

Improvement of Spice Drink Packaging to Improve Product Quality and Competitiveness at Daniyah Sukoharjo SMEs

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Abstrak: During the Covid 19 period, the most of people consumed drinks from spices to increase their immune system. Drinks consumed include raw materials from Jahe, Kencur, Kunir and Temulawak, as well as those produced by Daniyah SMEs. The production process at Daniyah SME is still traditional. The packaging process is also done manually by putting it in a plastic clip. The packaging is also labeled with product information. However, the labeling process only used a copy paper, so that the packaging process is a long stage process. Financial management in Daniyah SMEs is also not well documented. So far, financial management has only been recorded in notebooks and manual calculations. These problems encourage us, the Univet Bantara Sukoharjo Community Service team, to facilitate spice graters and product packaging tools, assist partners in the packaging process until they are able to do packaging properly, and assist partners in financial management until partners can carry out financial management with computerization.

Kata Kunci: Kemasan, keuangan, komputerisasi Tradisional, UKM

Introduction

During the Covid 19 pandemic, a lot of people consume drinks from spices. This is used to increase their immune system (Sulistiwati et al., 2022). The drinks consumed are made from Jahe, Kencur, Kunir and Temulawak. How to make some by cleaning then mashed and brewed with hot water that has been cooked. In addition to this method, there are currently many who sell these drinks that have been made instant as well as those produced by UKM Daniyah..

Daniyah SME is located in Jombor Village RT.02 RW. VIII, Bendosari Village, Sukoharjo Regency, Central Java Province. Daniyah SME is a Micro and Medium Small Business. The name of the SME owner is Mrs. Sunarmi. This SME is engaged in instant drinks made from granulated sugar and empon-empon/spices, such as jahe merah, jahe emprit, temulawak, kencur, kunir, asam jawa, etc. The business was started in 1995, starting from making ginger juice only. As consumer demand continued to increase, the business owner was encouraged to expand his business. Until now, the product variants are increasing and the production capacity is also increasing. There are currently 7 variants of products produced, namely: Sari Jahe, Jahe merah, Kunir Asam, Kunir Putih, Kunir Sirih, Temulawak dan Beras Kencur.

They get their raw materials from the traditional markets in Sukoharjo, namely Sukarno Market and Nguter Market.

The production process is still traditionally done manually. The process begins with the preparation of materials to be produced, namely sugar and empon-empon. Empon-empon is cleaned by washing and peeling then grated, to take filtration of empon-empon by squeezing and filtering manually, filtration of empon-empon will then be mixed with sugar plus water and cooked until the sugar melts and stirred over the fire until the liquid crystallizes. After crystallizing, it will be allowed to stand and the last process is packaging. The production capacity of "Daniyah" for each product variant is 5kg per week, so that overall approximately 35kg is produced in one week. A picture of the manual crystallization process of the spice drink can be seen in Figure 1.



Figure 1. Manual Crystallization Process of The Spice Drink

The packaging process is also done manually. To insert into the plastic using a teaspoon then the clip is closed. The packaging is also labeled with product information. But the labeling process only used a used a copy paper, so that the packaging process goes through several stages, namely the stage of packaging into plastic clips, inserting into transparent plastic packaging, inserting a copy paper of labels, the last is the pressing process. The process takes a long time, and the packaging has a high chance of tearing. This can potentially reduce consumer appeal (Sucipta et al., 2017). In addition, this long process stage is also ineffective, because it will hamper work if the amount of production is getting higher. So a more practical way is needed in order to increase work efficiency (Syaifuddin, 2018). Examples of product packaging can be seen in Figure 2, and Figure 3.



Figure 2. Product packaging example



Figure 3. Product packaging example

This SME product also has a PIRT license. Marketing of "Daniyah" products for the Sukoharjo area by way of entrusted to supermarkets and mini markets such as MITRA Supermarket, Fajar, Laris, LA, Biru, Sagino and in herbal shops. Besides being marketed to Sukoharjo, it is also marketed in Semarang, Jakarta and Karanganyar. In addition to its considerable marketing, there is also financial management that has not been well documented due to a lack of knowledge about business financial management. So far, financial management has only been recorded in notebooks and it is difficult to know the financial situation because it is made manually including in the calculation.

These problems encourage us, the Community Service team of Veteran Bangun Nusantara University, to facilitate investment in spice graters and product packaging tools, assist partners in the packaging and labeling process until they are able to do packaging properly, and assist partners in financial management until partners can carry out computerized financial management.

Method

The service was carried out at UKM 'Daniyah' which is located in Jombor Village RT.02 RW. VIII, Bendosari Village, Sukoharjo Regency, Central Java Province. In the implementation of this service, it is focused on improving product packaging by doing several stages, including: 1.) Evaluating the current product packaging; 2.) Optimizing packaging; 3.) Evaluating current financial management; 4.) Conducting financial management assistance; 5.) Evaluation of packaging and financial management. The implementation of the service refers to the problem solving flowchart as shown in Figure 4.

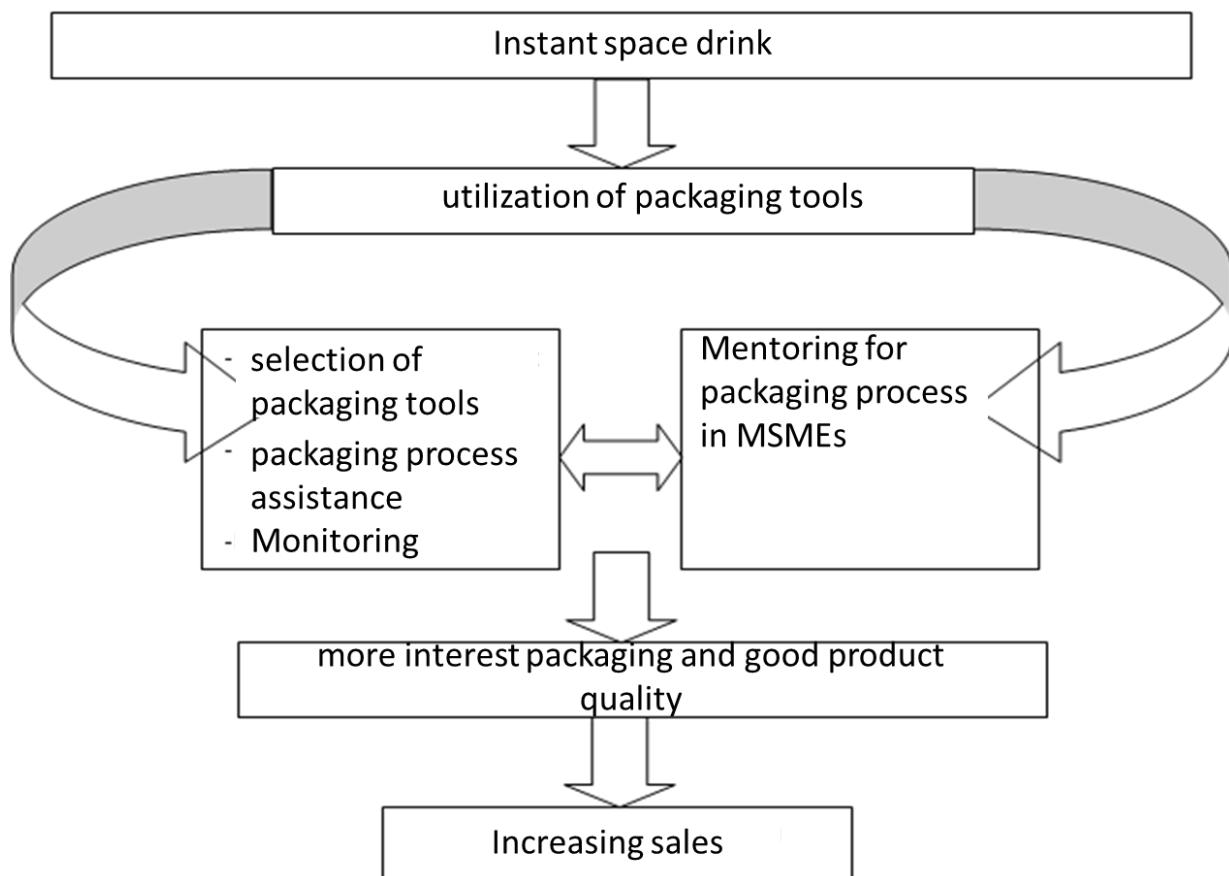


Figure 4. Problem flowchart

Result

Daniyah SME is a small and medium-sized enterprise that produces ready-to-drink beverages made from spices. The main raw materials are spices that exist in Indonesia such as Jahe, Jahe Merah, Kunir Putih, Kunir, Temulawak, Sirih dan Asam. The products produced by Daniyah SMEs have several flavor variants according to the raw materials used such as fresh drinks: Beras Kencur, Sari Jahe, Jahe Merah, Kunir Asam, Temu Lawak, Kunir Putih and Kunir Sirih. Daniyah's SME products have been marketed in several Super Markets and grocery stores in the

Sukoharjo area and also sent to various other cities such as Jakarta, Bandung and Semarang.

The production process in SMEs is still very simple and uses traditional equipment, including:

1. Spice grating process

The process of grating spices still uses an ordinary grater so it takes a long time. The time needed to grate spices in one production process is approximately 1.5 hours. To speed up the grating process, AbMas team provided training and applied a semi-automatic grater to SME owners. By using this semi-automatic grater, the grating process takes approximately 15 minutes. So that the grating process using a semi-automatic tool can be reduced by 75 minutes so that there is an increase in productivity by 116%. Images of the use of ordinary graters and the use of semi-automatic graters, can be seen in Figure 5, and Figure 6.



Figure 5. Manually Spice grating process



Figure 6. Semi automatl spice grating process

2. Packaging Design and Packaging Process

The packaging design in Daniah SMEs is still very simple because it is packaged using small clips plastic which are then inserted into a larger plastic and labeled with paper copy. Each plastic package contains 10 clip plastics. With such packaging can reduce the attractiveness of consumers to buy (Willy & Nurjanah,

2019). Small packaging with plastic clips can lead to perishable products as it is possible for the clips to open easily.

Seeing the design and packaging process, the AbMas Team provided direction on packaging and how to package these beverage products. Regarding packaging design, the AbMas Team made packaging with a new packaging design. In addition to how to design good packaging the AbMas team also provided training using sellers. The new packaging design of each package no longer contains 10 packs of plastic clips but the packaging is made with a larger size with a content weight of 350 grams, so that the packaging process is easier and better. The packaging uses plastic clips that are labeled according to the contents of the product. To maintain the quality of the product after packaging, the packaging is still pressed using a seller so that the packaging can be airtight.

By using the new packaging, the packaging process for one production of spice drinks can save approximately 1.75 hours. Because the packaging process with the old packaging takes approximately 3 hours while using the new packaging the time needed to package is 1.25 hours.

With this new security, Daniyah SMEs in marketing their products are increasingly widespread because they are not only marketed in super markets and grocery stores in Sukoharjo, but also marketed online through media questions. With online sales can increase sales because consumers are easier to get information about this spice drink product. The results of product sales with new packaging to date have increased sales by around 27%. Pictures of the old packaging, training using sellers, and new packaging can be seen in Figure 7, Figure 8, and Figure 9.



Figure 7. Old packaging



Figure 8. Used seller trainee



Figure 9. New packaging

3. HPP Formulation

Production cost / cost of production is the cost used / incurred to make a product (Meroekh et al., 2018). The production cost components consist of: Raw material costs, direct labor costs and overhead costs. Raw material costs are the amount of funds required for the procurement of raw materials to make a product. Labor costs can be divided into 2, namely direct labor costs and indirect labor costs. Direct labor costs are the amount of funds spent to pay for labor directly involved in making a product. Indirect labor costs are costs incurred to pay for labor other than direct labor such as: supervisors, managers, security guards, department heads, etc. (Ardianti, 2014). However, these indirect labor costs will be included as overhead costs. Factory overhead costs include: administrative and general costs, marketing costs, indirect labor costs and others.

So far, production costs in Daniyah SMEs have never been calculated in detail so that they have not included elements of production costs as a whole. The calculation of production costs is only based on things that can actually be calculated, for example the cost of raw materials and the cost of buying packaging

alone, even labor costs have never been calculated on the grounds that all are done by themselves and assisted by family. For example, the cost of production for rempah jahe drinks consists only of the cost of jahe, sugar, packaging, and fuel (gas).

From the assistance that has been carried out by the AbMas team, the production costs for making spice drinks consist of raw material costs: The cost of procuring spices, the cost of sugar. Costs to pay direct labor totaling 3 people. As for factory overhead costs include: packaging costs, transportation costs, administrative and general costs, costs of using water, electricity and telephone.

Conclusion

The implementation of community service that has been carried out by the AbMas team at Daniyah MSMEs found that the use of a grater for the process of grating spices or empon-empon compared to using an ordinary grater can save 75 minutes or an increase in time use efficiency of 116%. With the new packaging, product sales increased by around 27%. In addition to increasing time efficiency and increasing the number of sales, the owner of Daniyah MSMEs with assistance on calculating production costs can find out the cost components for the production of spice drinks.

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