

Elevating the Tradition of Women Making Grilled Chili Paste as a Commercial Product to Increase Supplementary Income

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Abstrak: Komunitas wanita dalam UKM Desa Benjor mencerminkan tren perubahan peran perempuan di masyarakat, dari ibu rumah tangga menjadi pengusaha yang berorientasi pada keuntungan. Mereka mengolah sambal bakar sebagai produk unggulan berbahan baku pertanian, tetapi belum optimal dalam mengelola bisnisnya. Penelitian ini bertujuan untuk meningkatkan keterampilan komunitas perempuan dalam memproduksi sambal bakar secara komersial dan membranding produknya. Metode pemetaan kebutuhan, pelaksanaan, dan pendampingan digunakan dalam penelitian ini dengan analisis data menggunakan teknik tahapan simultan 6P. Hasil penelitian menunjukkan bahwa komunitas perempuan mampu menghasilkan sambal bakar khas "Pawon Benjor" dengan kekhasan produk yang unik, seperti pembakaran di atas produk gerabah. Selain itu, branding produk yang kreatif dan inovatif serta pemanfaatan media sosial instagram berhasil meningkatkan pengenalan produk dan bisnis mereka. Penelitian ini mencerminkan peran penting perempuan dalam ekonomi lokal dan kontribusi mereka terhadap pengembangan bisnis berbasis pengetahuan dan kreativitas.

Kata Kunci: Komersial; Pendapatan Sampingan; Sambal Bakar; Tradisi

Abstract: *The women's community within the Micro, Small, and Medium Enterprises (MSMEs) in Benjor Village reflects a trend in the changing roles of women in society, transitioning from homemakers to profit-oriented entrepreneurs. They specialize in producing "sambal bakar," a culinary product made from agricultural raw materials. However, their business management has not yet reached its full potential. This research aims to enhance the skills of the women's community in commercial sambal bakar production and branding. The research employed a methodology involving needs assessment, implementation, and mentoring, with data analysis utilizing the simultaneous 6P stage technique. The findings demonstrate that the women's community successfully produces the distinctive "Pawon Benjor" sambal bakar with a unique product feature, such as utilizing pottery for the roasting process. Furthermore, their creative and innovative product branding, coupled with the utilization of the Instagram social media platform, has effectively boosted product recognition and their business. This research underscores the vital role of women in the local economy and their contributions to knowledge-based and creative business development.*

Keywords: *Commercial; Supplementary Income; Grilled Chili Sauce; Tradition*

Introduction

The tradition of women making grilled chili paste in the village of Benjor, Tumpang Subdistrict, has turned the community into innovators who can identify opportunities, exhibit enthusiasm, and possess the capability to enrich the market with innovative products. The

culinary product being promoted is the signature grilled chili paste of Pawon Benjor. The innovation behind this product is driven by the utilization of agricultural raw materials transformed into creative culinary products. Creativity in the realm of local cuisine encompasses the creation, production, and consumption of food as an art and cultural potential held by the local residents. Various cultural potentials, especially in the culinary tourism of Benjor Village, will be economically productive. Business opportunities in the tourism sector will lead to the application of community-based and sustainable tourism development. Culinary tourism requires production and business management support from various sectors.

The development of tourism can serve as an inspiration for local wisdom in the form of cuisine, resulting from creation, taste, and craftsmanship, which are products of culture ¹. This is a strategic value that needs to be preserved and maintained to create an attractive tourist destination. The location of the tourist destination and the unique food and beverage services of Benjor Village are deeply rooted in its culture and local wisdom. This becomes iconic because the local culinary activities of Benjor Village can attract tourists. Consumption is a lifestyle, and the same applies to food consumption ². Food consumption has now become a part of creating exciting new experiences in life for most people. This experience is gained through tourism journeys that lead to a high level of consumptive lifestyle towards tourism itself and its culinary aspects. Such societal phenomena have always occurred, and society needs to adapt to changing lifestyles and urban communities ³. Food and beverages are linked to all forms and types of tourism, as well as cultural characteristics ⁴.

The manifestation of the culture in a tourist destination like Benjor Village, Tumpang Sub-district, is evident in its gastronomy. Cooking skills, as a determinant of the enjoyment of food and beverages, are not only considered a primary cultural product capable of attracting consumers on their own but also as valuable complements to other cultural products, including elements such as monuments, architecture, or similar features ⁵. Locally and regionally sourced food has significant potential to contribute to the sustainable competitiveness of a tourist destination ⁶. The contribution of food to tourism enables the development and implementation of a framework and guidelines for culinary tourism, allowing food suppliers and other village partners to optimize the culinary tourism potential in Benjor Village, Tumpang Sub-district. To achieve this, community engagement activities are necessary. The framework for promoting a tourist destination is conceptualized and based on findings from field surveys and best practices encountered. To support the marketing framework for culinary tourism in

¹ Atiek Zahrulianingdyah, "Kuliner Sebagai Pendukung Industri Pariwisata Berbasis Karifan Lokal," *Teknobuga* 6, no. 1 (2018): 1–9, <https://doi.org/10.15294/teknobuga.v6i1.16667>.

² UNCTAD, ed., *Global Governance and Policy Space for Development*, Trade and Development Report 2014 (New York, NY: United Nations, 2014).

³ Didin Syarifuddin, Chairil M Noor, and Acep Rohendi, "Memaknai Kuliner Lokal Sebagai Daya Tarik Wisata Kota Bandung," 2017, 10.

⁴ Lee Jolliffe, "Tasting Tourism: Travelling for Food and Drink: Priscilla Boniface.," *Ashgate Publishing Limited: Aldershot* 26, no. 4 (2005): 627–28, <https://doi.org/10.1016/j.tourman.2004.02.009>.

⁵ Antónia Correia et al., "The Determinants of Gastronomic Tourists' Satisfaction: A Second-Order Factor Analysis: Determinants of Gastronomic Tourists' Satisfaction," *Journal of Foodservice* 19, no. 3 (April 24, 2008): 164–76, <https://doi.org/10.1111/j.1745-4506.2008.00097.x>.

⁶ Gerrie du Rand, "Towards a Framework for Food Tourism as an Element of Destination Marketing," 2006, <https://doi.org/DOI: 10.2164/cit/226.0>.

Benjor Village, Tumpang Sub-district, it will be developed through culinary product innovations as attractions and the utilization of a search engine linked to geospatial databases. This activity will outline key components and evaluate activities, as well as provide recommendations for the development, packaging, and marketing of local and regional food in the future.

Discussing food that is typically associated with women as its managers, there is a community of women involved in the PKK (Family Welfare Movement) in Benjor Village. This community was formed with the hope of creating sustainable food management from agricultural produce and as one of the efforts to increase supplementary income. The formation of this community is influenced by factors such as family, capital, and the initiative of women in the community. This achievement is reflected in the collaborative work patterns among residents, which are carried out on an individual or community-wide basis.

The phenomenon of women seeking additional income through employment is driven by several factors, including willingness and necessity. Even the availability of job opportunities and women's access to the field play a crucial role⁷. The absorption of labor is significant in the informal sector, and a high level of skills is not a priority, making it easier for mothers to be creative.

The branding of Pawon Benjor's signature grilled sambal (spicy condiment) becomes the focus of support from the community service team at the State University of Malang. Digital marketing (e-marketing) is carried out online through various media such as websites, social media, blogs, and various other online platforms. Furthermore, there are four elements that shape a marketing activity, namely product, price, distribution target, and promotion. In general, people associate promotion with marketing represented by TV advertisements, print ads, and banners. Various promotional advertisements may be the first media for some people to get to know a product. In promoting a product, the first impression is crucial, making promotional accuracy highly important⁸.

The issues addressed in the community service activity in Benjor Village are focused on strengthening the culinary tourism of "Pawon Benjor's Grilled Sambal." This activity aims at educating and assisting the women who are part of the village's PKK (Family Welfare Empowerment) team in packaging grilled sambal for the development of their independent businesses. In relation to the economic development of Benjor Village, resources need to be developed to guide it towards the development of a tourism village.

Methods

In conducting community service activities related to the chosen topic, the author employed data collection techniques involving observation and documentation. The data collection process for this research consists of observation and documentation. Data collection through observation is a technique for gathering data related to the chosen topic by directly

⁷ Budi Prihatminingtyas, R Y Susanto, and Sandy Budi Wibowo, "The Development of Food and Beverage Industry Based on People Economic into Good Local Industry," 2014, 8.

⁸ Simon Kingsnorth, *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. (London: Kogan Page, 2016).

observing the field by the implementer towards the activity's subject. The data collection technique using documentary studies is a method used when gathering and examining documents, whether written, electronic, or graphical ⁹.

In carrying out community service activities, especially on the selected topic, various methods of data analysis are employed in data processing. One of these methods is the simultaneous 6P stages proposed by ¹⁰. The simultaneous 6P stages include approach, excavation, deepening, matching, interpretation, and presentation. The approach is a stage that emphasizes strategies in activity planning. Exploration is a stage carried out to understand, explain, and provide solutions to the selected topic. Deepening is a stage to focus more and search for material in greater detail and depth. Matching is a stage to align or match the research findings with the previously stated hypotheses. Interpretation is a stage through which meaning and significance are assigned to the research analysis, explaining descriptive patterns and seeking connections between various available descriptions. Presentation is a stage conducted through exposition after or before the research activity is carried out.

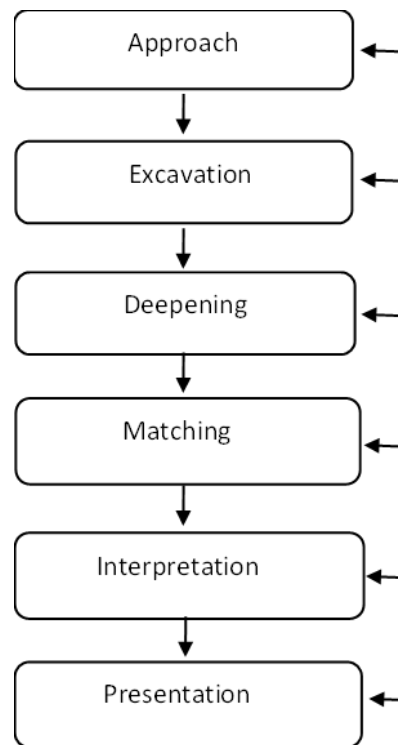


Figure 1. Simultan Stages 6P

⁹ Nana Syaodih Sukmadinata, *Metode Penelitian Pendidikan* (Bandung: Rosdakarya, 2007).

¹⁰ Agung Winarno and Siti Robfi'ah, "Why Do Vocational High School Girls Drop Out? Unraveling the Correlation between Business Development in Rural Areas and Adolescents' School Interest in the Blitar Regency, East Java," *KnE Social Sciences*, July 29, 2020, <https://doi.org/10.18502/kss.v4i10.7398>.

Results and Discussion

Production and Branding of Grilled Chili Sauce Based on Quality Standards

The PKK (Family Welfare Movement) team in Benjor Village, through a series of activities led by the PkM (Community Service Program) activity implementation team, received comprehensive education on proper food packaging procedures to produce the distinctive Grilled Chili Sauce of Pawon Benjor.



Figure 2. PkM Activity Opening

This activity began with a theoretical presentation from an expert in food preservation. The topics covered included food canning, with a sub-topic on the procedures of food canning and canned food spoilage



Figure 3: Speaker Explains Food Packaging Processing Activities Contoh Tabel:

The canning of food involves several procedures. First is the preparation of raw materials. The raw materials for Grilled Chili Sauce products fall into the fruit and vegetable category, which require washing, peeling, cutting, skin removal (shelling), and color preservation. The first procedure is further extended with blanching, which is heating with steam or hot water directly at a temperature of 82-93°C for 3-5 minutes. The purpose of this heating is to shrink the volume of the material, facilitate packaging into containers, reduce gas from tissues, clean the material, deactivate enzymes, and eliminate slimy substances (especially in legumes).



Figure 4. Ingredients for Making Grilled Chili Sauce

The second procedure is container preparation. The containers for Grilled Chili Sauce are glass jars. What needs to be considered at this stage is the inspection of the glass and boiling water washing for 15 minutes.



Figure 5. Preparation of Glass Jar Containers and Washing and Sterilization Before Filling

The third procedure is filling. The filling method needs to consider the required space between the package contents and the package lid. There should be a 0.25-inch "head space." Additionally, for can content expansion (during exhausting), a tight can lid is required. Exhausting is needed to remove most of the oxygen and other gases, preventing oxidation and bacterial growth.

The next procedure is sealing and container washing after sealing. After exhausting, it must be immediately sealed hermetically to prevent leakage and rust. Meanwhile, washing the container after sealing is done to ensure an attractive packaging appearance, prevent corrosion, and avoid the accumulation of contaminants. The final procedure is sterilization and cooling. After the above processes are completed, they must be quickly sealed to destroy pathogenic microbes, toxin formers, and spoilage. Additionally, it makes the product sufficiently cooked (appearance, texture, taste). After sterilization, the container must be rapidly cooled.

Grilled Chili Sauce Processing

As a culinary product with distinctiveness in an area largely inhabited by women, its success is undoubtedly attributed to the role of the women's community themselves. The knowledge and skills that serve as the foundation for entrepreneurial activities are evident in the daily lives of the women participating in the Community Service Program (PkM). This leads to empowerment. Community empowerment is a crucial factor in determining the effectiveness of improvements, and one initiative undertaken by universities, for example, is to introduce new methods in food processing and management ¹¹. In this case, grilled chili sauce products are the subject of experimentation. This encompasses the diversity and quality of the chili sauce products and their marketing management.

The distinctive Pawon Benjor grilled chili sauce began as a product made solely on demand. Gradually, grilled chili sauce expanded to its immediate surroundings. Over time, the production of grilled chili sauce became more frequent, necessitating more prominent branding concepts for wider marketing. The processing of food packaged in glass jars requires several stages to ensure the product does not spoil quickly.



Figure 5. Preparation for Grilling Chili Sauce in Clay Containers

¹¹ Desti Nur Aini and Agung Winarno, "Cultural Heritage Folk Crafts Management: Contribution to the Welfare and Stability of Local Wisdom," *Technium Social Sciences Journal* 31 (May 9, 2022): 685–92, <https://doi.org/10.47577/tssj.v31i1.6475>.

The first step in large-scale processing is conducting food lab tests. Lab tests are conducted to assess the shelf life of grilled chili sauce products, their content, color, and consistency after testing. The lab tests resulted in the conclusion that opening the glass jar packaging after 6 days, 2 weeks, and 3 weeks still produced the same results as the initial production.



Figure 6. Packaging opened on day 6



Figure 7. Packaging opened after 21 days

The only difference observed was in the color. The longer the storage time, the darker the color of the chili sauce becomes. Procedurally, the food canning process is already well-executed. The grilled chili sauce product has been preserved for 3 weeks without any food preservatives. Based on the results of these lab tests, food canning education has become a foundation for women to produce the branded Benjor Village grilled chili sauce, located in Tumpang Subdistrict, Malang Regency, and turn it into a commercial product, thereby increasing their supplementary income.

Packaging/Labeling

Contemporary social changes are leading to progressive actions, especially in the food supply chain, prompting producers to prioritize attracting consumer interest with reliable information on packaging. Information found on food packaging, as one of the marketing information components, significantly influences consumers' opinions about the product. The diversity of food products traded in the market necessitates the need to provide complete and trustworthy information to consumers about the products being sold. According to ¹², consumers increasingly rely on the information displayed on packaging, which represents a specific combination of attribute quality (labeling) and the quality of the product itself that is expected.

Pawon Benjor's signature grilled sambal is achieved through production simplification, including transportation and sales, with a crucial focus on including necessary information about a product, especially its benefits for consumers.

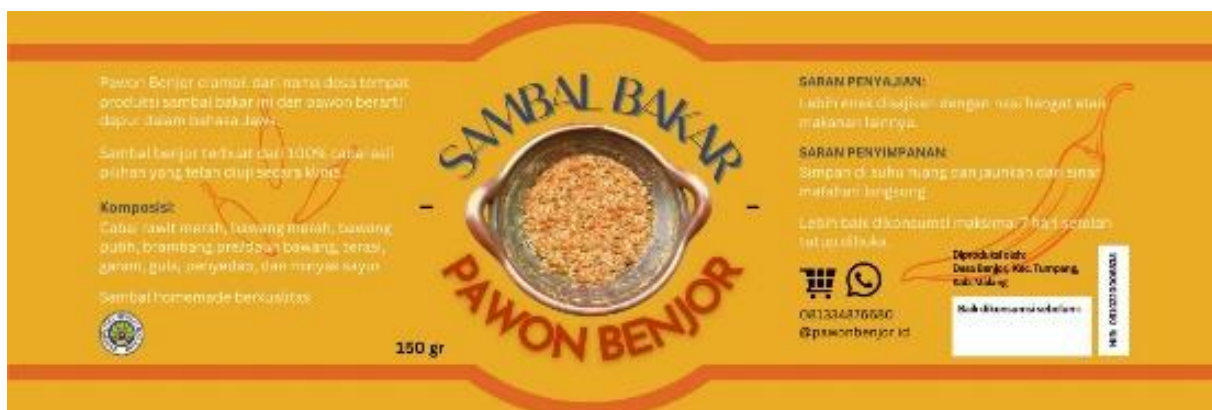


Figure 8. Labeling on Glass Jars of Sambal

The role of packaging and its function is influenced by changes in market conditions and consumer needs. Increasing market demands, the development of sales channels in both supermarkets and online sales, rising prosperity, as well as improved packaging quality and rapid modification possibilities, have caused packaging to be viewed as an essential element

¹² Joanna Wyrwa and Anetta Barska, "Packaging as a Source of Information About Food Products," *Procedia Engineering* 182 (2017): 770–79, <https://doi.org/10.1016/j.proeng.2017.03.199>.

of any marketing strategy. The role of packaging as a marketing tool depends heavily on the nature of the product itself.

Packaging can function communicatively, typically associated with aesthetics in every package. The aesthetics in question include visual appeal and relevant information on the packaging. This information must primarily address consumer needs, attract consumer attention, and stimulate their desire to purchase a product ¹³ (Wyrwa & Barska, 2017). Packaging, as an information medium about food products, includes storage instructions, usage guidelines, and other information, as shown in Figure 8.

According to ¹⁴, modern packaging makes products more attractive and has a positive impact on potential buyers, encouraging them to make a purchase. Every piece of information displayed on packaging is perceived as a multi-dimensional process, consisting of information transmission (cognitive phase), inducing emotions (affective phase), and actions (behavioral phase). These various phases lead to considerations of quality, price, and brand, thereby stimulating buyers' desire to purchase.

Food labeling, in general, means providing information on food packaging, labels, or collective packaging related to packaged food ¹⁵. This information is included in the label stickers of Pawon Benjor's signature grilled sambal packaging and can consist of words, letters, logos, images, numbers, or symbols, referring to the product's shelf life, preparation, consumption, nutritional value, or other commercial aspects. Moreover, the labeling for Pawon Benjor's signature grilled sambal product fulfills a promotional function, as its appearance and content can motivate buyers to purchase the product at specific sales locations.



Figure 9. Packaging/Label of Pawon Benjor's Special Grilled Chili Sauce

¹³ Wyrwa and Barska.

¹⁴ Wiesław Ciechomski, "Opakowanie Jako Instrument Promocji [Packaging as An Instrument of The Promotion]," 4, 4, no. 4 (2008): 8.

¹⁵ Ciechomski.

Utilization of Social Media

Social media serves as a promotional platform utilized by many to attract consumer attention. Such promotion is imperative for business owners. In the form of promotion found on the social media account of Pawon Benjor's Special Grilled Chili Sauce, persuasive messages are effectively employed with the aim of capturing consumer interest. The social media account widely accessible for grilled chili sauce products is the Instagram account named @pawonbenjor.id. According to ¹⁶, an Instagram social media account not only offers entertainment but also holds potential for facilitating entrepreneurial activities in society. Direct marketing activities carried out on Instagram @pawonbenjor.id include providing contact numbers, directional instructions in the Instagram profile details, and a section showcasing new products referred to as "unboxing time."



Figure 10. Utilization of Instagram Social Media

CONCLUSION

The production of Pawon Benjor's Special Grilled Chili Sauce has undergone food processing stages in accordance with production procedures. This product has also been commercially branded and is based on quality standards that consider not only the choice of the brand name but also the uniqueness of the product, especially as undertaken by the PKK (Family Welfare Movement) women's team, thereby elevating the tradition of women chili

¹⁶ Dinda Sekar Puspitarini and Reni Nuraeni, "Pemanfaatan Media Sosial Sebagai Media Promosi," *Jurnal Common* 3, no. 1 (August 7, 2019): 71–80, <https://doi.org/10.34010/common.v3i1.1950>.

sauce makers in Benjor Village, Tumpang Sub-district, Malang Regency. Furthermore, Pawon Benjor's Special Grilled Chili Sauce is packaged and labeled with adequate information. Each piece of information displayed on the packaging is perceived as a multi-dimensional process, consisting of information transmission (cognitive phase), inducing emotions (affective phase), and prompting actions (behavioral phase).

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