

Development Model of Business in Local Food Processed in Women Farmers Group “An-Naba” in Gamping Sub-District, Sleman District

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ABSTRACT

The development of local food processed businesses has been widely carried out in the Special Region of Yogyakarta, but not all are managed in groups. One of the groups that developed this industry is the Women Farmers Group (KWT) “An-Naba” in Sleman Regency. This group has received several awards in producing local food products that have been produced and marketed on a regular basis. Knowing the development of these groups in managing productive economic activities at the household level is expected to be used as a reference for the development of other groups. The research method used is a qualitative research method with a case study approach. This research was conducted in Gamping Sub-District with research informants, namely members of Women Farmers Group “An-Naba”. The type of data analyzed comes from the results of observations and interviews in the form of primary data and secondary data. Data analysis will be carried out using triangulation and qualitative analysis, namely data reduction, data presentation, and drawing conclusions. The problems found were the absence of group regeneration, the lack of expertise of members in using online media, no production house, and packaging and labeling that did not yet exist at the group level. Based on the findings of the problem, a development strategy was formulated which was divided into 3 major groups, namely in the preparation of raw materials, production processes, and marketing of the results. In the preparation of raw materials, it is necessary to use group’s garden for demonstration plots, buy materials from farmers and the nearest market. Related to the production process, the need to build a production house, make labels and packaging according to standards, division of tasks between members, and make various product. As for marketing, the important things that must be done are participating in events or exhibitions, being ready to serve in large orders and marketing through online.

Keywords: *Development strategy, Women farmers group, local food*

1. INTRODUCTION

Local food is food produced locally (one region/region) for economic and/or consumption purposes [1]. On the other hand, it also states that local food is food consumed by local people in accordance with the potential and local wisdom in an area [2]. The food can be in the form of primary and secondary commodities, which are available and able to be developed properly in an area. Thus, local food is food that is produced locally (one region/region) in accordance with the potential and local wisdom in an area for economic and/or consumption purposes.

The beginning of the development of local food in Indonesia was due to the enormous potential of the region to grow various kinds of food crops as a source of community nutrition. Then, there was a phenomenon of replacing staple foods with rice during the Green Revolution which made the potential of local food gradually fade and, in the end, over time, food insecurity occurred in several households. This has prompted the current government to re-start promoting local food in order to achieve food security at the household level.

Food security is not only achieved by relying on food sources from rice, but also from other food sources which are the local potential of the area where they live. Local

food development activities are also carried out in various ways. One of them is through the formation of productive economic groups at the community level to jointly develop local food processing businesses at the community household level.

Productive economic business is an activity related to the economic field. The business is carried out by households or economic business groups. The benefits of these activities are expected to increase income, create jobs, and food security for local communities.

The development of a productive economy based on local food processing has been carried out in the Special Region of Yogyakarta, but not all are managed in groups. One of the groups that developed this industry is the Women Farmers Group (KWT) "An-Naba" in Sleman Regency. This group has received several awards in producing local processed food products that have been produced and marketed on a regular basis. Knowing the development of these groups in managing productive economic activities at the household level is expected to be able to map out the opportunities and challenges so that they can be used as a reference for the development of other local food-based productive economic groups.

This study aims to identify a strategy for developing a household productive economy based on local food processing in Gamping Sub-District.

2. RESEARCH METHOD

The basic method used by the researcher is descriptive method. This method presents a specific picture of situations, social problems, and relationships, so that researchers are able to dig deeper and or photograph social situations that will be studied thoroughly, broadly, and in depth [3]. The research method used is a qualitative research method with a case study approach. Qualitative research is a scientific research process intended to understand human problems in a social context by creating a comprehensive and complex picture, reporting the views of informants, and carried out without researcher intervention. [4]. The case study strategy is a qualitative approach by collecting data from various sources of information by exploring real life, the system is limited by a case, in this case the development of a household productive economy based on local food processing.

This research was conducted in Gamping District with research informants, namely members of Women Farmers Group "An-Naba". The type of data analyzed comes from the results of observations and interviews in the form of primary data and secondary data. Data analysis will be carried out using triangulation (data and method) and qualitative analysis, namely data reduction, data presentation, and drawing conclusions.

3. RESULTS AND DISCUSSION

Women Farmers Group "An-Naba" in Sleman Regency was well-known in producing local processed food products that have been produced and marketed regularly. Knowing the development of these groups in managing productive economic activities at the household level, it is necessary to map out the opportunities and challenges so that they can be used as a reference for the development of other local food-based productive economic groups.

3.1. Food Processing Activities at Women Farmers Group "An-Naba"

Women Farmers Group "An-Naba" is one of the processed groups in Sleman Regency which started as a group of recitation mothers who have additional goals in the future related to the group's activities. Members of the group had the desire to manage a business to improve skills and a business that was managed together in a group, and the An-Naba Women's Farmer Group was formed.

Women Farmers Group "An-Naba" was formed in 2007 with a focus on food processing activities with a group of 20 people. The food products produced by An-Naba come from food produced in the vicinity of the site and additional ingredients purchased to complement the manufacture of snacks. In addition, the group also produces semi-finished materials, namely cassava flour/mokaf which has also been marketed in the form of flour (unprocessed).

In production activities, it is divided into two types of activities, namely Women Farmers Group "An-Naba" activities together and individual activities carried out by each member. Women Farmers Group "An-Naba" already has a PIRT production permit so that the products they market are guaranteed by BPOM and are safe for consumption. PIRT is a legal permission from the Head of District that guaranteed the product from local businesses are safe to consume, meanwhile, BPOM is the initial permission but given by Ministry of Health Indonesia. BPOM is more complicated but the guarantee is stronger than PIRT. All products, both processed jointly and individually by group members, use the PIRT from An-Naba. They add PIRT to every product they make.

The production house of Women Farmers Group "An-Naba" does not yet exist and is still using the house of the representative of Women Farmers Group "An-Naba", Mrs. Ari. Mrs. Ari's home address is at RT 1 Dusun Gamping Lor. All activities aimed at the group were carried out at Mrs. Ari's house, while the individual production processes were carried out at each member's house with individual equipment. If you need other tools in your activities, you can borrow from Women Farmers

Group “An-Naba”. The lending of An-Naba's tools is flexible so that it can be borrowed by all An-Naba members.

The house of the representative of the An-Naba KWT until now has been used as a secretariat and as a place to store group equipment. An-Naba's KWT representative, Mrs. Ari, also serves as the coordinator of the food processing sector in the group. All orders for An-Naba's dry food products are produced together at Mrs. Ari's house. All members together produce orders that have been ordered by consumers in advance. There are some group members who are independent and able to produce the products, but they still use the PIRT and the production permit owned by Women Farmers Group “An-Naba”. In the individual production activities carried out by An-Naba members, they have been able to do it themselves independently, in fact they have started recruiting their neighbors to help with the production process when they feel it is necessary and when product demand is high.

An-Naba KWT members obtain raw materials for production by buying them from the market because they feel that they are plentiful and sufficient. In addition, for the raw material for oyster mushrooms, they buy directly from oyster mushroom farmers from other regions. Women Farmers Group “An-Naba” had tried to cultivate oyster mushrooms himself, but failed because the environmental and weather conditions in Gamping District were not in accordance with the requirements for growing oyster mushrooms. At the end, they decided to take oyster mushroom raw materials from other areas considering the large number of requests for oyster mushroom chips products

The raw materials for arrowroot flour and corn are taken from other KWT groups from other hamlets. The vegetable raw materials used for the production of wet products are obtained from the garden around the house and garden belonging to Women Farmers Group “An-Naba” in the yard of Mrs. Ari, the representative of Women Farmers Group “An-Naba”. The tools used for group production are the group's own equipment obtained from group competitions prizes and from own purchases. If the group's equipment is deemed lacking, then each group member can bring their own production equipment from home. Likewise, if group members do independent production and feel that they lack people, they can borrow from the group. Equipment that is usually borrowed is a sealer tool for the product packaging process.

Overall, the products produced by Women Farmers Group “An-Naba” both in groups and individually are wet products in the form of vegetable dishes and side dishes that are sold around the village. Other products are dry products in the form of chips, there are more than 100 types of chips that have been produced by Women Farmers Group “An-Naba”, both vegetable chips and

other processed chips. All products are produced after an order is received, the group only produces when there is an order or when there is an event. Until now, Women Farmers Group “An-Naba” does not have a reseller or permanent store that is a subscriber and becomes a permanent product supplier. In addition, at the house of An-Naba's representative, namely Mrs. Ari's house, there is also a window that is usually used to peddle the group's processed products.

Based on the conditions described above, it is necessary to identify the strengths, weaknesses, opportunities, and challenges faced by Women Farmers Group “An-Naba” in order to identify the strategies needed to develop the group's productive economic business.

3.2. Productive Economic Business Development at Women Farmers Group “An-Naba”

Identification is very important and necessary at every stage of business development. Likewise in developing household productive economic business at Women Farmers Group “An-Naba”. As the productive economic business in Women Farmers Group “An-Naba” progressed, several strengths and weaknesses were found as well as opportunities and challenges in the development process. The following is the identification of strengths and weaknesses as well as opportunities and challenges in Women Farmers Group “An-Naba”. Productive Economic Business Development Strategy at Women Farmers Group “An-Naba”.

The following are some development strategies that can be carried out at Women Farmers Group “An-Naba” to be able to adapt to similar business competition in the future.

3.2.1. Group Product Optimization

The existence of Women Farmers Group “An-Naba” which has been running for 13 years with a clear organizational structure and solid group can be an advantage in itself to be able to optimize existing products. Findings in the field show that the group already has a demonstration plot in one of the residents' yards that can be used as a source of raw materials. The existence of the demonstration plot is also expected to be able to be used to produce raw materials that have been purchased by members in the market. In addition, intensive guidance from the village and PPL can certainly improve the quality and quantity of products managed by the group.

3.2.2. Market Expansion with Online Media

The Covid-19 pandemic has hampered several direct marketing techniques because people cannot leave their

homes. On the other hand, the group has so far relied on marketing through exhibition events held by agencies in the Special Region of Yogyakarta. Marketing using online media, both with e-commerce (Shopee, Tokopedia, Bukalapak, Lazada, and so on) as well as with social media (WhatsApp, Facebook, Twitter, and so on) is a solution for offline marketing which is quite difficult to do.

In addition, the use of online media is becoming a trend for consumers today to be able to obtain the desired goods. By utilizing e-commerce applications and goods delivery services for delivery, it will be easier for people to buy the goods they need even in locations very far from their homes. With such a marketing system, it is hoped that Women Farmers Group “An-Naba” can expand its product market and be able to be known by a wider public. So far, they only used the offline system. However, groups need to have special skills in online marketing, because they require the ability to manage social media and operate smartphones to serve orders. On the other hand, packaging is an important point so that the product can survive in its best condition until it reaches the consumer.

3.2.3. Training on the Use of Online Media by Youth

Youth is still a common problem in almost all farmer groups or women farmer groups in Indonesia. The issue of regeneration is common, including at Women Farmers Group “An-Naba”. The majority of group members are still dominated by mothers who are old and have not been able to operate online media properly. Therefore, the presence of youth or mothers at a young age is important to be able to operate smartphones to receive orders online.

The other side of youth's ability to use smartphones for productive activities is that it becomes a special attraction for youth to be able to participate in group activities. The training can be facilitated by assistants or facilitators from the service, PPL, or other stakeholders related to the sustainability of Women Farmers Group “An-Naba”.

3.2.4. Production House Making

A production house is a special building used to produce processed food in groups. This household production house is usually made by industry that is run in groups, including a need that must be met in the development of An-Naba KWT.

Technically, Women Farmers Group “An-Naba” has clearly divided its industrial activities among group members, and so far production activities have been carried out in groups at the house of one of the members. The joint production is also carried out to ensure product

uniformity, so that the existence of a production house is important.

Based on the findings and analysis carried out, a food processing group development model was obtained by taking into account the activities and conditions in Women Farmers Group “An-Naba” as follows:

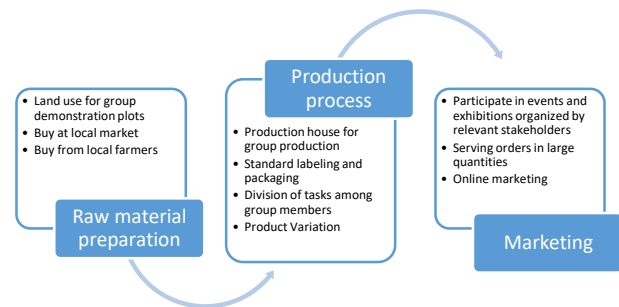


Figure 1. An-Naba KWT Development Model

4. CONCLUSION

The results of this study are:

1. Local food processing activities at the Women Farmers Group “An-Naba” take place individually and in groups, with the production house still supporting the residence of one of the members. The majority of products are jointly produced by groups.
2. Women Farmers Group "An-Naba" has a strong organizational structure and a strong group, so that the activities carried out by the group can run smoothly and do not experience many conflicts within the group
3. The development of a household productive economy based on local food processing in the Women Farmers Group "An-Naba" is carried out by optimizing products, expanding the market with online media, training on the use of online media for youth as a form of regeneration, and making special production houses for groups.

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