

# Business Development of Iwak Peyek Business Group

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## Business Development of Iwak Peyek Business Group

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### Abstract

Iwak peyek is a kind of a delicious traditional snack. The potency of iwak peyek craftswoman is encouraging and has a bright prospect and very strategic. Almost of the social stratum can do the business with small capital. This business can absorb manpower, decrease unemployment, increase people income and prosperous as carried out by iwak peyek craftswoman group decreased the amount of poverty figure. The two partner is a traditional craftswoman has never used process standard. The cleanliness or hygienic process of iwak peyek is an important thing to achieve consistent product quality and store capacity any longer. The problem of the two partner has, among others, : 1. The limitation of technology innovation. 2. The limitation of marketing management for iwak peyek product. 3. The limitation of science in accessing to Department of Health for product registration. 4. The limitation of science for attractive product packaging. 5. The limitation in creating of consistent variation product for iwak peyek and hygienic to make an attractive product for consumers. The solution to be provided is training and association program continually for the two partner. The business activity of the two partner is located in Jalan Ikan Nus, Kelurahan Tunjungsekar, Kecamatan Lowokwaru. This program is a mutual benefit cooperation between Tribhuwana Tunggal University and the two partner. This activity is expected to continue in increasing people income and prosperous in the next future. The target to be achieved, among others, 1. To issue final report in a form of journal. 2. To develop science and skill of the two partner.

**Keywords:** science and skill , business development, iwak peyek product

### 1. Introduction

Kelurahan Tunjungsekar in Malang is one of sub districts with the creative community do many kinds of small business on hereditary basis. But, their economic prosperity is not always in a good condition. Total of iwak peyek craftswoman is 43 people and absorb manpower around 52 people. Its marketing still carried out traditionally by way of entrusting it to the nearest small shop, street vendors and on order basis of consumer demand. The product can't be sold out due to its limited marketing. The iwak peyek craftswoman suffer losses because of durable product although it tastes relatively nice. Craftswoman's potency is very big and has a very good business opportunity to market the product by which with the small capital can do production activity. The ability to absorb manpower carried out by iwak peyek craftswoman is expected not only to increase community income and prosperity but also to lower a poverty figure.

Iwak peyek craftswoman of Bu Ratemi (graduated from junior high school) as the product of partner 1 is a kind of snack that is very attractive for all of the local people especially school children. It tastes very nice and economical price. She sells it Rp. 2000,- per plastic pack. She usually accepts an order of Rp. 24.000,- per plastic pack. Packaging of iwak peyek order only put into medium plastic bag, but it is easy to be damaged. Specifically, Bu Ratemi does a very simple business and also its simple product process. She always uses her hand to mix material ingredients by way of still using traditional system. But its packaging is less attractive. Unfortunately, she has no labeling system and license from Health Department. This causes her marketing area just limited in local area as the nearest small shop and school area. She entrusts the iwak peyek product to street vendors and school area. And then she takes the product not in demand from them in the following day. Bu Ratemi is not familiar with accounting and finance administrative. The profit obtained from her business only consumed directly for daily needs.

Iwak peyek craftswoman of Bu Wati (graduated from junior high school) as the product of partner 2 by which its material ingredients consisted of flour, dried shrimps, tiny sea fish. Iwak peyek product sold of Rp. 2000,- per plastic pack. She produces 50 plastic per day. Specifically, she does the very simple business and simple management. She always uses her hand to mix material ingredients by which tiny sea fish strained after being washed. And then fried it into the frying pan filled with hot cooking oil. Bu Wati manages her business still traditionally. Its packaging is less attractive and easy to be damaged. She uses candle to stick plastic. Unfortunately, she also has no labeling system and license from Health Department. This causes her marketing area just limited in local area as the nearest small shop. Bu Wati is also not familiar with accounting and finance administrative. The profit obtained from her business only consumed directly for daily needs.

Originally, iwak peyek business of partner 2 come from housing scale to kill the time. In fact, it changed to pure business and has a good business opportunity and very attractive by degrees.

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## 2. Literature Study

Packaging system is the first attribute of product quality not only to influence consumer decision to purchase the product, but also must be in accordance with the type of product and attractive. The two partner has no knowledge on product packaging and labeling. Assistance for product packaging should be carried out and consisted of : packaging design, labeling of material, nutrition information, expire date, P-IRT number, producer and distributor. The complete packaging is a requirement to penetrate to supermarket, shopping complex and franchising shop. Therefore, assistance for good packaging and labeling should be carried out and is very important.

P-IRT number is a must determined by Minister of Health. P-IRT number is also to determine marketing area. For example : Most of supermarket including shopping complex stated that the product to be sold there attached with P-IRT number is a must. It means that the captioned product legally registered and acknowledged by Department of Health. Therefore, iwak peyek product must be attached with P-IRT number. The administrative requirement to arrange P-IRT number must be accompanied by proposer team until P-IRT number successfully accepted and directly attached on iwak peyek packaging product label.

## 3. Research Method

The accomplishment of business assistance against Bu Ratemi as partner 1 group and Bu Wati as partner 2 group will be provided the required equipment to produce the product properly. Technique to be applied is by way of personnel approaching to every partner group starting from the beginning through the end. The program to be applied will be controlled by community, proposer team and lecturer from the university.

### 3.1. Packaging Development

Product packaging, for the first time the consumer see, influence them to make a decision whether or not purchase the product. The proper packaging applied to iwak peyek is from good plastic and mica. Label design of iwak peyek as seen in figure 1 and figure 2 must mention some kinds of information, namely, used raw material ingredients, date of expire, nutritious label completed by percentage of nutrient sufficiency, name of producer, permitted label, net weight, P-IRT number. To make a market extension in order that the increasing of production capacity can be absorbed by market. So, Bu Rais and Bu Wati must find another shop within the framework of marketing cooperation. Hopefully, they must be able to penetrate another market outside from their local market. Bapak Prayitno as Head of Tunjungsekar Sub-district has fully supported the cooperation program with the nearest Indomart, Alfamart dan Supermarket to provide outlet in a framework of excellence product marketing.

### 3.2. Associate for P-IRT Number Arrangement

P-IRT number is one of requirement determined by Minister of Health for food product. The existing of P-IRT number is also to determine marketing area. Most of supermarket and shopping complex have determined food product to be sold completed by P-IRT number. It means that the product legally registered and acknowledged by Department of Health. Therefore, iwak peyek product must attach P-IRT number. The completed requirement to arrange P-IRT number must be conducted by way of proposer team accompany iwak peyek producer to accept the number and attached on packaging label.

Head of Tunjungsekar Sub-district has fully supported in providing facility for public service. This program is a mutual beneficial cooperation between University of Tribhuwana Tunggaladewi Malang and both of the two partner. Moreover, this activity will be continued until people's income and prosperity increase.

### 3.3. Program Implementation

Participation of the two partner in the program within Tunjungsekar Sub-district where both of the partner will be a team to be trained and directed by proposer team. This activity will be directed to improve the two partner's ability and marked by output indicator improvement. The assistance program and technical guidance will be carried out for 8 months and as shown in the following table :



**1**  
Table 1 Mode of Activity, Program Development and Its Objective

No	Mode of Activity	Kind of Development and Improvement	Objectives
1	Personal approaching, describe IBM program, coordination with the related institution	Consultation, coordination, information preparatory	Partner 1 and Partner 2, Head of Sub-District and invited guests
2	To increase knowledge and skill for the first phase attractively and interactively	1. Marketing information 2. Leaflet distribution 3. Discussion	Partner 1 and Partner 2, Head of Sub-District and invited guests
3	To increase knowledge and skill for the second phase, including behavior increase through many kinds of business simulation	1. Information on Department of Health license, P-IRT number 2. Leaflet distribution 3. Discussion 4. Simulation	Partner 1 and Partner 2, Head of Sub-District and invited guests
4	Reporting, Book issuance on Continued Management Development Program	Assistance for business management continually	Proposer Team, Partner 1 and Partner 2, The related Local Government of Tunjungsekar, Head of Sub-district

### 3.4. Monitoring and Evaluation

The program will be implemented starting from now on until the next years to achieve a satisfactory result. During the program implementation we make an evaluation and monitoring to see how far the progress. In this regard it will be found an encountered obstacle and other weaknesses. The report of implemented program will be presented in a seminar in order that Partner 1 and Partner 2, the related Local Government of Tunjungsekar, Head of Sub-district are well informed to the matters. This seminar will be held by way of bringing in some experts from the related agency, among others, Department of Health, Commercial Agency, in order that the two partner and communities can ask the encountered problems for solution. This seminar is also to create a feedback from communities.

## 4. Result And Discussion

### 4.1. Store Capacity Improvement

Actually, iwak peyek product has no a long store capacity. Therefore, it is necessary to make a production plan to fulfill market demand and community taste.

### 4.2. Production Increase by Packaging Improvement

Labeling on iwak peyek product is to make more attractive and informative product on ingredients. The label itself also put P-IRT number and expire date. The selected color of packaging is a harmonious one means it is easy to see from distant. The small packaging entrusted to the nearest small shop is still underway while the 1 ounce, 2 ounce and 0.5 kilogram packaging is designed with the better packaging.

### 4.3. Packaging and Labeling

Assistance of iwak peyek production process is to assist and assure that it is applied by clean culture as social responsibility, no preservative material and health for consumption. Based on the monitoring result has shown that production result has been carried out properly and in accordance with the requirement of determined food processing. Partner 1 and Partner 2 have fully understood of product iwak peyek processing properly. The applied material ingredients is in accordance with health and food safety requirement. Besides that the selection of the necessary raw material has been carried out consistently. From the health point of view, the quality of iwak peyek product can be accounted for. Sanitation standard has also been conducted properly either for production place or production process.

## 5. Conclusion

1. Iwak peyek product is still be delighted by the people.
2. Iwak peyek product is not a durable goods and easy damage.
3. Iwak peyek product is still difficult in marketing.

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