

Production Management of Dried Rajang Seasonings in the SME Paon D Jimbar Mesari Group in Bakbakan Village

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ABSTRACT

The Food Processing Program in Bakbakan Village, particularly conducted by the SME Paon D Jimbar Mesari group, aims to enhance community self-reliance and well-being through the packaging of durable Balinese traditional seasoning (genep spice) suitable for a shelf life of 1-2 years. The focus is on product development with an extended shelf life, allowing consumers to carry and use these seasonings conveniently while traveling. This program encompasses training in the utilization of appropriate technology to improve production, skills in the drying process, also production and marketing management. Consequently, the program has the potential to expand the market and sustainably increase the production of the SME Paon D Jimbar Mesari group.

INTRODUCTION

The processing of food as an effort to empower rural communities constitutes a developmental initiative aimed at enhancing self-reliance and the well-being of the populace. Prioritizing the needs of the community involves augmenting knowledge in production management, skills development, and fostering awareness in resource utilization through programs, activities, and mentoring, aligning with the UU RI Nomor 6 Tahun 2014. Rural development signifies an endeavor to improve the quality of life and the livelihoods of rural communities. Babakan Village, situated within the Gianyar Sub-District, Gianyar Regency, covers an area of 405.615 hectares at coordinates 8 degrees 31.4 South Latitude and 115 degrees 56.6 East Longitude, with an elevation of approximately 750 meters above sea level. The proximity of Babakan Village to the Regency and Sub-District is evident, with a travel distance of approximately 15 minutes to both. As depicted in the map, Babakan Village stretches from south to north, bordered on each side by village boundaries, while a small river runs through the center, irrigating paddy fields to the west, flanked by the Yeh Ayung River to the east and the Tukad Cangkir River to the east. The village's boundaries are defined by Petak Induk Village to the north, Bangli Regency to the east, Bitra Sub-District to the south, and Siangan Village to the west. The majority of Babakan Village's population works as private sector employees. Out of the 4,168 village residents, 24.90% (1,038 individuals) are employed in the private sector, with the remainder distributed across various sectors.

As private sector employees, particularly in the tourism sector, many residents have had to navigate economic challenges resulting from the COVID-19 pandemic, compelling them to adapt their livelihoods to meet the financial needs of their families. One noteworthy initiative undertaken by a local community involves the packaging of traditional Balinese seasonings (genep spice/dried rajang seasonings) into convenient and portable containers suitable for long-distance travel and prolonged shelf life. Notably, the SME Paon D Jimbar Mesari group has ventured into producing Dried Rajang Seasonings, offering a solution that is easily transportable and practical for various applications. A crucial aspect of this processed product is its extended shelf life of 1-2 years, a departure from the conventional use of genep seasoning, which is typically prepared for immediate use on the same day as consumption. In terms of marketing, preliminary surveys indicate a highly promising market, leading to production challenges due to a shortage of production equipment and drying facilities. Presently, the processing methods remain predominantly traditional, involving manual chopping, sun-drying relying on sunlight, and limited drying spaces. Due to these limitations, the group often faces challenges in fulfilling orders, particularly for individuals embarking on cruises, whether originating from the city of Gianyar or other cities such as Denpasar, Tabanan, and beyond.

The group, led by Dewa Gede Darmawan, consists of 10 individuals and was recently established just one month ago, following a survey conducted on December 7, 2022. The formation of this group is in support of the Desa Puspaman (Self-Sustaining Food Center) in Babakan Village. The program aims to mobilize community groups to optimize the utilization of the village's agricultural potential, including crops such as galangal, ginger, aromatic ginger, turmeric, shallots, garlic, chili, and wangen. All the aforementioned ingredients required for making dried rajang seasonings thrive abundantly in Babakan Village, making cultivation of these spice plants remarkably facile and conducive to vigorous growth. Presently, to meet the raw material requirements, many ingredients are still sourced and supplied from nearby markets. Key challenges faced by the partners include (1) the underutilization of appropriate technology in processing raw materials to enhance production and (2) insufficient knowledge of organizational management and marketing that could sustainably increase the group members' income.

IMPLEMENTATION AND METHODS

In light of the challenges faced by SME Paon D Jimbar Mesari, the procedural steps in implementing the proposed solutions to address the issues within this Community Service Program (CSP) are as follows:

Aspect of Production:

1. Provision of training and mentoring to micro-business groups on optimizing product generation.
2. Delivery of training on the efficient utilization of semi-mechanized technology to enhance production capacity.
3. Socialization and training activities conducted by the program's outreach team involve several key points. These include articulating the activity plan by specifying the time and venue for community engagement, as well as outlining the training material delivery methods. Lectures and practical training sessions on the effective use of semi-mechanized technology aim to augment the production of dried Rajang spices for all micro-business groups in Jimbar Mesari. The training, led by the team leader with support from team members, actively engages SMEs participants, involving them directly in the processing of raw materials into finished products.
4. Training and provision of a tool for chopping dried Rajang spice ingredients. Rajang spice constitutes a primary ingredient in Balinese culinary endeavors, often sought after by international tourists due to its use of healthful components such as galangal, turmeric, aromatic ginger, lesser galangal, shallots, garlic, and chili. When mixed in proper proportions, these ingredients yield a distinctive aroma and stimulate appetite. However, to obtain spices that are easy to transport and practically utilized, the incorporation of appropriate technology is imperative.

Aspect of Organizational Management and Market Strengthening:

1. Offering informational sessions and discussions on the organizational management process.
2. Providing lectures and discussions on marketing strategies and expanding the market reach for product outcomes and processing. Collaborative efforts will involve connecting partners with local government entities to facilitate broader market opportunities for agricultural crop products.

RESULTS AND DISCUSSION

The outcomes of a series of activities undertaken to address the challenges faced by SME Paon D Jimbar Mesari, encompass various crucial facets. Through the implementation of training in the utilization of appropriate technology, the SME Paon D Jimbar Mesari group has achieved significant progress in the processing of genep spices. This training not only imparted insights into modern technology but also instigated group members to adopt semi-automatic machines in the stages of raw material processing. The utilization of these machines has not only expedited the production process but has also enhanced efficiency, minimized raw material wastage, and, consequently, substantially increased production output. Beyond augmenting production capacity, the application of this technology also creates opportunities for further innovation. Group members can more easily adjust genep spice formulations, explore product variations, or even broaden market reach by incorporating more sophisticated technological elements. Therefore, this training not only serves to optimize the production process but also paves the way for the exploration and development of more diverse and market-relevant products. As a result, it not only meets the escalating demands of the market but also endows the SME D Jimbar Mesari group with a competitive edge through efficient, innovative, and sustainable production. The success of implementing this technology reflects the group's commitment to continually adapt to the evolving times, positioning them as key contributors to advancing the microenterprise sector in their village. Through training in the utilization of appropriate technology, this group successfully incorporated semi-automatic machines into the processing of genep spice raw materials, enhancing production output to meet the growing market demands.



Picture.1 Dried Rajang Seasonings Process

The provision of skills and knowledge in the drying process through simple and appropriate technology has brought about significant positive changes in the quality of dried Rajang spices within the SME D Jimbar Mesari group. This training not only imparts technical fundamentals but also encourages group members to innovate in the drying process. One noteworthy innovation is the use of a drying area with a flexible roof. This concept reflects a profound understanding of the importance of maintaining product quality in the long term. With an adjustable roof, the group can optimize the drying process depending on weather conditions and humidity, thereby producing the best-quality Rajang spices. This innovation not only provides a technical solution but also demonstrates the group's courage and ability to adapt to environmental challenges. The use of a flexible roof gives this group an advantage in maintaining product quality, even amid unexpected weather changes. Thus, this innovation serves as a concrete example of how the provision of skills and knowledge can stimulate creativity, open new opportunities, and have a sustainable positive impact on microenterprise in the village community.

By adopting improved processing approaches through the implementation of community service, the quantity of processed goods has increased by 20-40 kg every 2 days, with the drying period ensured to be a maximum of 2 days. This enhancement is attributed not only to the increased quantity and quality of covers used but also to the creation of a foldable drying area technology. This foldable structure allows closure during rain, preventing moisture, and opening during hot weather. Additionally, the drying area is designed with multiple levels, one for items still wet and another for partially dried items. Consequently, even with limited drying space, maximum utilization is achieved, ensuring continuity in production. This strategic approach guarantees production continuity, securing access to a broader market.



Picture.2 Flexibly Adjustable Roof Technology

The training in production and marketing management has proven itself as a cornerstone in solidifying market positioning for the dried Rajang spice products produced by the MSE Paon D Jimbar Mesari group. In implementing this strategy, the group not only successfully expanded the market reach of its products but also achieved remarkable efficiency improvements throughout its production process. Skillful and focused production management has substantially increased productivity. Through enhanced coordination and better resource management, the group optimized production processes, minimized wastage, and significantly increased output. Furthermore, the application of more effective marketing strategies, learned through training, enabled the dried Rajang spice products to reach a broader market, enhancing consumer appeal and capturing a larger market share. The positive impact generated is not limited to financial aspects alone. Through effective management, the SME Paon D Jimbar Mesari group also created a more efficient and productive work environment. This not only contributes to the financial independence of the group but also enhances the well-being of its members, fostering a sustainable social and economic environment within the village community. Therefore, it can

be concluded that the combination of these three activities not only creates a positive impact on the business aspect but also overall enhances the self-reliance and well-being of the SME Paon D Jimbar Mesari group.

Participants in the community service, consisting of the D Jimbar Mesari group and the interested mothers involved in the Banten-making group, are enthusiastic about pursuing this venture. In the future, some group members have requested guidance on strategies to introduce the dried Rajang spice products to a wider audience, especially among the Balinese community traveling outside the city or even abroad. This interest stems from the fact that the dried Rajang spice products, with modern packaging techniques learned during training, can maintain their quality for up to one year.



Picture.3 Dried Rajang Seasoning Products

CONCLUSIONS AND RECOMMENDATIONS

In its entirety, the Implementation of the CSP has emerged as a primary catalyst in shifting paradigms and enhancing the capacity of the SME D Jimbar Mesari group in the village of Bakbakan. Through innovations in the processing of dried Rajang spices, this group has not only succeeded in creating products with a more diverse and appealing range for consumers but has also been able to stimulate local economic growth. The improvement in technical processing skills, packaging, labeling, and hygiene sanitation reflects not only enhancements in the production process but also the adoption of high-quality industry standards. The high-quality products generated by this group not only meet the demands of an increasingly competitive market but also provide assurance of longer shelf life. Thus, the CSP has established a solid foundation for the SME D Jimbar Mesari group to compete in a competitive and dynamic market.

More importantly, the CSP is not merely training but a pivotal milestone in the journey towards economic improvement and the well-being of the village community. The concrete steps taken by this group provide tangible evidence that microenterprises can be a driving force in achieving sustainable development at the local level. Therefore, the Implementation of the CSP not only creates a positive impact on a micro scale but also plays a strategic role in

stimulating economic growth and fostering community resilience in the village of Bakbakan.

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