

Community Empowerment and Strengthening of Entrepreneurial Practices in the Traditional Snack Souvenir Business of Mrs. Mumun in Kopo Village, Inner Cisarua, Bogor Regency, Indonesia

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ARTICLE HISTORY

Received: May 16, 2025
Revised: June 18, 2025
Accepted: June 22, 2025

DOI

<https://doi.org/10.52970/grcsd.v5i2.1302>

ABSTRACT

In this community service activity, we visited the traditional snack souvenir business of Bu Mumun in Kopo Village, Cisarua Dalam, Bogor. Based on the methods we used in the community service activity, such as observation and interview methods, socialization, and practices. However, Mumun's production still has some packaging and marketing limitations. Regarding packaging, Bu Mumun only uses PE (polyethylene) plastic to package her snacks. In contrast, in the marketing aspect, Bu Mumun only relies on word-of-mouth marketing, so we help in the production by adding a logo and replacing PE packaging with ziplock packaging to make the product more durable. While in the marketing aspect, we help make Google Maps and install banners and acrylics. We hoped that the results of our activities would help Bu Mumun's business unit grow even more.

Keywords: Community service, Production Aspect, Marketing Aspect.

I. Introduction

Bogor City is one of the favorite tourist destinations for residents of Jabodetabek, offering a variety of attractions ranging from nature tourism and culinary experiences to shopping. Its strategic location, about 50 kilometers from Jakarta, makes Bogor an ideal destination to visit during weekends and holidays. The high number of tourists provides significant opportunities for the growth of micro, small, and medium enterprises (MSMEs) in Bogor City. In 2024, there were 9,749 MSMEs operating in Bogor, with approximately 40% engaged in the culinary and souvenir sectors, indicating significant potential for business development to support the city's tourism sector. One of the businesses targeted for assistance through the Community Service Program (KKN) is the souvenir business "Bu Mumun" in Kopo Village. Although it has a loyal customer base, it still faces sales fluctuations and has not optimally tapped into the tourist market. Through the KKN program, it is expected that Bu Mumun's business capacity in marketing, packaging, and sales strategies can be enhanced, which is in line with the Bogor City Government's efforts to improve the competitiveness of local products.

One of the traditional snacks produced is rengginang, which is made from white glutinous rice that has been soaked for several hours. After being cooked until half-cooked and seasoned with salt and garlic, the

dough is flattened using traditional tools and sun-dried until dry. Once dry, the rengginang is fried in hot oil until it expands and turns golden brown, ready to be served as a delicious crispy snack. Another snack is renggining, which is made from glutinous rice cooked until half-cooked and mixed with ground salt and garlic. The dough is shaped into round or flat forms according to preference, sun-dried for several days until dry, and then fried in hot oil until it puffs up and turns golden, resulting in a savory snack with a crispy texture and slightly chewy bite.



Figure 1. The Process of Making Traditional Snacks Typical of Bogor

Jipang is another snack made from glutinous rice cooked until fully cooked, mixed with liquid palm sugar and a little water. This mixture is cooked again until it becomes a thick and sticky dough, then poured into traditional bamboo or wooden molds, allowed to cool and harden. Once hardened, jipang is cut into small pieces and ready to be served as a sweet and chewy snack. Lastly, Kutu Mayang is made from soaked glutinous rice mixed with grated coconut. A small amount of water is added to the dough to compact and mold it using traditional molds, then steamed for several hours until fully cooked. After cooking, Kutu Mayang has a soft and chewy texture, with a savory taste from the grated coconut that adds a distinctive flavor.

II. Literature Review and Hypothesis Development

2.1. Production Management

Effective production management is vital for the success and sustainability of MSMEs. Marka, Azis, and Alifiana (2018) argue that structured business management and planning improve operational efficiency, enabling businesses to increase production capacity and reduce waste. Proper scheduling and raw material stock management help MSMEs avoid production delays and optimize resource use. Observations in traditional food production emphasize the need for efficient use of ingredients and tools to maintain product quality and reduce costs (Marka et al., 2018). Therefore, training in production scheduling and inventory control supports MSMEs consistently meeting market demand.

2.2. Packaging Innovation and Branding

Packaging plays a significant role in product appeal and consumer trust. According to Rada (n.d.), the choice of packaging material directly influences product durability and hygiene. Modern packaging, such as ziplock bags, offers practical benefits, including extended shelf life and protection from environmental factors. Coupled with informative labels displaying product details and brand identity, packaging enhances professionalism and customer confidence. Marka et al. (2018) also highlight that branding, including local product naming and logo design, strengthens market presence and consumer recall, which is critical for MSME growth in competitive markets.

2.3. Marketing Strategy (Digital and Offline Marketing)

Marketing strategies integrating digital platforms and traditional promotion methods are increasingly effective. Fadillah (2015) stresses the power of word-of-mouth communication (WOM) supported by digital tools like Google Maps Business in expanding MSME reach. Registering businesses on digital maps increases visibility and accessibility, enabling potential customers to locate products easily and leave reviews that build a reputation. Offline marketing, such as banners and signage, complements digital efforts by creating physical awareness and facilitating customer engagement (Fadillah, 2015). Together, these approaches broaden market access and enhance consumer interaction.

III. Research Method

The Community Service Program (Kuliah Kerja Nyata, KKN) was conducted in Desa Kopo, Cisarua Dalam, Bogor, following a well-structured implementation plan. The execution mechanism began with the preparation of the program on December 14, 2024, through a virtual meeting via Google Meet. The discussion concluded that the program would focus on assisting the local traditional snack business "Bu Mumun." Subsequently, a coordination meeting with the Field Supervisor Lecturer (Dosen Pembimbing Lapangan, DPL) was held on December 18, 2024, at the DPL Room, Faculty of Economics and Business, Universitas Pancasila. This meeting further discussed the program details and confirmed Desa Kopo as the location for the KKN activities. On December 20, 2024, a meeting was held to discuss budgeting and preparation for departure at the Faculty of Economics and Business, Universitas Pancasila. Following this, on December 27, 2024, the team obtained the necessary permits and conducted a site survey in Desa Kopo alongside the DPL, including a visit to Bu Mumun's residence and business location at the Desa Kopo Office. The program was implemented over four days, from December 27 to December 30, 2024, at Bu Mumun's home.

The methodology employed in this program included observation, interviews, socialization, and marketing practice. The activities commenced with direct observation and interviews with Bu Mumun regarding her traditional snack business. The observation revealed that the production process was manual, with Bu Mumun's husband assisting in preparing raw materials and her daughter-in-law or daughter responsible for packaging. The interview indicated that Bu Mumun produced semi-finished goods daily, regardless of order presence, to maintain stock availability. Regarding packaging, the products were only wrapped using polyethylene (PE) plastic. Bu Mumun relied solely on word-of-mouth marketing strategies, resulting in customers from the surrounding community and relatives. The subsequent phase involved socialization related to production and marketing aspects. In this phase, the team explained strategies to expand the target market to the business owner, starting with marketing improvements. Together with the DPL, the team developed promotional materials, including banners and acrylic signs, and assisted in registering Bu Mumun's business on Google Maps to widen market reach. For production enhancement, the team proposed using ziplock packaging and adding a logo to create a more attractive and neat product presentation. The final activity involved physically applying these improvements: installing banners on the front wall of Bu Mumun's premises, placing acrylic signage near the kitchen area, and registering the traditional snack business on Google Maps.

IV. Results and Discussion

Community Service Program (Kuliah Kerja Nyata, KKN) is an activity that integrates the three pillars of higher education: Education and Teaching, Research, and Community Service into a single program. KKN is an inseparable part of the undergraduate (S1) curriculum, indicating that this program is aligned with the goals and missions of higher education institutions. Through KKN, students can apply and practice the competencies they have acquired. Students can scientifically apply their knowledge, technology, and arts (IPTEKS) to benefit needy communities through community service. Thus, KKN plays a role in assisting

communities in overcoming various challenges encountered during the development process. In community empowerment, marketing is one of the primary challenges small enterprises face, especially concerning market competition, access to information, and supporting institutions, as Hadyati (2008) noted. According to Kleindl and Burrow (2005), digital marketing is planning and executing ideas related to concepts, pricing, promotion, and distribution. Marketing is building and maintaining mutually beneficial relationships between companies and consumers.

This business development program applies the comprehensive 4P strategy (Product, Price, Place, Promotion) to empower the community. We designed pre-test and post-test assessments to evaluate Bu Mumun's understanding of production and marketing aspects. In the pre-test, we asked several questions, including whether Bu Mumun had registered her business on Google Maps; the results showed she had not. We also assessed her knowledge about Google Maps, where she only recognized it as a tool for navigation. When asked about the importance of online product marketing, Bu Mumun considered it moderately important, although she did not yet have quality photos of rengginang and jipang products. Additionally, she did not understand the concept of attractive product packaging and viewed banners or signs as ordinary items. Regarding email usage, Bu Mumun did not have any, relying solely on word-of-mouth marketing without utilizing social media.

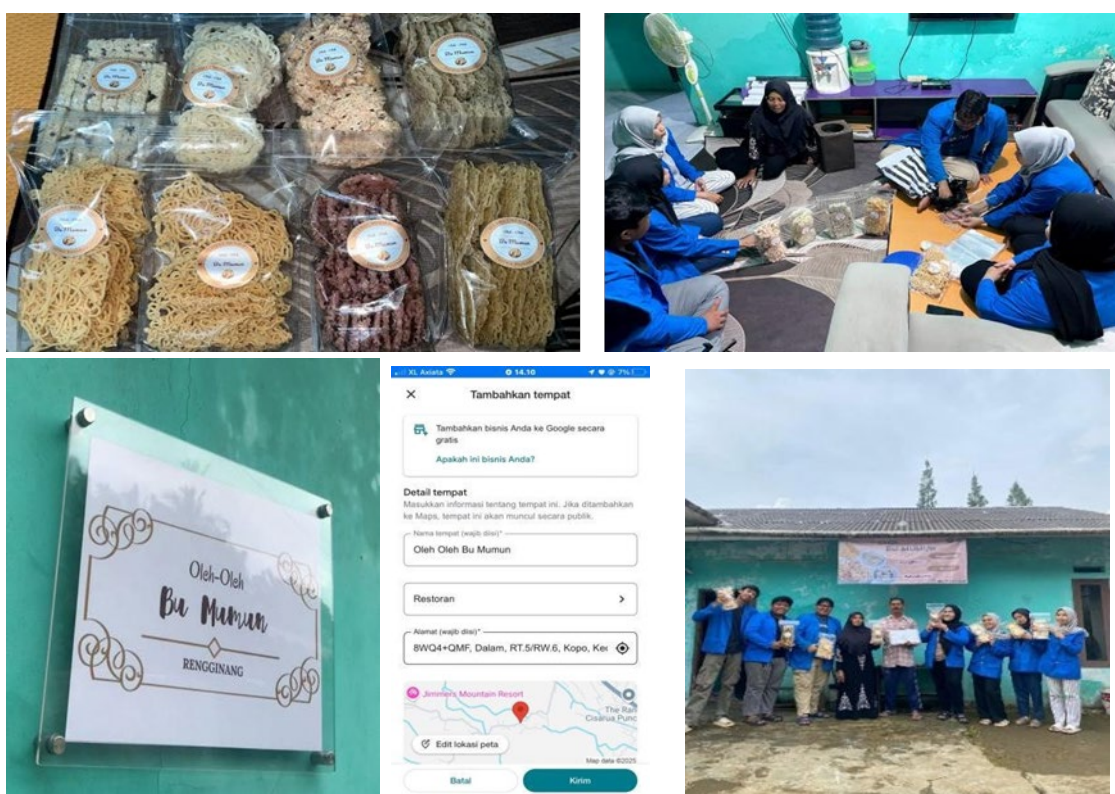


Figure 2. Documentation of activities

After the program implementation, we conducted a post-test to evaluate her understanding of digital marketing for the business. In the post-test, when asked about the characteristics of good food packaging, Bu Mumun responded that it should be clean and large. When questioned about the essential information on banners, she answered that banners should include the business name, products, contact information, and address. When asked about the best time to update information on Google Maps, she was unsure. Regarding the benefits of attractive packaging, she replied that good packaging only protects the product. In responding to customer reviews on Google Maps, Bu Mumun believed that reviews should be ignored and was unaware of the information that should be included on packaging.

Based on the results of the pre-test and post-test, we planned the focus of the Product aspect on improving packaging quality by using ziplock bags, chosen for their durability, practicality, and ability to enhance the product's market value. Business owners were trained in proper packaging techniques. We analyzed cost structures, competitor pricing, and price determination for the Price aspect, considering different package sizes to remain competitive. In the Place aspect, the program utilized Google Maps Business to enhance business visibility, including business profile registration, product photo uploads, and keyword optimization. We also placed banners in strategic locations to make it easier for consumers to find the business.

The Promotion strategy was implemented through offline and online media, where the banners contained complete information about the business, featured products, contact details, and directions. At the same time, the Google Maps profile was optimized with an attractive description, updated product photos, and customer review management to build trust. The program was carried out in four stages: preparation, which included location surveys, needs analysis, and coordination with the business; implementation, which involved ziplock training, Google Maps setup, and banner installation; monitoring, which focused on product evaluation and consumer response; and evaluation, which included achievement analysis and development recommendations. Each stage was documented to facilitate evaluation and strategy adjustments.

V. Conclusion

The Community Service Program (KKN) themed "Empowering Businesses" in Desa Kopo has positively impacted the management of small businesses producing Rengginang, Renggingin, Kutu Mayang, and Jipang. One significant outcome has been improved production management, where training in production scheduling and raw material management has increased operational efficiency. Production capacity rose by approximately 25%, while raw material waste decreased. Additionally, innovation in packaging and branding became a primary focus. The creation of attractive and hygienic packaging designs, as well as the establishment of a local brand such as "Oleh-Oleh Bu Mumun," made the products more recognizable to consumers and enhanced market appeal. Equally important, creating a business profile on Google Maps contributed significantly, as adding the business location to the platform improved its visibility in local searches, made it easier for consumers to find the business location, and strengthened its reputation through customer reviews. Thus, this program increased production capacity and strengthened the business's position in the market.

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