



# Utilization of Digital Technology Through the Market Place Application and the Use of Packaging of Crown Sugar to Increase Selling Value of Candy Sugar Products in Malapari Village Batanghari Regency, Jambi Province

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**Abstract.** Malapari Village is already known to produce palm sugar in Batanghari Regency, it has been more than 30 years that the residents of this village have started processing sap into palm sugar. Palm sugar craftsmen in Malapari have joined the palm sugar joint business group with a group of 60 families. Currently, the partner problems that are currently being felt are: Marketing, product packaging and business licenses that have not been registered (details can be seen in Table 1). The purpose of this research is to increase business development through marketing using market places (Tokopedia, Shopee and Lazada) so that palm sugar products can be marketed on a wide scale, develop product competitiveness through attractive packaging with aesthetic elements so that they are able to compete in the market and increase selling value to consumers and very important is a business license that must be registered. In particular, the objective of the activity is to improve and enhance the Partner's business by overcoming problems in every aspect of the business including, marketing, palm sugar packaging and business licenses. The solutions offered to partners are: 1) Marketing of palm sugar through market places (Shopee,) currently marketing of palm sugar is only sold in the nearest market and there are some from outside the village so that the product is not known to the wider community so that palm sugar craftsmen are less motivated to increase production; 2) Packaging: to make the palm sugar look attractive, it is necessary to make a breakthrough in packaging because currently palm sugar is only packaged using dried banana leaves and palm sugar is printed in a tangkup shape if the packaging varies such as (bottles, plastic, paper bags, metal, glass) and decorated with attractive ornaments and writings can make this palm sugar product competitive in the market and have a high selling value; 3) Making a business license contained in the packaging of palm sugar products so that business marketing can run smoothly, the legality of the product is recognized, the business can develop well.

**Keywords:** Digital technology Market Place · Packaging · Business License · Palm sugar

## 1 Introduction

The development of science and technology in the field of marketing of agricultural products will provide many changes in the farming community. These changes are caused by a change in behavior in managing their farm from improvised technology to technology that is really utilized. An agricultural technology package will have no benefit for farmers if the technology is not communicated to the community that needs a change. In other words, science and technology will be useful if they can reach and be applied by those who need it.

During the pandemic, it turns out that palm sugar products have increased by 20% in market demand, this is different from some products whose market demand has decreased [1]. Palm sugar other than as a sweetener in various processed foods can also be mixed for health drinks such as ginger, coffee (the proliferation of café businesses that rely on coffee drinks with a mixture of palm sugar sweeteners). This greatly affects the increase in production to meet the demand for the domestic market (70%) and overseas (30%) namely America, Australia, South Korea. Once the promising market share for the development of palm sugar products is opened.

Several problems faced by partners in an effort to increase income from the palm sugar business are: 1. Marketing has not used Market Place to reach wider marketing: 2. Palm sugar products have not been packaged according to an attractive aesthetic appearance such as the use of bottles for liquid brown sugar, paper bags for palm sugar and plastic packaging for shell sugar: 3. The palm sugar business does not yet have a business license so that this joint business group has difficulty in marketing it widely anymore.

### 1.1 Situation Analysis

Palm sugar craftsmen in Malapari have been around for more than 30 years and are still growing. The development of this palm sugar business is inseparable from the formation of a joint business group chaired by Mr. Jaimin, M. Ali with 60 members of palm sugar craftsmen. They tap the sap tree that grows in their place. From the information obtained, most of the people in the village of Malapari Dusun 6 depend on palm sugar for their livelihood. Usually members of this joint venture group can produce an average of 11 to 30 tangkup palm sugar (1 tangkup weighing 200 g) so if we assume that the average palm sugar craftsman can produce 330–900 tangkup or around 66–180 kg, for the price the basis of the craftsman is Rp. 20,000/kg [2]. So the average income of palm sugar craftsmen in Malapari village is Rp. 1.320.000, – up to Rp. 3,600,000.

### 1.2 The Problem

From the data source, it can be seen that production has not increased both in production and marketing, with high demand and market opportunities, Malapari village is able to increase production from year to year so that this village can develop into a palm sugar center in Jambi province.

The use of market places is part of marketing management that pays attention to the development of a dynamic market place environment or often called e-commerce

utilizing rapidly developing information technology so that farmers and agricultural businesses can access real market prices, lack of market information will lead to ignorance of farmers in set the price so that the one who determines the price is an intermediary trader who is usually called a middleman [3]. Other business problems experienced by many farmers include difficulties in selling their products because the packaging looks old-fashioned so that consumers are less interested in buying and cannot compete with other palm sugar due to packaging. So that the resulting product can be piled up and sold at a very cheap price.

## **2 Method**

The method used in this research is qualitative. The qualitative method is a method that emphasizes research with analytical and descriptive results. In this study, the data source was obtained from case studies by interviewing several traders and documentation. After the results of the interviews were carried out, the problems that occurred with the sale of palm sugar were analyzed.

## **3 Results and Discussion**

This Community Service on packaging and marketing of palm sugar was carried out in Malapari Village, Muara Bulian District, Batanghari Regency. The target group is palm sugar farmers who are members of a joint business group consisting of 60 palm sugar farmers, this group is a combination of sugar palm farmers and PKK women's groups. This series of PKM activities begins with a coordination meeting of the implementing team which provides training and directions for packaging and marketing of products through the market place, then the determination of the schedule of activities with sugar palm farmers who are members of a joint business group represented by the group leader and the PKK mother.

The team prepared tools and materials for packaging and palm sugar printing equipment as well as several other equipment. Such as plastic bags, plastic bottles, plastic heaters, pans, scales etc. The implementation team held several meetings in order to socialize and discuss the activities carried out at the location. For palm sugar, the team asked partners to make palm sugar in the appropriate shape and size according to the available packaging, to make ant sugar and liquid sugar.

### **3.1 Activities Carried Out**

The series of activities began with a coordination meeting for the implementation team that provided training on the manufacture of palm sugar, both solid palm sugar and palm sugar, followed by a coordination meeting with partners regarding the schedule for the implementation of activities to be carried out during the activity, both tools and materials prepared by the team and by the team. Partners and so on. The service team buys nira for practice, prepares molds, plastics and bottles for packaging.

Partners prepare the tools and some materials needed during the training activities, namely frying pans, gas stoves, stirrers, sieves as well as preparing the place and time

for the training. The team prepared equipment that was not owned by the partners. The implementation team held several meetings and training for partners by inviting sap farmers from the Joint Venture, here are several obstacles in the packaging process: firstly, the partners have never made palm sugar in small forms measuring 50–100 g, because they usually package using dry banana leaves, while packaging in plastic and pouches requires a small size of palm sugar so that it can be packaged.

### 3.2 Packaging Manufacturing Training for Solid Palm Sugar (50 g)

Currently the PKM team has helped partners provide printing aids in the form of small prints and packaging, both pouches and bottles. Before the PKM team entered, palm sugar was only printed in the size of 200 g, making it difficult to put palm sugar into plastic pouch packaging, now the team Malapari Village, Kab. Batanghari.

One pouch with various sizes such as 250 g, 500 g and 1 kg. The next obstacle is that in packaging palm sugar which will be marketed to market places and supermarkets requires a business license, partners have applied for business permits which are still in process.

Has purchased equipment for the manufacture of palm sugar weighing 50 g, the mold is made of wood. Not only that, the team also asked partners to make palm sugar and palm sugar in liquid form. Partners are already proficient in making palm sugar and liquid palm sugar, but production will be carried out if there is consumer demand (Fig. 1).



**Fig. 1.** Palm sugar Size 50 g in plastic packaging weighing 1 kg



**Fig. 2.** Palm sugar ants packed in pouch and plastic

### **3.3 Packaging Making Training for Palm Sugar Ants**

Ant palm sugar already exists at the PKM location because partners have been trained from the Ministry of Industry and Trade, but production and marketing are still in accordance with consumer orders. The use of packaging is still minimal, the selling price of 1 kg of product is Rp. 60,000. The team made palm sugar packaging in the form of pouches and bottles that have been labeled, it is hoped that with the packaging the selling price at the level of palm sugar craftsmen will increase and sales will not only wait for consumers who come to Malapari village considering the distance and the lack of good roads to the village (Fig. 2).

### **3.4 Liquid Palm Sugar Packaging**

There is still no demand for liquid palm sugar in Malapari village, but partners are already proficient in making liquid sugar because in partner villages several trainings have been held by the relevant Office in order to diversify palm sugar products. Training was also held in the manufacture of liquid palm sugar packaging, so that the selling value of the product increased and product marketing is easy and people from other places or regions know that Malapari village also produces liquid palm sugar.

### **3.5 Packaging Logo Making Training**

One of the determinants of whether or not a product sells well in addition to taste quality and originality is attractive packaging. So far, partners sell palm sugar in the form of solid semi-circles or half coconut shells and are weighed and calculated in kilos and then put into rice or large plastic sacks without special packaging and wrapping for palm sugar, so that sanitation hygiene or product quality is still very minimal. Therefore, the selling price is not stable and tends to be cheaper and farmers often lose money because they do not match the expenditure and income obtained. Seeing this phenomenon, the service implementation team provided training in the process of packaging palm sugar by using attractive packaging and labeling which can be seen in Fig. 3.



**Fig. 3.** Liquid palm sugar in bottles

## 4 Conclusion

Implementation of the Community Service program on the packaging and marketing of Palm Sugar in Malapari Village, District. Muara Bulian, Batanghari Regency, Jambi Province is running according to the plan and the initial goal is to provide training or assistance regarding packaging and marketing of palm sugar products in solid, ant and liquid forms. Production of solid palm sugar in the form of mini palm sugar and palm sugar or in powder form, training on product packaging and designing labels for palm sugar products. This service has received a positive response from the joint business group, because so far they have only sold conventionally produced products and marketing by word of mouth. In addition, the business license for palm sugar is currently in the process. It is hoped that the role of the government can accelerate the business license for this palm sugar product so that it is easy for partners to market their results either through market places or supermarkets.

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