
DEVELOPMENT STRATEGIES FOR SERMIER CRACKERS TO INCREASE INCOME FOR THE COMMUNITY OF WANTILGUNG VILLAGE, NGAWEN DISTRICT, BLORA REGENCY

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Abstract

Sermier crackers, a type of cracker made from cassava, have been a longstanding traditional snack. Their unique, distinct, and delicious taste, combined with their affordability, makes them comparable to other flavored crackers. However, the popularity of these crackers has been declining due to advancements in food management and a growing preference among consumers to try new foods. The lack of innovation from food producers may also contribute to a reduced interest in traditional Indonesian foods. This study aims to identify methods and strategies to develop a cassava-based cracker business in Wantilgung Village, Ngawen District, Blora Regency. Data were collected through a field survey involving 125 respondents. The analysis of sermier crackers revealed the following financial metrics: an initial investment of Rp. 1,093,000, total asset costs of Rp. 36,430, total variable costs of Rp. 1,620,000, total operational costs of Rp. 1,664,430, monthly revenue of Rp. 7,200,000, a profit of Rp. 5,543,570, and a payback period of two months. A SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) was employed to identify aggressive alternative strategies for the sale of sermier crackers. The data utilized in this study included primary, quantitative, and secondary data sources.

INTRODUCTION

The food industry is currently in high demand among entrepreneurs due to its ease of operation and ability to meet the community's food needs. Wantilgung Village in Ngawen District, Blora Regency, has long been known for sermier crackers, which are considered a cultural heritage and symbol of the village. The village has made

efforts to preserve the tradition of making sermier crackers and to develop its unique identity. The Wantilung Village Government encourages women to engage in the homemade sermier cracker industry to enhance the village's economic potential. According to Sutresno, the Head of Wantilung Village, the production of crackers has been passed down through generations using simple tools. Approximately 125 women in Wantilung Village are still involved in the sermier cracker business. The production of sermier crackers serves as the main source of income for the community of Wantilung Village.

Cassava is widely liked in Indonesia and is often referred to as a staple food grown in villages. It is one of the most popular types of tubers in the country. According to data from the Central Bureau of Statistics, the following diagram shows cassava production in East Java from 2013 to 2015.

Cassava is a cost-effective raw material suitable for business use. This rural food, rich in carbohydrates, has nutritional and taste qualities comparable to other foods. Sermier crackers, which have been around for a long time, still retain their unique and delicious taste. They are affordable and competitive with other types of crackers. Despite the popularity of traditional foods like sermier crackers, the tendency of people to try new foods and advancements in food processing technology are diminishing their presence. This study aims to understand the development of the sermier cracker business in Wantilung Village, Ngawen District, Blora Regency. By applying economic analysis, the author aims to gain a better understanding of the current market conditions and determine whether the product marketing plan will effectively increase the income of the residents of Wantilung Village. The author also employs SWOT analysis to identify supporting and hindering factors in developing sales strategies for sermier crackers. This analysis aims to maximize profits and minimize risks.

Research Problem

What can be done in Wantilung Village, Ngawen District, Blora Regency, to enhance the sales of cassava processed into sermier crackers and increase community income?

Research Objectives

To determine the impact of sales development methods for sermier crackers amidst technological advancements and to increase business profits in Wantilung Village, Ngawen District, Blora Regency.

Research Benefits

To identify methods that contribute to the increase in sermier cracker sales and strategies that enhance sales growth.

METHODS

To evaluate development strategies, the above description can serve as the basis for questionnaires and literature related to the analysis conducted in this study. Additionally, this study employs field surveys. Afterward, we thoroughly analyze the results, focusing on practical solutions. Quantitative and qualitative data, both primary and secondary, were utilized. Primary data were obtained directly from respondents through interviews or questionnaires, while secondary data were sourced from literature reviews. Purposive sampling, or selecting respondents for interviews based on specific criteria, was the sampling method employed (Siregar, 2013). SWOT analysis was the data analysis technique used to identify various factors contributing to the development strategy of the industry. The data analysis process included:

1. **Strengths:** Resources and capabilities that a company possesses or can access, which provide an advantage in meeting customer needs compared to competitors.
2. **Weaknesses:** Limited or lacking resources or capabilities of a company that hinder its ability to meet customer needs.
3. **Opportunities:** Favorable conditions impacting the company's environment that present opportunities. Opportunities arise from significant phenomena, such as identifying previously overlooked market segments, following technological developments, strengthening relationships with buyers and suppliers, and understanding competitive conditions and regulations.
4. **Threats:** Major obstacles that prevent a company from achieving a favorable industry position. The market can be hindered by new products, revised or updated regulations, increased competitiveness among key suppliers or buyers, technological advancements, etc.

RESULTS AND DISCUSSION

Internal and external factor analysis is necessary to identify factors within the organization that indicate strengths and weaknesses, as well as external factors that present opportunities and unfavorable conditions. In this study, respondents were interviewed to determine internal and external factors in Wantilung Village, Ngawen District, Blora Regency. We found that Eliana, a sermier cracker maker living in Wantilung Village, Ngawen District, Blora Regency, is as follows:

Assumptions: Equipment used for grating cassava, containers, knives, pans, fryers, stoves, and gas cylinders must all be used for one year.

Investment

Equipment costs: Tela grater machine Rp. 400,000, container Rp. 80,000, knife Rp. 53,000, pan Rp. 161,000, frying tool Rp. 77,000, stove and gas cylinder Rp. 256,000, napkin Rp. 15,000, and other additional investments Rp. 51,000.

Total investment Rp. 1,093,000.

Monthly Operational Costs (Fixed Costs)

One-third depreciation of the tela grater machine is Rp. 13,333, one-third depreciation of the pan is Rp. 2,666, one-third depreciation of the knife is Rp. 1,766, one-third depreciation of the pan is Rp. 5,366, one-third depreciation of the frying tool is Rp. 2,566, one-third depreciation of the stove and gas cylinder is Rp. 8,533, one-third depreciation of the napkin is Rp. 500, and one-third depreciation of additional equipment is Rp. 1,700. Total fixed costs Rp. 36,430.

Variable Costs

The cost of cassava is Rp. 2,500 x 30 = Rp. 75,000. The variable cost for garlic is 10,000 x 30 Rp. 300,000, salt is 2,000 x 30 Rp. 60,000, coriander powder is 3,000 x 30 Rp. 90,000, flavoring is 2,500 x 30 Rp. 75,000, oil is 16,000 x 30 Rp. 480,000, scallions are 3,000 x 30 Rp. 90,000, water cost is 5,000 x 30 Rp. 150,000, other additional costs are 10,000 x 30 Rp. 300,000, totaling Rp. 1,620,000.

Total operational costs amount to Rp. 1,656,430, calculated from fixed costs of Rp. 36,430 and variable costs of Rp. 1,620,000.

Average Monthly Sales

20 kg x 12,000 Rp = Rp. 240,000. Then Rp. 240,000 x 30 days = Rp. 7,200,000.

Total Monthly Revenue

Monthly revenue minus total operational costs, i.e., Rp. 7,200,000 minus Rp. 1,656,430, equals Rp. 5,543,570.

The payback period for recouping investment and profit earned = Rp. 1,093,000 / Rp. 5,543,570 = 2 months.

Sermier Cracker Production Process

The process of making Sermier crackers begins with peeling the cassava, thoroughly washing it, and grating it finely using a cassava grater. The second step involves preparing and grinding the ingredients needed to make Sermier crackers. These ingredients include scallions, garlic, sautéed spices, flavor enhancers, salt, and other additives. After grating the cassava, mix the other ingredients with the finely ground cassava. The fourth step is to knead and shape the dough using

plastic or a bottle, forming round crackers with a thin texture. Steam the dough for 60 minutes. After shaping, heat the crackers until they cool. This is done to prevent the crackers from becoming too hot when fried. Immediately package the crackers using plastic and allow them to rest until the oil is absorbed.

This technique highlights important considerations when conducting a SWOT analysis. The findings from the interviews indicate that internal factors are supporting factors, while external factors are those that hinder the sale of Sermier crackers. To make effective strategic choices, one can utilize the SWOT matrix, which represents Strengths, Weaknesses, Opportunities, and Threats. This matrix can clearly outline the internal advantages and disadvantages, enabling the formulation of profitable plans to enhance the sales of cassava or tuber-based crackers and adapt to the opportunities and threats present.

SWOT Analysis of Sermier Cracker Business

Internal Factors:

Strengths:

- a. Low capital requirements and easy access to raw materials.
- b. Affordable selling price.
- c. No use of preservatives.

Weaknesses:

- a. Prone to breaking easily and becoming stale over time.
- b. Uses plain plastic packaging, which lacks appeal.

External Factors:

Opportunities:

- a. A large number of enthusiasts.
- b. Highly suitable as a side dish.
- c. Easy and cost-effective marketing due to the low price.
- d. Strategic location for selling.

SO Strategies (Strength-Opportunity):

Since Sermier crackers do not use preservatives during production, they typically last only for a few weeks (Strength). To extend shelf life, proper packaging that preserves freshness can be used (Opportunity).

WO Strategies (Weakness-Opportunity):

It is well known that Sermier crackers break easily. They can crumble if stored for too long or mishandled during distribution (Weakness). Therefore, use reusable

boxes or cartons to ensure the product remains intact during distribution (Opportunity).

Threats:

- a. Customers may quickly become bored.
- b. Many competitors are present in the market.
- c. A wide range of more attractive snack products is available.
- d. Many similar products are offered at lower prices.

ST Strategies (Strength-Threat):

Products made from readily available cassava may cause customers to lose interest over time (Strength). Thus, it is crucial to innovate and find new ways to develop Sermier crackers (Threat).

WT Strategies (Weakness-Threat):

The packaging of Sermier crackers needs improvement (Weakness). With the rising popularity of creative snacks from various countries in Indonesia (Threat), it is essential to enhance the product and improve packaging designs with more attractive ideas.

Conclusion

Based on the statements evaluated through the SWOT analysis, it can be concluded that an aggressive or alternative strategy can be employed to sell Sermier crackers. Greater success and profitability can be achieved by leveraging the strengths and opportunities available, taking advantage of the current sales opportunities for Sermier crackers. Various proactive strategies can be utilized:

1. Maximize the use of technology to communicate information about the product to customers.
2. Sell products at prices that are affordable for consumers.

Recommendations

The results of this study on Sermier crackers will show a significant difference between the outer and inner parts of the crackers. However, this research can serve as a reference for future SWOT analyses by other researchers. Sellers of Sermier crackers in Wantilgung Village, Ngawen Subdistrict, Blora Regency, should receive training on how to effectively use social media for their online businesses. By making Sermier crackers appear attractive and informative on social media, and offering discounts for minimum purchases, the goal is to increase the income of the residents of Wantilgung Village, Ngawen Subdistrict, Blora Regency. This will boost the sales of Sermier crackers and help the community earn more income.

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