

## Analysis of Rengginang Cassava MSMEs in Nyamok Village, Pekalongan

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**ABSTRAK:** Singkong merupakan salah satu tanaman pangan rakyat Indonesia dan memiliki kelebihan tertentu dibandingkan tanaman pangan lainnya, yaitu harganya murah, mudah diusahakan, biaya produksi rendah, mengandung banyak karbohidrat, dan tanaman ketela pohon tidak begitu dipengaruhi musim. Singkong, yang juga dikenal sebagai ketela pohon atau ubi kayu, adalah pohon tahunan tropika dan subtropika dari keluarga Euphorbiaceae. Dalam dasawarsa ini berbagai pihak instansi baik pemerintah maupun swasta telah melakukan inovasi pengelolaan singkong sehingga akan dapat memperoleh tambahan komoditas tersebut dengan berbagai jenis panganan olahan yang sedang dikembangkan oleh pemerintah serta industri kecil yang mengolah singkong menjadi rengginang. Tujuan dari penelitian ini untuk mengetahui salah satu UMKM di Kabupaten Pekalongan. Penelitian ini menggunakan jenis penelitian metode deskriptif dan teknik survey. Hasil dari penelitian ini menemukan bahwa identifikasi responden sangat mempengaruhi pengambilan keputusan dalam kegiatan produksi rengginang singkong. Potensial usaha rengginang singkong dinilai bagus dan mudah terjangkau.

**Kata kunci:** singkong, UMKM, rengginang.

**ABSTRACT:** Cassava is one of the Indonesian people's food crops and has certain advantages compared to other food crops, namely that it is cheap, easy to cultivate, low production costs, contains lots of carbohydrates, and cassava plants are not so affected by the seasons. Cassava, also known as cassava or cassava, is a tropical and subtropical perennial tree from the family Euphorbiaceae. In this decade, various agencies, both government and private, have innovated the processing of cassava so that they will be able to obtain additional commodities with various types of processed food that are being developed by the government as well as small industries that process cassava into rengginang. The aim of this research is to find out one of the SMEs in Pekalongan Regency. This research uses descriptive research methods and survey techniques. The results of this research found that respondent identification greatly influenced decision making in cassava rengginang production activities. The potential for the cassava rengginang business is considered good and easily affordable.

**Keywords :** cassava, MSMEs, rengginang.

### 1. INTRODUCTION

Micro, small and medium enterprises (MSMEs) have an important role and strategy in national development, especially in terms of economic development. The existence of MSMEs can make it easier to improve community welfare (Aliyah, 2022). This condition is very possible because MSMEs dominate the Indonesian economy with a large number of industries spread across every economic sector, have great potential for employment, and are very dominant in the formation of Gross Domestic Product (GDP) (2019). According to (Hamzah & Agustien, 2019) labor investment in MSMEs has no effect on national income. The number of MSME activities is one of the business sectors that can

survive and restore the economy amidst the downturn resulting from the monetary crisis in various economic sectors. The government is trying to increase people's productivity and international speech by fostering economic independence and focusing on domestic environmentally friendly strategic sectors. The MSME sector has been proven to be a pillar of a strong economy and reduces poverty due to a workforce that is not absorbed in the job market (Afrika, 2022; Chen & Zai, 2022; Dewi et al., 2022; Iskanto, 2023; Karim et al., 2023).

MSME players are asked to think creatively and innovatively in the current era of globalization, for example, to face dynamic market conditions. To drive sustainable economic growth, the MSME sector must increase its productivity. MSME players, who are the pillars of the Indonesian economy, often face difficulties in improving their performance due to a lack of resources and lack of management capabilities. Entrepreneurship training emerged as a strategic solution for developing MSMEs to develop. The development of MSMEs cannot be separated because MSMEs have advantages compared to large businesses, namely innovation that occurs easily in product development, the ability to absorb a large number of workers, better start-up and adaptation to rapid market changes than large businesses (Suyadi et al., 2018).

Entrepreneurship training not only provides knowledge but also offers a way to fill one's skills and no less important in order to improve the MSME sector is to foster an entrepreneurial spirit in society (Perman, 2017). By improving management skills, innovation and strategic business, MSMEs can increase their competitiveness in increasingly complex markets. Apart from providing direct benefits to business owners, increasing the productivity of MSMEs has a positive effect that extends to the entire local economic ecosystem. This happens because MSME products can create in-depth knowledge to spur growth and increase their business productivity.

Entrepreneurship training is like a foundation for basic knowledge, as well as forging practical skills that are really needed in starting and managing an MSME business. The training begins with understanding the essence of business planning, providing step-by-step guidance in developing a solid business strategy. Through interactive learning, MSME entrepreneurs learn to identify and manage risks that may arise on their journey as novice entrepreneurs. Training activities also directed at providing much needed information literacy for market reading opportunities for MSMEs (Shobarudin, 2020). In addition, training builds an entrepreneurial mentality that is creative, adaptive and responsive to change, MSMEs are empowered to see challenges as opportunities, and mistakes as steps towards better learning. By providing practical support and inspiration, entrepreneurship training for budding MSMEs not only builds knowledge, but also forms a strong entrepreneurial spirit to face the dynamic business world. Knowledge and understanding as well as the use of digital media as a product marketing effort are also important materials, so that consumers are more familiar with the products produced by MSMEs (Jannatin et al., 2020).

Gunartin (2017) explains the important role of the government in developing MSMEs, because MSMEs are an important part of a nation's economy. On the other hand, Aliyah (2022) emphasized that the existence of MSMEs can improve the welfare of the wider community. Moreover, the contribution of MSMEs to employment absorption and the formation of Gross Domestic Product (Sarfiah et al., 2019). In line with this, Dewi et al (2022) in their study found that the MSME sector has proven to be a pillar of a strong economy and can reduce unemployment for the workforce that is not absorbed in the job market. MSME players must think creatively and innovatively to face challenges, due to dynamic market conditions. Therefore, MSMEs must be able to be innovative in

developing products, absorbing labor, flexible and adaptive to market changes (Suryadi et al., 2018).

Training is aimed at fostering an entrepreneurial spirit in society (Permana 2017), and training is also used to introduce the marketing mix concept. The concept of community mix is attractive for MSMEs because it is hoped that MSMEs will have unique and specific products so that their marketing must also be in accordance with the target market. Successful marketing activities can increase sales turnover and increase income, so that in the long term, entrepreneurs will be created. There are more and more new ones in Pekalongan Regency.

The existence of MSMEs will have a big influence on the growth of the Indonesian economy, especially in creating the world of work and especially in supporting household income. It is hoped that the development of MSMEs can accelerate the pace of the economy amidst the current sluggish business world in the midst of the pandemic. By utilizing marketing concepts through the use of digital technology, it is hoped that MSMEs will be able to develop and become centers of economic power. The current technological era is unavoidable. Marketing expert Yuswohadi said that if they want to survive, MSMEs must be able to maximize and take advantage of digital developments.

## **2. METHOD**

The basic research method used in this research is the descriptive method. The descriptive method has the characteristic that this method focuses on solving problems that exist in the present, actual problems, and the data collected is compiled, explained and analyzed (Surakhmad, 1994: 140).

The technique for carrying out this research uses survey techniques, namely collecting data from a number of units or individuals over the same period of time using several lists of questions in the form of questionnaires (Surakhmad, 1994: 140).

Sampling of cassava rengginang producers in the village was carried out using judgmental sampling, namely sampling based on the researcher's assessment or considerations regarding individuals in the population who met the requirements to be used as samples (Soeratno, 1988: 120). The samples selected were individuals who only produced cassava rengginang and who were still producing cassava rengginang at the time of the research period.

Observation Method, namely a method of collecting data by making direct observations of the object to be studied so that a clear picture of the object to be studied is obtained. Interview Method, namely a data collection method using extensive and in-depth interviews with sample respondents using a list of questions (questionnaire) that has been prepared. Recording Method, namely a data collection method by recording data from all sources related to research.

## **3. RESULT AND DISCUSSION**

The respondents in this research were producers of the cassava rengginang industry which at the time of the research was still actively producing and domiciled in Nyamok Village, Kajen District, Pekalongan Regency. The identity of the respondent

greatly influences decision making in cassava rengginang production activities. The identities of the cassava rengginang respondents studied included: age of the respondent, years of education, number of family members, number of family members involved in production, length of time cultivating, business status and reason for the business.

### 1. Respondent's Age

Productive age is the age of the population between 15-59 years and non-productive age between 0-14 years and more or equal to 60 years. Age greatly influences the business activities of making cassava rengginang. Number and percentage of respondents by age group in Kajen District, Nyamok Village, Pekalongan Regency.

It is known that the number of respondents was 20 people consisting of 17 people of productive age and 3 people of non-productive age. Cassava rengginang producers in Nyamok Village, Kajen District, Pekalongan Regency are on average 45 years old. In the cassava rengginang industrial business, the age of the producer does not really influence production activities, because all activities in the production process can be carried out by young people or old people. What is more needed and prioritized is physical ability or adequate energy from the producer. Looking at the average age of producers, it can be classified as productive age, so producers can more easily accept new information and innovations and make decisions more quickly in determining the technology to be applied in managing their business. So, by being of productive age, respondents are expected to be able to meet market tastes and take advantage of opportunities to increase profits from their business.

### 2. Years of Education

The number of family members will influence the business of making cassava rengginang. The greater the number of family members, the more producers will be required to earn more money to meet their needs. The number of family members consists of father, mother and children. The number and percentage of respondents are based on the number of family members in Nyamok Village, Kajen District, Pekalongan Regency.

It can be seen that most respondents (60%) have family members of 2-4 people. Based on this data, it is known that all respondents have more than 2 family members. The average number of family members producing cassava rengginang is 4 people. The family members referred to here are the nuclear family (consisting of father, mother and children) and the average number of family members involved in production activities is 3 people. The average number of family members and the number of workers active in production do not differ much. This is because all the labor in the cassava growing industry comes from family labor. So almost all family members are involved in the production process. There are family members who are not involved because they are still at school. The size of the number of family members influences the availability of workers for the cassava rengginang industry, especially workers who come from family members who are actively involved in production activities.

### 3. Number of Family Members

Education is an important factor for respondents in terms of accepting and implementing new technology, in addition to the abilities and skills of the producers themselves. Education will influence the mindset of producers in carrying out their

business activities and making decisions in marketing the cassava rengginang they produce. Apart from that, education will also influence producers in absorbing the latest information that can be applied in activities. It is known that the majority of respondents have completed elementary school, 18 people or 80%. This shows that the level of education is still low in Nyamok Village, Kajen District, Pekalongan Regency. It is hoped that the education obtained can become capital for producers in running a business, can calculate expenses and profits from their business, and can market products outside the region.

All cassava rengginang producers in Sragen Regency have received education, although at different levels. The average length of education that producers have completed is 6 years or the equivalent of elementary school. In the cassava rengginang industry, education is not very influential because production activities do not require special skills obtained from formal education. All manufacturers learn this through other people and their own experiences.

#### 4. Respondents' Experiences in the Cassava Rengginang Making Business

In the business of making cassava rengginang, apart from the level of education, talent and experience are also needed to do it. This experience will greatly influence the respondent's skills in making cassava rengginang. The longer the experience in making cassava rengginang, the better the skills in making cassava rengginang.

It is known that 4 people had experience in the cassava rengginang business in Nyamok Village, Kajen District, Pekalongan Regency for 1-4 years, and the remaining 16 people had >10 years. Even though the respondents had low education, they had no doubts about making cassava rengginang because they understood and mastered this from years of experience.

The cassava rengginang industry business activities in Nyamok Village, Kajen District, Pekalongan Regency have been running for between 3-20 years and on average they have been running for 12 years overall. This figure shows that the manufacturer has been running this business for quite a long time and is able to maintain its business to date.

#### 5. Business status

The majority of cassava rengginang making businesses in Nyamok Village, Kajen District, Pekalongan Regency are used as main jobs, namely 18 people, while those used as side jobs are 2 people. The cassava rengginang industry business is the main job because the income obtained only comes from the cassava rengginang industrial business. Meanwhile, the cassava rengginang industrial business is a side job because the respondent has a main job as a farmer and the income he earns comes from his farming business.

#### 6. Respondents' Reasons for Business

Most of the reasons why respondents started the cassava rengginang business was because the cassava rengginang business was a business that had been passed down from their family, namely 8 people and there were no other businesses, namely 8 people. Meanwhile, the other 4 businesses are for the reason of increasing family income and businesses that have quite large profits. Especially during the month of Ramadan, there are lots of requests almost every day.

The respondents in this research were producers of the cassava rengginang industry which at the time of the research was still actively producing and domiciled in Nyamok Village, Kajen District, Pekalongan Regency. The identity of the respondent greatly influences decision making in cassava rengginang production activities. The identities of the cassava rengginang respondents studied included: age of the respondent, years of education, number of family members, number of family members involved in production, length of time cultivating, business status and reason for the business.

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#### **4. CONCLUSION**

Based on research conducted, the data concluded that. The identity of the respondent greatly influences decision making in cassava rengginang production activities. The identities of the cassava rengginang respondents studied included age of the respondent, length of education, number of family members involved in production, length of time cultivating, business status and reason for the business. Potential for cassava rengginang business in Nyamok Village, District. Kajen District. Based on the availability of materials and tools, Pekalongan can be considered good and easily affordable. The marketing potential for cassava rengginang is also very easy because there are so many people interested in cassava rengginang.

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