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Implementation of process technology and e-commerce in efforts to increase capacity and marketing of "Omah Kripik"

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ABSTRACT

Seloliman Village is one of the banana producers with an average production of 10-15 tons per year. The "Omah Kripik" business group was founded in 2022 to process bananas into banana chips. The process of making banana chips is still hampered by the problem of limited production capacity and product marketing with the potential for large availability of raw materials. This community partnership empowerment (PKM) activity aims to implement process technology and e-commerce to increase production capacity and product marketing. Activity method: training and assistance in implementing process technology and e-commerce. The results obtained are the creation of an automatic banana slicer and marketing management training using e-commerce. The results of the PKM program activities were able to increase the production capacity of banana chips from previously only 20 kg a day to 60 kg a day. Additional knowledge about marketing management through e-commerce which is held is also able to attract the curiosity of Micro, Small and Medium Enterprises in Seloliman Village, Trawas District, Mojokerto Regency so that the products produced can have added economic value and be able to compete creatively. The impact of e-commerce is that it is able to increase sales from 100 packs per day to 300 packs per day through online orders.

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1. INTRODUCTION

Seloliman Village, Trawas Subdistrict, Mojokerto Regency is located at an altitude of 350 meters above sea level, making it suitable for agriculture and plantations. The most commonly cultivated crop by residents is banana. This village is one of the banana-producing areas with an average annual production of 10–15 tons of bananas. Seloliman Village, Trawas Subdistrict, Mojokerto Regency is located at the northernmost tip of the Trawas Subdistrict area.

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Figure 1. Seloliman Village map source: (Selolyman Village Government, 2022)
https://maps.app.goo.gl/YpLvDY7C1g7WEkPy9

The majority of the residents of Seloliman Village are farmers, totaling 912 people. Most of the dry land in this village is used for banana plantations. The bananas harvested from residents' lands are partly consumed by the households themselves and partly sold by residents along the village roads or the roads of Trawas Subdistrict, which are frequently visited by local and international tourists on weekends. Due to the large quantity of bananas from residents' lands that go unsold, the selling price of bananas has decreased significantly. Some residents hope that the banana commodity can better support the village's economy.

In 2022, a banana chip processing business group was established under the name "Omah Kripik." The banana processing initially used manual slicing tools of the translational type, and the marketing of banana chips relied only on conventional methods—selling at roadside stalls and to neighboring residents in need of banana chips. This became the main background for initiating this community partnership empowerment program.

The partner in this Community Partnership Empowerment (PKM) activity is the banana chip business group named "Omah Kripik," located in Seloliman Village, Trawas Subdistrict, Mojokerto Regency. The group was founded on December 18, 2022, and consists of 10 members. The educational background of the male members includes 3 with elementary school (SD) education, 2 with junior high school (SMP), and 1 with high school (SMA). The female members include 1 with elementary education, 1 with junior high school, and 2 with high school.

Figure 2. Translational model manual banana slicer

Activities previously carried out by the "Omah Kripik" business group include: 1) Banana and cassava chip-making training from the Seloliman Village Government, 2) Socialization of online marketplace utilization. The considerable potential of banana availability, which has not yet been properly managed,

has led to several problems, such as the low quality of production tools due to the use of manual banana slicers. The production tool used is a translational-type banana chip slicer (Arifin et al., 2022), which has only one slicing blade. The production capacity of this tool is very limited. The low quality of the production equipment at the partner business results in reduced banana chip output, with only 20 kg produced per session (Rijanto & Rahayuningsih, 2018).

The identified problem is the production of banana chips using manual slicing tools, which leads to low output and inefficiency (Sutrisno et al., 2023). The partner's condition as described above requires efforts to increase banana chip production capacity, namely through technology transfer by introducing a banana chip slicer with a production capacity of 40–60 kg per session (Rijanto & Rahayuningsih, 2018). Appropriate technology intervention for the partner involves the development of an automatic banana slicer powered by a 200-watt electric motor with a rotational motion. This automatic slicer technology uses two rotating blades powered by the electric motor and is designed to improve efficiency and production capacity in banana processing.

The machine works with the electric motor as the main driver that simultaneously rotates the two blades. The use of this processing technology is expected to increase the productivity and production capacity of small and medium enterprises (SMEs), minimize errors and inconsistencies in the banana slicing process, and reduce labor costs and production time. With an innovative design, this technology provides a practical and effective solution to support modern industrial-scale banana processing for the partner business.

Another issue is the limited transportation for delivering products to the nearest market, which can only be done once a week. Marketing activities conducted by a company must be well-coordinated and directed to achieve its marketing goals (Andriani et al., 2022). Marketing planning aims to provide a systematic and organized approach for the business by: 1) balancing and aligning marketing activities to ensure the achievement of objectives and targets, 2) using marketing strategies intensively and optimally, and 3) implementing fast, accurate, and orderly control over records, ideas, and marketing efforts or activities within the business group (Iswara et al., 2022).

Many banana chips produced by residents remain unsold due to a lack of promotion and product introduction through online platforms. In today's digital era, business group members are expected to utilize digital media as a marketing tool so that consumers become more familiar with the products offered. The marketing strategy using e-commerce aims to boost product sales for the banana chip SME partner by building a strong brand identity. This includes creating an attractive and memorable brand identity consisting of a logo, brand name, and packaging design that reflects the uniqueness of the product. Use appealing visual designs in online stores and social media to create a professional impression. Add compelling stories about the origin of the product, the production process, or the natural ingredients used. Use TikTok Shop to share engaging visual content such as banana chip making videos, serving ideas, or customer reviews. By implementing this strategy, the partner business can increase product visibility, expand market share, and build customer loyalty.

Business groups that have online access, engage in social media, and develop their e-commerce capabilities (Ayu et al., 2019; Wibowo et al., 2020) usually enjoy significant business advantages in terms of income, job opportunities, innovation, and competitiveness. However, many business groups have not yet adopted information technology, especially digital media, and are still unaware of the significant benefits and roles digital media can offer (Andriani et al., 2022).

Optimizing the village's potential through the SME "Omah Kripik," which produces banana chips using an automatic banana slicer, is expected to increase residents' income and support community empowerment. The objective of this Community Partnership Empowerment (PKM) activity is to

implement process technology and e-commerce to enhance the production capacity and marketing of products made by the "Omah Kripik" partner.

2. METHODS

The location for the implementation of this Community Partnership Empowerment activity is in Seloliman Village, Trawas District, Mojokerto Regency. The partner involved in this activity is the SME "Omah Kripik" with a workforce of 10 people. The appropriate technology to be implemented for the partner consists of process technology and marketing through e-commerce.

The appropriate technology involves a banana slicer machine with two rotating blades, as shown in Figure 3, while the components of the machine can be seen in Table 1. The development of the appropriate technology tool in the form of a banana slicer machine with two rotating blades is intended to produce uniform and consistent banana slices.

The working principle of the banana slicer is as follows: peeled young bananas are arranged on the pushing tray, then the AC motor, which serves as the power source, is activated to rotate the slicing disc. The motor drives a shaft connected to the slicing disc through a pulley and belt transmission system. Once the disc is spinning, the arranged bananas are pushed manually using a pusher. The banana slices are collected in a container through the disc cover that is equipped with a funnel.

Process Technology Training includes: (1) Demonstration of the use of production process technology such as slicer machines, modern frying tools, or vacuum packaging machines; (2) Simulation of tool operation by participants to ensure understanding; (3) Discussion on raw material management and hygienic processing techniques to maintain product quality.

Process Technology Assistance includes: (1) Monitoring of production tool usage by the partner; (2) Providing solutions to technical issues encountered during the production process; (3) Assistance in applying standard operating procedures (SOP) for production and packaging.

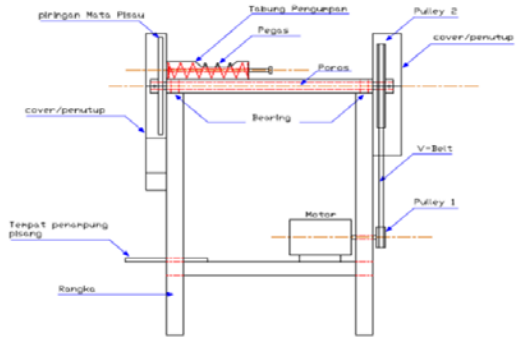

Figure 3. Design of a rotational banana slicing machine

The use of Information Technology (IT) by MSMEs is something that needs to be learned by MSME actors. This system plays a role as a driver of development in the sustainable growth of a business. In this digital era, the information system that is widely used is the internet. The internet provides a new universal technology platform on which all types of services, strategies, new products, and organizations are built (Figure 4). The internet also changes the ways information systems are used in business and daily life (Wibowo et al., 2020).

Table 1. Table of components and their specifications

Components	Unit(s)	Type	Dimension
Frame	1	4x4 angle iron	50x40x60cm
Table	1	Steel plate	50x40x60
Push slider table	1	Steel plate	50x15x15
Push	2	Steel plate	2x15x15
Axle	1	ST-37 axle iron	∅15mm x 50cm
Chopper plate	1	Steel plate	∅25cm
Chopper knife	2	ST-50 steel	130x2mm
Transmission cover	1	Mica plastic	-
Chopper cover	1	Mica plastic	-
Bearing	2	ASB P204	-
Pulley	1	Cast Iron	3 inch
Pulley	1	Cast Iron	10 inch
V-belt	1	A29	-
Electric motor	1	AC Motor	200w
Door hinge	1	Iron	2x3cm
Frame foot rubber	4	Rubber	2x3x3cm
Knife plate locking bolt	2	Stud bolt	∅2mm

Figure 4. E-commerce concept scheme

E-commerce and digital marketing training includes: (1) Introduction to e-commerce platforms such as Shopee, Tokopedia, and social media (TikTok); (2) Training on creating accounts, uploading products, optimizing descriptions, and using attractive product photos; (3) Digital marketing strategies, including paid advertising, social media management, and promotional content creation. E-Commerce marketing assistance includes: (1) Assisting partners in managing online stores, including responding to orders and customer reviews; (2) Helping to optimize marketing content such as product photos, descriptions, and advertisements; (3) Evaluating online store performance based on sales data and customer interactions.These two methods are appropriate and effective in solving the problems faced by the partners, since the banana slicer equipment they have been using is a manual model operated by hand with a translational motion (forward and backward) (Arifin et al., 2022). Meanwhile, digital marketing is very much needed by the partners, as their previous marketing method for banana chips has only been conventional—selling at roadside stalls and to nearby neighbors who want banana chips (Jordan & Amalia, 2022).

Evaluation of the community service program implementation focuses on two main indicators: The use of production technology, and the utilization of e-commerce by the banana chips MSME partners. For the production technology aspect, success is measured by increased production capacity and the partner's skill in operating the automatic banana slicer machine. The evaluation process involves direct observation of the partner's production activities to ensure that the machine is used optimally, as well as measuring production volumes before and after training. Technical mastery is also assessed through the partner's ability to operate and maintain the equipment independently without intensive assistance. For the e-commerce aspect, evaluation includes assessing product marketing performance via digital platforms—such as the number of uploaded products, number of orders, and customer interactions through the online store. Other indicators include the partner's operational skills in using e-commerce, including their ability to create marketing content, manage marketplace accounts, and carry out digital promotion strategies. This assessment is conducted through analysis of the online store's performance over a specific period and interviews to evaluate the partner's confidence in managing e-commerce independently. The results of this evaluation will serve as a basis for providing further improvement recommendations and continued mentoring to ensure the sustainability of the applied technologies and marketing strategies. Table 2 show outlines the four main phases of the activity: preparation, implementation, evaluation, and mentoring. Each phase is detailed based on the activity, objective, and execution timeline. The information in this document provides a structured overview of the program stages, starting from identifying MSME needs to post-program mentoring to ensure sustainable impact.

Table 2. Stages of implementing the empowerment of the MSME community partnership "Omah Kripik"

Stage 1 Preparation	
Activity	- Identifying MSME needs. - Surveys and interviews. - Preparation of training plans.
Objective	- Understanding MSME needs and challenges. - Preparing plans that are in accordance with MSME capacity.
Implementation Time	4th Sunday of July 2024
Stage 2 Implementation	
Activity	- Production training. - Branding and packaging workshop. - Digital marketing training.
Objective	- Improving the quality of MSME products. - Increasing product appeal through branding. - Expanding the market.
Implementation Time	August 2024 to 3rd week of September 2024
Stage 3 Evaluation	
Activity	- Assessment of training outcomes. - Measuring participant understanding. - Identifying challenges.
Objective	- Assessing training effectiveness. - Measuring participant understanding. - Identifying areas for improvement.
Implementation Time	4th week of September 2024 to 2nd week of October 2024
Stage 4 Assistance	
Activity	- Follow-up assistance. - Assistance in implementing training results. - Monitoring progress.
Objective	- Supporting training implementation. - Ensuring sustainability of program impact. - Helping to address new issues.
Implementation Time	3rd week of October 2024 to 1st week of November 2024

3. RESULTS AND DISCUSSION

Results

The team conducted a survey and interviews at the partner's location and found the main issue was that the partner was still using a translational-type banana slicer (back-and-forth motion) operated manually by hand (Figure 5). This process is highly inefficient and very time-consuming. The processing technology applied to solve this production issue involves using a mechanical banana slicing machine.

Figure 5. Survey and interviews with banana chips UMKM actors

This banana slicing machine uses a low-power 200-watt electric motor (Figure 6). The motor rotates the blade disc in a full 360-degree motion. The rotation of the blade causes the bananas to be sliced diagonally through a square-shaped input channel equipped with a pressing plate made of stainless steel. After the banana slicing machine is completed, the next step involves training and mentoring micro business operators. The training and mentoring methods carried out include training on operating the rotary-type banana chip slicing machine, starting from setting up the machine, using it, and maintaining the production equipment (Rijanto & Rahayuningsih, 2018).

Figure 6. Automatic banana slicer

Marketing management training using e-commerce for banana chip UMKM that has been implemented by the team (Figure 7) aims to increase the competitiveness and sales of UMKM products in the digital market. The series of mentoring activities carried out include: 1) Training Preparation; identifying the level of understanding of banana chip UMKM actors about e-commerce and digital marketing; compiling materials that cover the basics of e-commerce, introduction to online platforms, digital marketing strategies, and creating attractive promotional content (Marisa et al., 2022); preparing the necessary devices, such as computers, internet connections, and materials for direct simulations (Ridwan et al., 2019). 2) Training Materials; explaining the concept of e-commerce and its benefits for

banana chip UMKM; introducing various e-commerce platforms (for example, Tokopedia, Shopee, Bukalapak, Tiktok Shop, and Tiktok Live) and social media (Instagram, Facebook) that can be used for promotion and sales (Nurmala, 2022); teach effective digital marketing strategies, including the use of simple SEO (Search Engine Optimization) and keywords to make products easy to find (Sahbana et al., 2021); introduce the concept of content marketing and how to create engaging content (Prasetya et al., 2021); train participants to create accounts on e-commerce platforms and set up their online stores (Kusmayadi et al., 2024); create product profiles with attractive photos, descriptions, prices, and keywords; register a store account on Tiktok Shop (Figure 8).

Figure 7. Marketing management training

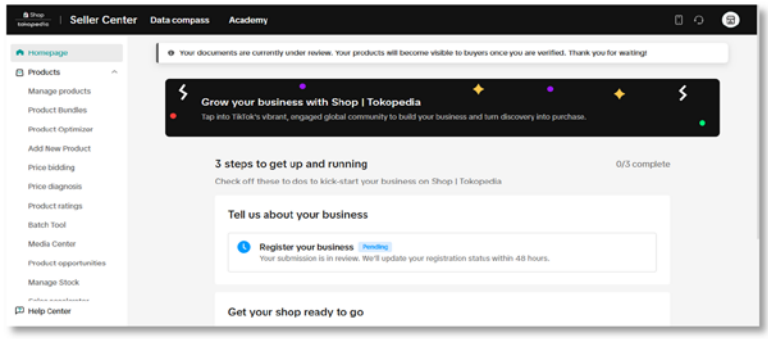

Figure 8. Store account on Tiktok Shop

Teach how to manage orders, including the process of confirmation, packaging, shipping, and updating order status; Improve skills in communicating with customers professionally; introduce paid advertising features on e-commerce and social media to increase product reach; provide a simulation of simple ad settings that can reach more potential customers. 3) Simulation and Direct Practice; provide a direct simulation on how to market products on e-commerce and run a simple advertising campaign; practice taking attractive product photos using a cellphone camera, editing photos, and creating short promotional content (Figure 9, 10). 4) Evaluation and Feedback; holding Q&A and discussion sessions to ensure participants understand the material and can apply it; collecting feedback from participants about difficulties experienced during training and ideas for further development (Rahayu et al., 2024). 5) Post-Training Mentoring; providing mentoring for several weeks after training to help MSMEs implement what has been learned (Jordan & Amalia, 2022); holding online sessions or regular meetings to monitor progress, provide advice, and help resolve any problems that may be encountered (Sutrisno et al., 2023). This training is to empower banana chip MSMEs to reach more consumers and increase sales by utilizing e-commerce technology.

Figure 9. Simulation and hands-on practice
Figure 10. Finished products and their packaging

After the training and mentoring, an evaluation was conducted to assess the impact of the change in the partner's knowledge. This evaluation was carried out by administering pre- and post-tests. The results of the evaluation can be seen in Figure 11, which shows changes in skills, knowledge, accessibility, and income of the partners to compare the condition before and after the implementation of the program. The impact of the average increase in product sales over 3 months after promotion on social media can be presented in Figure 12.

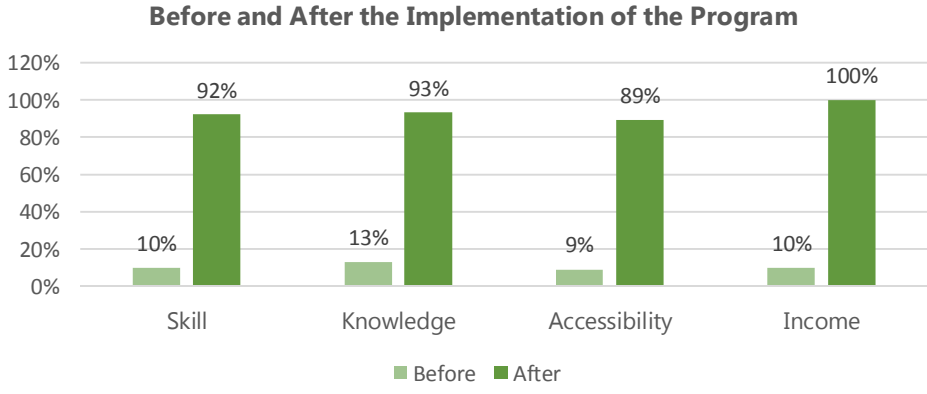

Figure 11. Partners' skills, knowledge, accessibility and income (before and after activities)

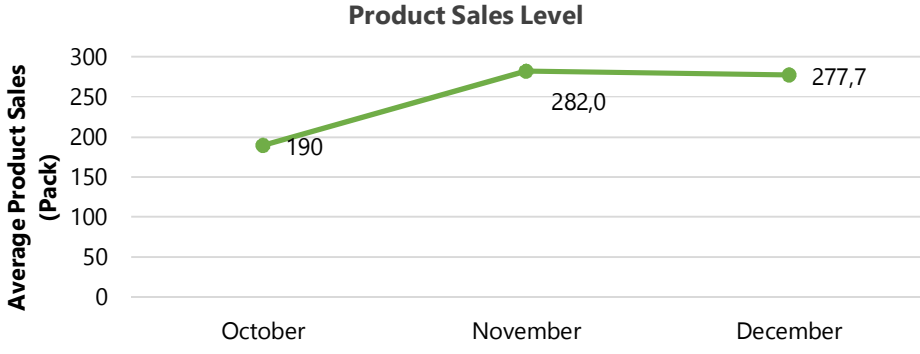

Figure 12. Average product sales results within 3 months

Discussion

This Community Partnership Empowerment (PKM) program aims to increase the production capacity and marketing of banana chips in Seloliman Village, Mojokerto Regency. The activities were carried out by implementing process technology and e-commerce. This program has the potential to empower the community through improvements in skills, knowledge, accessibility, and income.

The measurement of skills, knowledge, accessibility, and income before and after the program was conducted through an evaluation method based on pre-tests before the activity and post-tests after the activity. Based on the results of the pre-tests and post-tests conducted with the partners, there was an increase in empowerment, including: (1) Skills Improvement where the partners were able to improve their skills in processing bananas into chips from 10% to 92%. This improvement was achieved through training on the use of an automatic banana slicer conducted by the PKM team. The training was carried out continuously for 1.5 months. The partners were trained in operating the appropriate technology for banana processing, namely the automatic banana slicer machine; (2) Knowledge Improvement where the partners were able to utilize the potential of banana plantations to produce high-value products from 13% to 93%. To increase the partners' knowledge, outreach activities were conducted. This activity aimed to educate farmers about the utilization of existing potential and spread new innovations to them. This aligns with the view that outreach plays a strategic role in increasing the adoption of appropriate technology in integrated farming systems (Kusmayadi et al., 2024); (3) Accessibility Improvement where accessibility increased from 9% to 89% through regular mentoring activities. The mentoring was carried out for 3 weeks to assist the partners in producing banana chips and packaging them properly. The mentoring activities proved to be effective in improving accessibility by 80%. (4) Income Improvement: This activity successfully increased the partners' income in processing bananas into banana chips from 10% to 100%. The significant income increase of up to 90% was largely due to socialization, training, and support in marketing strategies.

Socialization about banana chip marketing strategies is essential because marketing strategies aim to market a product with specific plans and tactics to increase sales targets by maximizing limited resources to achieve competitive advantages (Damanik et al., 2022). Additionally, training and mentoring in digital marketing technology application were conducted. Digital marketing is considered one of the most effective marketing techniques, utilizing digital media such as websites, social media, email marketing, and video marketing to reach a broader market through the internet (Purnomo et al., 2022). The implementation of digital marketing was proven to significantly increase sales in the store. In conclusion, the impact of this community service program effectively improved the empowerment of the partners in terms of skills, knowledge, accessibility, and income, leading to a significant improvement in banana processing practices into banana chips and economic sustainability in Seloliman Village, Mojokerto Regency.

4. CONCLUSION AND RECOMMENDATIONS

This Community Partnership Empowerment (PKM) program aims to implement process technology and e-commerce to enhance the production capacity and marketing of products in Seloliman Village, Mojokerto Regency. The program has the potential to improve community empowerment values, which include skills, knowledge, accessibility, and income. Based on the results of the PKM activities that have been carried out, the following conclusions can be drawn: a 82% increase in production, a 90% increase in marketing, an 80% increase in knowledge, and an 82% increase in skills.

To develop the potential of Seloliman Village, there are challenges related to the mindset of the community, especially UMKM actors. These challenges include doubts about trying new banana slicing technology and feeling overwhelmed with online marketing methods. Some suggestions for future community service activities include: (1) Diversifying agricultural products beyond bananas to suit local soil and climate conditions; (2) Improving the quality of agricultural products by implementing good cultivation technologies and product certification; and 3) Building a broader marketing network, both locally and nationally, to increase the market value of agricultural products.

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