Assistance and Development of MSMEs’ Nata de coco Product to Increase Product Value in Godegan, Srandakan, Special Region of Yogyakarta

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Abstract. Partners in this PPM KKN service program are Micro, Small, and Medium Enterprises (MSMEs) entrepreneurs and residents in Godegan, Srandakan, Bantul, Special Region of Yogyakarta. The partner is stated to be an MSME because the main program of the Community Service Team will accompany several MSMEs in Godegan hamlet, especially MSMEs’ nata de coco product; besides that, it will also organize an auxiliary program in the form of Population Data Digitization. The purpose of this service is to increase the value of processed nata de coco products, which in turn can increase the income of citizens until economic independence occurs. The problems faced by MSMEs’ nata de coco product are that managers only process nata de coco in semi-finished form and do not have the knowledge to increase the value of products so that they have a better selling value. Packaging, logos, and product brands are also obstacles to marketing processed finished products. In addition to the problems found in the nata de coco MSME business, there are also problems in the hamlet, namely the administration of population data that is not updated because it is recorded manually. Based on these problems, the Community Service Team solves problems by carrying out activities divided into production, marketing, and Financial Records. In the production aspect, training and assistance in product processing and attractive nata de coco packaging to increase product value. From the marketing aspect, assistance is needed in online product marketing, while from a financial point of view, assistance is carried out in managing business finances. The Community Service Team also provides training and assistance in terms of creating company profiles and digitizing population data. The outputs of this service program are news in the mass media, videos of activities, participation in national seminars on community service, and scientific manuscripts published in the form of Sinta-accredited journals.

Keywords: MSMEs, nata de coco, value added

1 Introduction

Godegan Hamlet is one of the areas located in Poncosari village, Srandakan District, Bantul Regency, Special Region of Yogyakarta. Godegan Hamlet consists of 6 RTs, namely RT 01 to RT 06. Based on the mapping results, Godegan Hamlet has an area of 30.0625 Ha. The population of Godegan Hamlet is 736 people, with 201 families recorded. The community of Pedukuhan Godegan, Poncosari Village, Srandakan, Bantul, Special Region
of Yogyakarta (DIY) is included in the category of underprivileged people who live not far from the South Sea coast.

Naturally, humans will try to solve existing problems, so creativity is needed (Herlambang, 2015). One way to solve these problems is to try and be creative. However, suppose you only rely on creativity without following the implementation of innovation. In that case, the product will be unable to compete in the market. In accordance with what Djodjobo & Tawas (2014) stated, the initial process will be dominated by creativity, and over time, it will be dominated by the implementation of innovation. According to Tjiptono (2014), innovation is a crucial element that is useful to support the success of the company, whether it is a service provider or manufacturer. Most of the people living in the area work as farm laborers or odd workers.

There are several MSMEs in Godegan hamlet, including the molen banana business, bika ambon production, tempeh making, nata de coco, brick industry, and banana-processed food. According to Endriastuti & Permatasari (2018), one of the efforts that can be made to improve the community’s economy is by creating industrial activities by utilizing natural products as raw materials. Based on the results of interviews and discussions during observation, The Community Service Team decided to focus on mentoring MSMEs’ nata de coco product. Nata de coco is a soft drink made from the fermentation process of coconut water by Acetobacter xylinum bacteria (Priyanto, 2011).

The problem faced is that managers of MSMEs’ nata de coco, who only process nata de coco in semi-finished form, do not have the knowledge to increase the value of the product so that it has better selling value. As is known, marketing is one of the activities that plays an important role in the survival of a business (Budiyanto, 2020). Packaging, logos, and product brands are also obstacles to marketing processed finished products. As stated by Christianingrum et al. (2021), the application of branding to MSME products will make it easier for consumers to choose products among many choices. In addition to the problems found in the nata de coco MSME business, there are also problems in the hamlet, namely the administration of population data that is not updated because it is recorded manually.

Based on these problems, the Community Service Team solves them by carrying out activities divided into production, marketing, and Financial Records. Therefore, KKN PPM Community Service activities in Godegan hamlet will focus on MSME Assistance and Development, in addition to accompanying activities in the form of population data digitization training. In line with what Rummujib (2021) stated, service is an effort to make the community independent by providing encouragement, strengthening knowledge and skills, and trying to solve problems in the community, thus making the community more capable.

2 Methodology

The methods used in this community service are:

2.1 Preparatory Stage, which consists of activities:

2.1.1 Observation was carried out several times to review the location and understand the problems that occur. At this stage, the devotees made observations and interviews with MSMEs and Hamlet Heads.

2.1.2 Discussion. After observation and interviews with related parties, a discussion was held about the work program that will be carried out during the implementation of the service.

2.2 Implementation Stage, which consists of activities:

2.2.1 Counseling, by lecturing method to residents, especially MSMEs who are service partners, about product variants and creativity and innovation in packaging and
marketing using social media. Siti (2017) stated that the essence of counseling is to realize needs and then utilize the potential possessed as the fulfillment of needs.

2.2.2 Training, conducted to create products and marketing media using social media, as well as simple bookkeeping training. As said by Hasan (2018), a notification of knowledge about entrepreneurship will create creative traits to support the success of MSMEs.

2.2.3 Assistance in making logos, packaging, and bookkeeping,

2.2.4 Monitoring, carried out to monitor activities that have been carried out.

2.2.5 Evaluation, to find solutions and picture improvements in the future.

2.3 Reporting and Evaluation Stage, consists of the following activities:

2.3.1 Preparing reports on service activities,

2.3.2 Making activity videos for further upload on the YouTube channel,

2.3.3 Creating mass media publication articles,

2.3.4 Creating international seminar articles, and

2.3.5 Creating Sinta-accredited service journal publication articles. The stages of activity are shown in Figure 1.

Figure 1. Stages of Service

3 Results and Discussion

The implementation of the KKN PPM service involving 10 (ten) students consists of three stages, namely the preparation stage, the implementation stage, and the reporting and evaluation stages. The activities at each stage are presented in Figure 1. The location of this service is in a hamlet located in Srandakan District, Bantul Regency, Special Region of Yogyakarta Province, namely Godegan Hamlet.

3.1 Preparatory Stage

Observation activities were carried out 3 (three) times. The first observation was to find out the location of KKN, find the location of sub-district and village offices, see the condition and potential of hamlets, including MSMEs and youth groups, schools, and mosques, and get acquainted with hamlet officials. The second observation was carried out in more detail by conducting interviews and discussions with District Officials, Villages, Hamlet Heads, Mosque Takmirs, PKK members, and several MSMEs. In Godegan Hamlet, there are banana-processed MSMEs, Canvas MSMEs, molen banana MSMEs, MSMEs’ nata de coco product, and bika ambon MSMEs. Based on several MSMEs observed, the Community Service Team decided that MSMEs that need assistance are MSMEs’ nata de coco product. The third observation is carried out after the team has prepared a design of activities to be carried out during the service period, ensuring that the activities to be held have received the approval
of the relevant parties for further preparation of team’s proposals in accordance with the chosen scheme. Figure 2 is documentation at the time of observation.

![Figure 2. Observation of the Godegan Hamlet Chief’s House](image)

3.2 **Implementation Stage**

PPM KKN service is held in a span of 3 (three months), while the student KKN Program is for 30 days. The PPM KKN Program is divided into the Main Program in the form of MSME-produced Nata de Coco Assistance and an Auxiliary Program consisting of 1) Updating the video profile of Godegan Hamlet and digitizing Godegan Hamlet Population data. In addition to these programs, KKN participants also carry out routine activities such as teaching in schools, Al-Quran Learning Center (TPA), primary health posts (posyandu), community service, and others that will not be discussed further in this report. Figure 3 is documentation of the deployment of KKN students in the Srandakan District, Bantul Regency. After the deployment, it continued with the socialization agenda of activities, as presented in Figure 4.

![Figure 3. KKN deployment in Srandakan sub-district](image)

![Figure 4. Program Socialization](image)
3.2.1 Assistance in Making Nata de Coco Glass Pudding
Nata de coco produced by MSMEs is nata de coco that is not ready for consumption. Therefore, the Community Service Team needs to find a way and do several experiments so that nata de coco can be further processed to make a nata de coco glass pudding that is delicious and nutritious to eat. After the Community Service Team conducted several experiments, the Community Service Team provided training to the Godegan Hamlet PKK Women’s Group. Figure 5 is a documentation of nata de coco glass pudding-making training.

![Figure 5. Nata de coco glass pudding training](image)

3.2.2 Designing logos and brands
Logos and brands are used for packaging and various other promotional media. It takes several times the process of making an attractive logo and having a philosophy related to the product until the most suitable logo and brand are obtained, as presented in Figure 6. Visual design on the packaging is very important because it will attract consumers’ attention and make the product easier to recognize (Sondakh et al., 2021). For packaging purposes, the logo is printed on sticker paper, which will be posted on the cup that has been filled with nata de coco pudding.

![Fig. 6. Packaging Logo](image)

3.2.3 Nata de Coco Glass Pudding Packaging
The processed nata de coco glass pudding is then packed into a closed cup with the help of a cup sealer. The use of cup sealers will maintain the quality of nata de coco when marketed. Product quality will be a consideration for consumers when determining purchases (Yulianto
& Permatasari, 2019). The nata de coco glass pudding is packaged in an attractive logo cup that has been designed and printed beforehand, as presented in Figure 7.

![Figure 7. Packaging of nata de coco pudding](image)

### 3.2.4 Digital Marketing Counseling and Assistance

Counseling and assistance in digital product marketing were held several times, including counseling by resource persons from LPM UMY. Digital marketing is done because it is useful for reducing promotional costs (Endriastuti & Permatasari, 2018). Participants are all MSME owners in the Godegan Hamlet area. Figure 8 is the documentation of the implementation of Digital Marketing Counseling and Assistance. Digital marketing will increase sales because the more people who know, the more people will buy (Utarsih et al., 2020).

![Figure 8. Digital Marketing Counseling and Assistance](image)

### 3.2.5 Product Documentation and Social Media Account Creation.

After training and assistance in product manufacturing, brand manufacturing, and packaging, product photo activities are carried out which are used for promotion on Instagram and TikTok social media, as presented in Figure 8. Instagram social media was chosen because it is quite in demand by consumers (Nursidiq et al., 2019). Product documentation is done by taking photos and videos to be included in social media that will be made later. This is done to market the product widely and increase the selling value of nata de coco. In the current era of globalization, social media will greatly benefit business actors to market their products (Rosmadi, 2021).
3.2.6 Assistance in Financial Statement Preparation

Simple financial preparation assistance is used to calculate the cost of goods produced because managers often do not include all elements of production costs in the calculation of the cost of goods, especially labor costs. Participants were also educated about the preparation of Cash Flow needed to find out the amount of money in, money out, and cash balance. Furthermore, specific activities were conducted, including holding a gathering together with the elders of the Godegan Village to ask and clearly discuss the initial genealogy of the Godegan Village. The team also took videos using drones and cameras at several points, which became the identity of the Godegan Village. Additionally, footage was obtained from various micro, small, and medium enterprises (MSMEs) within Godegan Village.

3.2.7 Digitization of Population Data of Padukuhan Godegan

The population data digitization work program is a work program that was also proposed by the head of the hamlet. He asked Community Service to help tidy up and update population data. In this work program, the Community Service Team carries out several activities, including rechecking population data, conducting house-to-house surveys to get coordinates and pictures of houses that match the latest ones, and making Google Drive easier for people to access population data. This work program is expected to make it easier for the head of the hamlet to find the data that will be needed later. Figure 9 is a screenshot of a small portion of the information presented digitally in the population data file.
4 Conclusion

The series of service activities for the PPM KKN scheme in Godegan Hamlet have been carried out well and smoothly. After assistance in the processing of nata de coco glass pudding, participants in general and owners of MSMEs’ nata de coco products, in particular, have an understanding of how to process further nata de coco products that have been sold in semi-finished form. Products that have been packaged with attractive looks can be marketed both locally around Godegan Hamlet and online. The digitization of Godegan’s population data has also helped Hamlet officials find out and update population data. The next devotee is advised to make a PIRT permit and halal certificate for nata de coco pudding products.

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References


