



ANALYSIS OF CASSAVA AND BANANA CHIPS STARTUP DEVELOPMENT IN THE FRAMEWORK OF PKM PROGRAM WALIKUKUN VILLAGE BANTEN PROVINCE

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Abstract

Every community everywhere, both in the village and in the city, will undoubtedly face a social dynamic that is so complex. From that dynamic then arises problems according to the conditions that envelop it. The problems will undoubtedly be tried to be solved by the community where the problem arises. Community service will not go well if it is not based on the spirit of research to help solve problems faced by the community. In this regard, the involvement of Bina Bangsa University through lecturers as researchers, facilitators and motivators. The position of society remains as the perpetrator and driver of change itself. Community Service is conducted for a month by applying health protocols through interviews and observations and literature studies with BMC (Business Model Canvas) or Canvas Business Model in solving problems. The study results found that UMKM startup Kripik Singkong mentioned in the Canvas Business Model that there are nine things. MSMEs Kripik Singkong and Kripik Pisang can apply this approach to solve the problems faced by MSME startups

Keywords: PKM, Startup, Canvas BusinessModel, UMKM Kripik

INTRODUCTION

MSME startups are emerging and developing at this time. The motivation of MSMEs is based on the beginning of just a prank and part-time Business, because of hobbies, to the power of kepepet. In general, the distribution of startups is seen in the picture below :



Figure 1. The Spread of Startup Industry in Indonesia

From the picture above, the spread of new startups as many as 992 in 2020, most of the most in Java Island, is ready to compete with startups with better (unicorns) other. Problems now arise when

MSME startups are ignored altogether due to different categories and capital. From the above, most UMKM startup tingkatan remains at the lowest level (cockroach)

Moreover, the problem of MSMEs in the area is sometimes not noticed and not severe by the local government. Although there is already a work program related to MSME startups, it is only limited to training ceremonies, not mentoring in the long term.

Umkm Startup Kripik Singkong and Kripik Pisang located in Walikukun Village is one of the MSMEs from millions of MSMEs in Indonesia experiencing problems from various fields.

The canvas business model is expected to reduce the confusion of MSME startups in solving existing problems with structured and systemized stages. So that umkm Startup's cassava chips and banana chips can survive and compete in this era of all technology.

METHOD AND PROCEDURES

This devotion uses qualitative methods with data input based on respondents' perceptions by looking at existing case studies. The data collection techniques are conducted through interviews, questionnaires, observations, Canvas Business Models, and documentation.

RESULTS

In ancient times, namely, before 1980, walikukun was the name of the village located in Mendaya Village, Carenang District, Serang Regency. In the 1980s, the empowering village was divided into two villages, namely Walikukun Village and Mendaya Village, led by two heads of desa as follows:

1. Empowering village led by Madsaleh
2. Walikukun Village is led by PJS. Hasan

Furthermore, in 1981, the head of Walikukun Village held the election for the first time, and who was elected as the first head of Walikukun Village was H.M Halimi and served for three periods.

Walikukun Village has as many as 11 villages, consisting of 4 Rukun residents and 25 neighboring Rukun consisting of Kampung Kedung Sentul, Kampung Larangan, Kampung Walikukun, Kampung Kejawi, Kampung Pasir Salam, Kampung Tegal Sere, Kampung Pengasinan Gede, Kampung Bojong Bungur, Kampung Astana Agung, Kampung Astana Tengah, and Kampung Astana Bojong

Walikukun Village is located in Carenang District, Serang Regency, Banten Province. Searchable using the Google Maps app. It is a working area of Carenang Subdistrict has located about 5 Km from the district office and 30 Km from the central government of Banten Province, with an area of 381,093 / 3,810,935 ha. Geographical conditions related to environmental facilities and infrastructure and bordering other villages, sub-districts and districts/ cities, with the following boundaries:

North: Ragas Masigit Village, Carenang District
Sebelah Selatan : Village Terrace District Carenang
East: Mandaya Village, Carenang District
West : Purwadadi Village

With an area of 381,093/3,810,935 ha consisting of 4 Rukun Warga and 29 Rukun Tetangga. Walikukun Village is an agricultural and plantation area



Figure 2. Map of Walikukun Village(source: Google Maps)

The number of residents recorded is based on the village administration book (latest 2020). Total Family Heads as many as 1365 families.

Table 1. Number of People in Walikukun Village

No.	Gender	Amount	Percentage
1.	Male	2.298	52,5%
2.	Women	2.390	47,5%
3.	Amount	4.688	100%

Most of its residents have a livelihood as industrial employees, farmworkers, farmers, and the self-employed. According to his education, the residents of Walikukun Village are primarily elementary school graduates and do not finish school.

Cassava chips and banana chips in Walikukun Village were initially a business running for decades. However, it has not focused on customers, focusing only on production, abundant supply due to fertile agricultural areas, and considerable demand close to industrial and market areas.

Business development with the help of canvas business model is done as a first step, as in the following table:

Table 2. Model Bisnis Canvas

Bisnis Model Canvas		Cassava Chips and Banana Chips	Business Plan : Cassava Chips and Banana Chips	
Key Partner (Main Partner) 1.UMKM Association 2.Snack Store 3.Kripik making 4.GoSend/Tiki 5.Google Maps 6.Market Place • Online payments	Key Activities (Main Activity) 1.Kripik Production 2.Peel and Wash 3.Fried Kripik 4.Combination of flavours 5.Packaging 6.Order large quantities • Special orders	Value Propositions (Value Proposition) 1. Individual Basic Apparel T-shirts 2. Polo shirt with stitching and screen printing 3. Logo Basic Apparel • The legality of Basic Apparel, Copyright	Customer Relationship (Customer Partnership) 1. Direct selling (online/offline) 2. A large number of sales partners and or stores 3. Reseller distro partner • Customer discounts	Customer Segment (Customer Segment) 1. Student 2. Students 3. Stores 4. Partners 5. Store Partners • Market Place
	Key Resources (Main Resources) 1.Place or shop 2.Storage		Channel 1. Pamphlet 2. Social Media • Market Place	

	3. Materials Warehouse • Cookware			
Cost Structure (Struktur Biaya) 1. Legal fees 2. Production costs and taste 3. Promotional Fees 4. The cost of gas, electricity, and water 5. Machine maintenance costs • Other Charges			Revenue Streams (Arus Pendapatan) 1. Individual sales 2. A large number of store or partner sales • Special sales	

From the Canvas Business Model above, there are nine things to note: the main partners, key activities, essential resources, the proportion of value, customer partnerships, customer segments, channels, cost structures, and revenue streams. All of the above factors are worth noting during the first two years of any business. H.R. management, operations, finance and marketing, become the wheels of turnover so that cash flow continues to run. So the profit target that will be achieved is not too long.

Furthermore, problems and alternative solutions are carried out on MSMEs Kripik Singkong and Kripik Pisang.

Table 3. Analysis of Problems and Alternative Solutions of UMKM Startup Kripik

No	Micro, Small, Medium Enterprises (MSMEs)	Problem	Supporting Potential	Alternative Solutions
1	1. Cassava Chips	1. Limited capital 2. Hrs are less motivated 3. It is hard to convince businesses to get creative in product marketing • Product labeling	Utilization of existing natural resources, capital addition and marketing of products for the development of Business	Socialization to citizens how to create product invocations, how to make packaging, motivation to citizens so that the spirit for Business
2	2. Banana Crackers	1. Limited capital 2. Product labeling 3. Hrs are less motivated • It is hard to convince businesses to get creative in product marketing	Utilization of existing natural resources, capital addition and product marketing development	Socialization to citizens how to create product invocations, how to make packaging, motivation to citizens so that the spirit for Business

Labelling this product aims to let consumers know the products consumed are derived from the products of Small and Medium Micro Enterprises Startup (MSMEs) in walikukun village.



Figure 3. Labelling Products Banana Chips and Cassava ngeuunahhh

The first step is creating legality and labeling "ngeuunahhh" as an initial solution to capitalization. Online sales and product innovation are also other alternatives, anticipating MSME startups during pandemics like this.

CONCLUSION

From the discussion above can be concluded and recommendations to startups UMKM cassava chips and banana chips as follows:

1. UMKM startup Kripik Singkong and Kripik Pisang in Walikukun Village do legality and labeling with the brand "ngeuunahhh" as the initial solution to the problem.
2. Other solutions are product innovation and online sales.

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