100,000
	3. Consumption	2	4	Rp.	50,000	100,000
	4. Interview with home industry owner	2	4	Rp.	50,000	200,000
		1	3	Rp.	50,000	150,000
	5. Interviews with consumers	3	3	Rp.	50,000	150,000
					Total	700,000

This research was carried out to improve the people's economy and skills in processing traditional food and preserving culture. The people of Cirebon, especially in the district area, make their living by processing crackers with different innovations, flavors, packaging and marketing. The aim of digital transformation is an effort to increase the number of consumer demands by increasing the number of consumers at the digital marketing stage in Indonesia. The Cirebon region as a center for religious tourism, most of the tourist visitors choose to buy typical Cirebon crackers.

CONCLUSION

Malang cracker processing is still traditional with limited facilities to produce sustainably. The marketing strategy before technology existed in villages was still door to door or reseller and marketing applied in traditional markets. This type of cracker is known as opak. Buyers and sellers create innovations with unique models and flavors such as onion, original, spicy and opaque ingredients that can be fried in fine sand or cooking oil. The processing of opak to make crackers is still traditional, from raw materials processed by home industry managers. The presence of online markets provides inspiration for the digital village community to follow up by increasing the amount of marketing through digital marketing.

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