

**Assistance of MSMEs: Sustainability Business of Tempe Entrepreneurs,
Tegalkarang-Palimanan-Cirebon**

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ABSTRACT. This paper is a community service aimed at creating the sustainability of the age of MSMEs in Tegalkarang Village, Palimanan District, Cirebon Regency. Market share, production, and waste are problematic. The targets of the findings are followed up in the form of online marketing, product diversification, and waste management carried out through integrated cooperation with the nearest cattle farm. A qualitative approach was used, primary data were interviews with tempe entrepreneurs, observations, lectures, discussions; simple digital marketing training, periodic monitoring during the service period and follow-up carried out. The findings are collaborative and stakeholder partnerships are created in a sustainable manner, able to revive the creative economy of the surrounding community.

Keywords: digital marketing, product diversification, waste handling, tempe micro industry, creative economy.

INTRODUCTION

Ideally, a business institution needs the community and is needed by the community (Purwanto 2020), so as an institution that lives in the midst of society, of course, its activities must first be in accordance with the needs and desires of the community. The perspective of business and society is complementary. This interrelationship makes a symbiotic mutualism. Where the business can run well because of the community in need, as well as the existence of a business in the community is highly expected by the community as an effort to fulfill their needs. Therefore, the existence of businesses in the community is also part of the community itself. In addition to seeing that in the community there are opportunities that the company can take advantage of as profitable objects or targets that can determine the company's survival for as long as possible. Data from the Ministry of Cooperatives and Small and Medium Enterprises (UKM) noted that (Jayani 2021) SMEs in Indonesia are growing. Like the tempe business in Tegalkarang Village, Palimanan District, Cirebon Regency owned by Mr. Awas.

This micro-business of making tempeh is managed at home with simple equipment to meet the consumption of tempeh around the business, or local production. So in marketing, they tend to be sold traditionally in the nearest market. In fact, this business can be

developed widely with various processed food derivatives. Tempe as a source of protein that is cheap and easy to find (Adrian 2021), is even now a prima donna abroad.

In developing his business activities, Mr. Awas carries out marketing activities by prioritizing effectiveness and efficiency. It is known that perceptions about the business, and orientation to the market can be different so the marketing activities carried out can also differ depending on the competitive concept in which the company is run. In the view of Islam itself that doing business is obligatory business for every believer in preparation for a better life in the future (Asri Abdullah dan Siddique E Azam 2021). QS. 2:275 means that Allah SWT has determined the halal status for buying and selling activities for every human being that is used as an effort to achieve blessings in life. Marketing plays a fairly fundamental role in every business activity for every entity or company because marketing is a significant step in selling products to customers and realizing the goals targeted by the company (Kotler 1996; Syukur dan Syahbudin 2020) customer satisfaction orientation (Jyoti dan Sharma 2012; Syukur dan Syahbudin 2020).

Consumer or customer satisfaction is generally obtained after fulfilling needs and desires is realized through integrated marketing activities (Syukur dan Syahbudin 2020). We analyze and identify this marketing strategy effort in the tempe-home business, Mr. Awas, so that follow-up actions can be taken to increase income and empower the surrounding community, and even handle waste.

The problems faced by home-based tempe businesses after being analyzed and identified for marketing are, the application of digital marketing as a business expansion, diversification of processed soybeans and tempeh derivative products, and waste management. The hope extends to empowering the surrounding community so that business independence is also shared prosperity.

METHOD

The method of implementing service activities is carried out in the following stages:

1. Observations, carried out before the deployment of community service, saw some of the potential and business opportunities of the community for training and mentoring. When the service is carried out, it starts with socializing community service activities and conveying ideas, and conducting FGDs with related parties and accompanied by supervisors, then analyzing and finding model solutions/ideas that are in accordance with the conditions of partners;
2. The plan of service activities, in the form of:
 - a. Digital marketing counseling and practice;
 - b. Counseling on tempe processed foods;
 - c. Tempe waste counseling.
3. The activity time is approximately 1 month from July to August 2022 held in the framework of the IAI Bunga Bangsa Cirebon (BBC) Community Service Lecture (KPM) in Tegal Karang Village, Palimanan District, Cirebon Regency for Mr. Awas' home-cooked tempe business.

The target of the activity is that partners are able to use digital marketing to expand marketing; developing other tempe-processed products such as tempe chips, and start to realize environmentally friendly tempe waste processing.

RESULTS AND DISCUSSION

The implementation of this activity is carried out after knowing the problems that exist in partner locations. The KPM team consists of 11 active 6th semester students of IAI Bunga Bangsa Cirebon (BBC) and assistants who are divided into 4 major groups:

1. Group 1 conducted observations, identified problems, collected field data consisting of M. Iqbal, Yuni Oktopiyan, Mardhotillah, Aulia Meidiati led by Cory Vidiati;
2. Group 2 training & counseling conducted by Miftahudin Nawawi, Siti Nurhayati, Yuyun Wahyuni, Syofiyyah Bahiroh led by Ahmad Munajim and Hawwa Abdul Mokti;
3. Group 3 socialization and program evaluation were carried out by Yusuf Hendrawan, Hendrias, Indah Royani led by Dini Selasi;
4. Group 4 reports preparation and article preparation by Cory Vidiati and Lathifaturahmah.

Counseling activities are carried out in 3 stages:

1. The first stage is counseling online sales/digital marketing to expand market share. The activities carried out are online sales by utilizing WhatsApp business social media; youtube and Instagram. Partners are helped to create WhatsApp business accounts, YouTube videos, and Instagram. This social media content is the profile of Mr. Awas' tempeh business. The process is as follows:
 - a. Introducing several social media partners that can be used for product promotion;
 - b. Determine social media that can be used easily and practically, which can be done by partners;
 - c. Create partner social media accounts (Instagram, and youtube);
 - d. For online sales, the WhatsApp application which partners well know is used;
 - e. Make a schedule for posting tempe business plans.

This activity was carried out in 3 (three) meetings.

The following is an image of an introduction to social media, determining which social media to use, and learning how to use applications that have been determined by partners in an effort to promote their products:

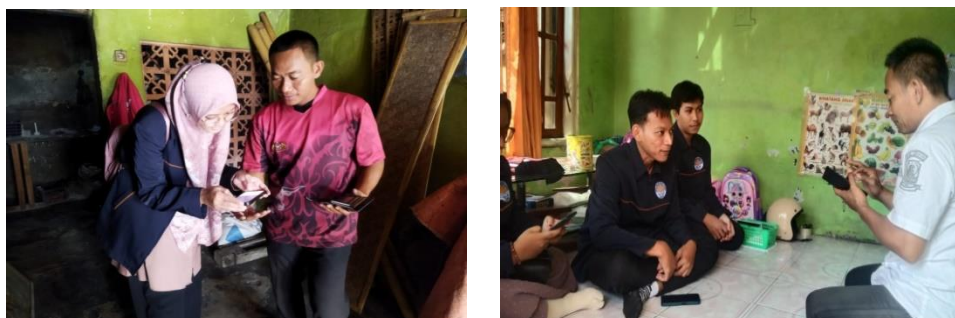


Figure 1: Introduction to Social Media

Here is the tempe Instagram link, Mr. Awas:

https://www.instagram.com/p/Cg_RxqOLzx4/?igshid=YmMyMTA2M2Y%3D

Mr. Awas Youtube link:

<https://youtu.be/xcsN2BdCrWw>

Tabel 1: Post Schedule

No	Time	Description
1	once a week	Monday Literacy for making tempe
2	2 weeks	Wednesday Tempeh making process
3	Once a month	Tempe Profile Week

From this simple posting schedule, it is hoped that Mr. Awas' tempe business will be known to the public.

2. The second stage is counseling about the manufacture of processed tempeh and or other soybean derivatives. The counseling was carried out by delivering various processed tempeh that the KPM TEAM collected from Youtube and directing partners to coordinate with the Cirebon Regency UMKM Service, to be invited to participate in the tempe processed food workshop. However, in this place of business, other soybean products have also been made in a limited manner other than tempeh.

The following are the results of soy products that have been made by partners.

- a. Tempe Making;
- b. Soy milk;

Made and packaged simply, the KPM team directed them to make ice as a lure for children to consume other healthy foods from processed soybeans.

- c. Tapioca Sago Tempe Chips

The processed tapioca sago tempe chips were tried from the results of workshops with related agencies and were produced in very limited quantities only if there was an order. The packaging is still very simple and is only labeled with the brand "Gini Putri".

3. The third stage is counseling about tempe waste. The team directed that solid waste in the form of washed soybean skins be collected in separate containers; other solid wastes such as plastic and leaves as tempe packaging are also separated and then packaged in containers before finally being disposed of to village TPS, and for the liquid waste from washing tempe to be accommodated in a holding tank before being channeled to village irrigation.

Here's an overview:



Figure 2: Soybean waste after deposition

Previously, solid waste was disposed of directly to the TPA, but after mentoring, we directed:

- a. This solid waste is sent to the nearest cattle farmer, used as a cow feed mixture;
- b. Solid waste is made organic fertilizer that can fertilize plants with the help of prebiotics.

And what is currently being done is that solid waste is used to mix cattle feed, other than straw at Mr. Roja'i's cattle farm, which is considered to be quite cheap to operate.



Figure 4: Mr. Awas tempe business partner, Mr. Rojai's cowshed



Figure 3: Liquid waste line

On this occasion the team directed the partners to start thinking about the legality of the business. Due to the legality of the business, partners can have a wider relationship, especially when they need business capital for business expansion. And the KPM Team recommends partners register for permits through OSS. The KPM TEAM provides education on how to register for a business license online; Regarding the safety and hygiene of products, especially tempe processed products, the team directed them to register for PIRT.

The results of the activities carried out by the BBC IAI KPM Team according to the target are in the form:

1. Partners understand the importance of digital sales to increase income from the results of their home businesses. Partners are able to use WhatsApp Business for their online sales promotions. The KPM team helped make a schedule for posting product photos, helped to make several videos of tempe processing activities, and others related to this tempe business to partners;
2. Partners begin to practice the results of the workshop and request that the relevant agencies/agencies always be invited to obtain information/invitations for other workshops in the future;
3. Partners begin to separate waste and settle the remaining soybean washing water before it is channeled into village irrigation.

The output of this KPM activity is an increase in knowledge about digital marketing, where digital marketing activities on social media include tempe education/literacy for the wider community. The KPM team also makes a posting schedule, so partners always get mass/likers who can increase partner income. And the output in the form of tempeh has been tried in production, only sold on a limited basis by order. The output of the extension in the form of handling waste, especially tempe liquid waste is still in the process of being worked on. So that the counseling skills as well as simple training on tempeh business and the solutions provided by the KPM Team have a good impact on partners to extend the life of their business, and are sustainable. And the output of this community service is made in a final report and also transformed into a journal to be published, as a means of sharing information and academic knowledge.

CONCLUSION

Mr. Awas' home business as a partner in this community service activity is very feasible to develop. The hygienic manufacturing process, affordable prices, delicious taste, and empowerment of the surrounding mothers are the initial capital for this partner's business to advance to class. The counseling and training provided by the KPM Team is an additional provision for partners to expand the market while at the same time improving the eco-friendly environment for the sustainability of their business.

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