



Putri Renjani Manisan Product Standardization: The Efforts to Increase Product Sales in Pandemic Situations

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RESEARCH METHODS

At the beginning of this research, the research method was designed with a qualitative method with an experimental analysis approach to identify and describe the real conditions of the creative industry that occurred in Putri Ranjani Manisan's business. Furthermore, the place of research is of course carried out in the home industry business "Putri Ranjani Manisan" in the Business Group for Increasing Prosperous Family Income (UPPKS) Kasih Ibu Kampung KB, Limau Sundai Binjai Village, Binjai City, North Sumatra, Indonesia which will be analyzed through action research to test its effectiveness. Product standardization to increase sales and revenue. It which will be studied further in this research. In brief, the research stage will be carried out as follows;

Activity Implementation Methods

Implementation methods offered to partners to overcome problems faced by Creative and Home Industry owners are methods of education, training, socialization and assistance, including:

1. Solutions for packaging design that are less attractive to packaging will be given training in packaging design by the service team,
2. Solutions for products that do not have a halal certificate will be carried out socialization and assistance for product standardization in the production process by taking into account the raw materials used, production space arrangement, work standards and completing the required documents for product certification application until obtaining a halal certificate from LPPOM MUI.
3. Solutions to financial management and business management problems will be provided with education and training in financial accounting and simple management in the form of preparing financial reports,
4. The solution for ineffective marketing will be training on marketing systems using IT through the store

Approach Method to Solve Problems

Based on the problems that have been stated, in this PPM-BOPTN activity the approach method used is the method of education, training, socializing and mentoring. The approach method offered to solve this problem operationally is as follows:

1. Observing the business conditions of partners to identify problems faced regarding product standardization and certification, packaging used, financial management and marketing systems.
2. Design attractive packaging designs for partner products

1. Evaluating business plans, including packaging, and marketing
2. Product quality (management, hygiene, and certification)
3. Marketing
4. Income

RESULTS AND DISCUSSION

Product standardization in the home industry product "Putri Ranjani Manisan" aims to make a role model for a creative business or a good home industry. This is also to provide an example for creative entrepreneurs or other home industries in producing quality products that are competitive in the global market. Where usually the home industry and creative businesses are still not very competitive in the global market. Product presentation and management of home industry products that are still very standard, even spelled out origin. Especially in the culinary field. Many home industry entrepreneurs or creative entrepreneurs do not know and know product standardization.

Especially during this pandemic, people are forced and must choose to live their daily lives that must be more careful and live cleaner than before. In other words, this encourages consumers to prioritize more on hygiene, certification, and standardization in the use of any product, especially food. In an effort to standardize this will have several positive effects on confectionery entrepreneurs in creative businesses or home industries.

The Stage before Identifying And Standardizing The Product

According to Ibu Putri Ranjani as the owner of the "Putri Ranjani Manisan" business (Interviewed, 28th July 2020):

"Yes, I don't have a business plan. Well, I only sell Manisan products that I manage from young papaya. I made it with much sugar and I sold them and my income in one day, I split into two are for necessary to eat tomorrow and made Manisan again. "

"I take young papaya from my garden, then I carve it and shape it in various shapes such as flowers, leaves and so on. Next, I color it using food coloring and I soak the sugar. And the management is usually just the usual traditional ones. And sold it wrapped in plastic and tied with rubber. "

"For marketing, I only sell it in front of my house. I already have someone who is a regular customer around my house. Most of the customers are around this area. "

"So far, my income is around 30,000 to 100,000 per day. But during this pandemic, my income has decreased, and my customers don't usually buy anymore. "

From the interview results above, it can be concluded that the problems faced by the entrepreneur "Putri Ranjani Manisan" will be summarized in the table below:

Table 1. Problems faced by the owner of "Putri Ranjani Manisan" business during the pandemic

No	Problems	The problem of Owner of "Putri Ranjani Manisan"
1.	Limited knowledge on the product certification standardization process	<ul style="list-style-type: none"> • Lack of partner knowledge about product standardization and how to obtain a halal certificate from LPPOM MUI • Culinary products cannot be marketed outside the city
2.	Packaging Design	<ul style="list-style-type: none"> • There is no packaging design / using plastic bags • Don't use any design tools
3.	Financial management	<ul style="list-style-type: none"> • financial Statement Report
4.	Marketing	<ul style="list-style-type: none"> • Cannot be marketed outside the city and modern markets. • Lack of understanding of online marketing alternatives

Based on Table 1.1, the priority problems faced by partners are: 1) The lack of partner knowledge in the standardization and halal certification process so that it is difficult to compete with other similar products, 2) Simple and unattractive packaging design 3) Financial management is still very simple, 4) Less understanding of marketing alternatives.

Stage of Product Standardization

Packaging Design

At this stage, the confectioner's owner learns and discusses packaging design with several researchers and the community service team.

Halal labeling

Inclusion of written or halal statement on the packaging of the confectionary product to show that the product in question is a halal product. It which is authorized by the Government in the halal certification process, namely Indonesian Ulama Council (MUI).

Participating in Training on Financial Management Arrangement for the creative or home industry

Training and material on financial management so that it is expected to be able to manage finances and be able to calculate profits and losses from the sales proceeds.

Following Marketing System Training Using Social Media

At this stage, it is trained to create and manage a store account on social media to market products. With this it is able to manage the online market and sell its products to various cities.

The Stage after Identifying and Standardizing the Product

According to Ibu Putri Ranjani as the owner of the "Putri Ranjani Manisan" business. (Interviewed, 28th December 2020):

"After attending the training, I came here more and more understand how to manage a good business. Although a small business can be global. As long as I can understand running the business. After participating in the product standardization training, I can also sell it through social media. Via Facebook, it's not only people from around here who buy it but also the village next door and I've also sent Manisan to Medan. He said that after doing MUI labeling, I could sell my products to mini markets, and my sales also increased after I marketed them through social media and there was good packaging".

Table 1. Solutions obtained by the business owner "Putri Ranjani Manisan" after product standardization.

No	Problem	Solution
1.	Limited knowledge on the product certification standardization process	<ul style="list-style-type: none"> • Obtained a halal certificate from LPPOM MUI
2.	Packaging Design	<ul style="list-style-type: none"> • There is an attractive packaging design
3.	Financial management	<ul style="list-style-type: none"> • Have definite financial books.
4.	Marketing	<ul style="list-style-type: none"> • Can be marketed outside the city and modern markets. • Understand online marketing alternatives

CONCLUSION

From the research results above, product standardization is very important to support the smooth running of business and customer trust in the products and services offered. The results also show that product standardization is also very helpful for household products to compete with national and global markets. Knowledge of technology and social media is also one of the most important tools to support massive product marketing to various regions, such as out of town and even abroad. Home industry products will also be one of the solutions to improve regional economic welfare and even Indonesia. Especially in a pandemic situation like this. Financial problems and economic stability are still impacted. With the effort to standardize and commercialize products from the creative industry "Putri Ranjani Manisan", it is necessary to pay attention from the local government in providing continuous training on products and marketing management in maintaining the creativity of the village community. In order to increase household income and local economic growth.

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