

Strengthening Independence and Digital Marketing of The Tumpeng Industry Group in Banjar Batur, Batubulan, Sukawati, Gianyar

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ABSTRACT

The phenomenon of selling upakara products is increasing due to high demand, especially from Balinese women who work outside the home. In this modern era, they prefer to buy ready-made upakara equipment, creating new business opportunities. This has led to home industries making tumpeng/penek for upakara purposes, such as the one coordinated by Mrs. Nyoman Putri in Banjar Batur, Batubulan. To compete, tumpeng businesses need digital-based accounting and marketing systems. However, business actors often lack knowledge in these areas. This service aims to improve partners' abilities in accounting, digital marketing, and entrepreneurial independence by mentoring and lectures. The result is enhanced business independence, better cost calculation, and increased tumpeng sales in Gianyar.

INTRODUCTION

Tumpeng is a type of offering made from rice shaped like a cone, which is essential when making offerings, or *banten*. Usually, Hindus in Bali prepare their own *tumpeng* when making offerings that include *tumpeng* as one of the ingredients. However, with the developments and the limited time in preparing these offerings amidst busy schedules, many Hindu people in Bali feel unable to make their own, especially since the quantity needed is very large on certain holidays. Therefore, most Hindu households in Bali prefer to buy these *tumpeng* to save time. In this modern and practical era, Balinese women prefer to buy ready-made upakara equipment (Damayana, I.W. 2011). Economically, this demand provides new business opportunities for the Balinese people. The business of making *tumpeng* to support the needs for making offerings has become a target for some people who do not have much time to make it, so it has indirectly become one of the businesses that people can run as MSMEs or family businesses. The manufacturing process is not complicated, and the tools and materials are simple, making the *tumpeng* business a promising venture. However, the development of the *tumpeng* business also faces obstacles. It is important for *tumpeng* business managers to know how to manage their business to get maximum profits. MSMEs are trading businesses managed by individuals. Micro, Small, and Medium Enterprises (MSMEs) play a pivotal role in the Indonesian economy, constituting the largest segment of the business population. These enterprises, managed by individuals or business entities, engage in productive economic activities as defined by the criteria set forth in Undang-Undang Nomor 8 Tahun 2008. MSMEs cover a wide range of sectors, including manufacturing, agriculture, trade, and services, reflecting their integral role in fostering economic diversity and resilience.

One of the most compelling attributes of MSMEs is their proven ability to endure economic turbulence. Historical data and various economic analyses indicate that during periods of economic downturn, such as the Asian financial crisis in the late 1990s and the global financial crisis of 2008, MSMEs demonstrated remarkable resilience compared to larger enterprises. This resilience can be attributed to their adaptability, lean operational structures, and the ability to quickly respond to market changes and local demand. Given their substantial contribution to employment, innovation, and economic stability, the strengthening of the MSME sector is imperative. Policy interventions aimed at improving access to finance, enhancing digital capabilities, and providing targeted training and development programs are essential to support the growth and sustainability of MSMEs. Furthermore, creating a conducive regulatory environment that reduces bureaucratic hurdles and encourages entrepreneurship is crucial.

According to Amalia (2020), the necessity of bolstering the MSME sector cannot be overstated. With strategic support and investment, MSMEs can not only continue to withstand economic shocks but also drive inclusive growth and economic transformation in Indonesia. According to Kotler & Keller (2013), marketing is an activity that provides satisfaction to customers by meeting their needs. In practice, marketing is the process of managing profitable relationships with customers. Marketing carried out using digital platforms or marketplaces allows consumers to enjoy the product from the comfort of their homes (Kusumawardhani, et al. 2020). However, the utilization of social media as a platform for digital marketing is still not implemented optimally, especially among people or business owners with low educational backgrounds or those who belong to the older generation and are technologically illiterate. This will also be influenced by the strategies or innovations used to overcome the challenges of the Covid-19 pandemic (Ibrahim and Nurdian, 2020; Prayogo and Nurdian, 2020; Purnamasari and Nurdian, 2020; Wahyuni and Nurdian, 2020).

This family business, which is a partner in community service, is located in Banjar Batur, Batubulan Village, Sukawati, Gianyar, and is owned by Mrs. Nyoman Putri. The sales and marketing of Mrs. Nyoman Putri's *tumpeng penek* are carried out by entrusting the *tumpeng* to traders in traditional markets and stalls. Additionally, the production of this product is based on orders from customers. The packaging of *tumpeng* products is still very simple, namely wrapping them in plastic. The results of interviews with *tumpeng* business owner Mrs. Nyoman Putri revealed that the large number of similar businesses impacts profits, the facilities they have are still limited, and the use of technology in marketing is still restricted. Mrs. Nyoman also mentioned a lack of knowledge in recording costs according to the accounting system and a lack of knowledge related to an effective marketing system. She has never attended entrepreneurship training that could increase independence. The most fundamental problem for SMEs is the low productivity, which is allegedly due to the low quality of SME human resources, especially in the fields of management, organization, mastery of technology and marketing, and low entrepreneurial competence. This is the challenge faced by Mrs. Nyoman's Tumpeng Putri business. The following is a view of the *tumpeng upakara* produced by Mrs. Nyoman Putri and documentation during initial observations.



Picture 1. Types of Putri Tumpeng Products and Production Processes

Based on the problems faced by *tumpeng* business owners, it is necessary to hold community service activities with Tumpeng Putri business partners in Banjar Batur, Batubulan Village, Sukawati, Gianyar. The aim of the service is to improve partners' ability to implement accounting systems, determine digital-based marketing strategies, and increase independence through entrepreneurial competence. This service aligns with the Renstra LPM Universitas Warmadewa, which focuses on tourism development through a local economic approach.

IMPLEMENTATION AND METHODS

The community service implemented in Banjar Batur, Batubulan Village, Sukawati, Gianyar, with a focus on Tumpeng Putri business actors. The methods employed for this service include observation and interviews, counseling, and mentoring.

1. Observation and Interview Methods

Before implementing this community service program, in-depth observations and interviews are conducted with partners to identify the problems they experience, determine problem priorities, and discuss appropriate solutions. This method is expected to accurately identify partner problems according to their business needs and capabilities, as well as enhance the partner's role in designing, implementing, and being accountable for the provided programs. These two methods are implemented continuously to ensure that problems are identified and prioritized for resolution.

2. Lecture Method

The lecture method aims to increase partners' entrepreneurial intentions, which are essential for enhancing independence and improving the capacity of products and services to meet consumer needs. This method also helps partners utilize digital technology developments in determining effective marketing strategies.

3. Assistance and Simulation Methods

The mentoring method is used to implement an accounting system and calculate the cost of production. An accounting system can increase efficiency and be more effective in profit planning.

RESULTS AND DISCUSSION

Based on the three priority problems handled with partners, the steps taken to provide solutions to specific problems can be described as follows. The first step, presented in Picture 2, involves assisting in carrying out records according to the accounting system and calculating the cost of production for business actors. They are given a book that has been formatted according to their needs. The aim is to make it easier to calculate the cost of goods and plan profits plan.



Picture 2. Assistance in Preparing Bookkeeping

The second step, presented in Picture 3, is to conduct digital-based marketing strategy training using lecture methods and practice with online media. Business actors are taught methods and strategies for selecting the appropriate media for marketing. The goal is for business actors to be able to choose the right media according to their management abilities and financial capabilities.



Picture 3. Marketing Strategy Outreach and Discussion

The third step, shown in Picture 4, is entrepreneurship training using the lecture method in the form of counseling. This counseling aims to increase enthusiasm and entrepreneurial intentions. During this session, business actors have the opportunity to convey their complaints and the obstacles they face. The problem of unfair competition can be overcome if business actors can provide products that meet customer needs. Business actors must be proactive in seeking information to innovate.



Picture 4. Lacturer/Discussion About Products

The final step, illustrated in Picture 5, is handing over production equipment to business actors. The equipment includes a large oven with a stainless steel baking pan. This donation is expected to increase production capacity, as production capacity is determined by the equipment used.



Picture 5. Distribution of Stainless Steel Oven and Baking Pan

The aim of the Community Partnership Program (PKM) activities is to increase the independence, entrepreneurial spirit, online marketing skills, and accounting skills of MSME actors who produce *tumpeng*. The social impact is to enhance the role of MSMEs that produce *tumpeng* in supporting Bali as a tourist destination. The economic impact is expected to improve the welfare of MSMEs, their employees, and the community. The PKM team also donated production equipment, including a large oven and a stainless steel baking pan, to help increase production capacity. With increased production capacity, production, sales, and profits are expected to rise. PKM program activities are carried out with the support of all partners, including the owners and employees of the Putri *tumpeng* business. The benefits and contributions of partners in PKM activities are presented in Table 1 as follows:

Tabel 1. Benefits and Contributions of Partners In Activities

Solutions offered	Benefit	Partner Contributions
Entrepreneurship training	Developing an independent entrepreneurial spirit, loving the profession, and having a positive spirit to achieve a better life.	Partners provide a place, help with preparations, serve food and follow the lecture with enthusiasm
Assistance in compiling bookkeeping using an accounting system	Tumpeng Putri business actors are able to calculate the cost of goods in the correct way, have correct bookkeeping	Partners are willing to be accompanied for 3 months and monitored at the end of each month

Assistance in the field of digital-based production and marketing management	Partners can place and organize equipment well so that the production process runs smoothly, and introduce a marketing system through online media	Partners prepare all the equipment and participants follow enthusiastically
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Based on the results of observations, there is significant potential for the future development of *tumpeng*. This potential is bolstered by an increasing number of ceremonies and a growing participation of women in the workforce, which has led to a higher demand for convenient yet culturally significant food options. To capitalize on this opportunity, *tumpeng* business actors must initiate a comprehensive product innovation strategy. One of the first steps in this strategy should be enhancements in packaging and labeling. Modern consumers are not only looking for high-quality products but also for visually appealing and convenient packaging. Improved packaging can enhance the consumer experience, protect the product during transport, and extend its shelf life. Additionally, clear and attractive labeling can convey the uniqueness of the *tumpeng*, highlight its traditional and cultural significance, and provide essential information such as ingredients and nutritional value.

According to research findings, effective product branding is crucial in differentiating *tumpeng* from similar offerings in the market. This involves creating a strong brand identity that resonates with customers and communicates the values and heritage of the product. Entrepreneurs should focus on maintaining consistent quality to build a reputable brand. Consistency in taste, presentation, and service can foster customer loyalty and positive word-of-mouth, which are vital for long-term business success. Furthermore, implementing an accounting system for systematic book-keeping is a critical next step. Accurate and organized financial records enable business actors to monitor cash flow, set appropriate prices, and plan for profits effectively. Such a system also facilitates better financial decision-making, helps in identifying cost-saving opportunities, and ensures compliance with tax regulations. By maintaining precise records, *tumpeng* business actors can gain valuable insights into their business performance, enabling them to make informed strategic decisions.

For marketing, utilizing online media strategies is essential in today's digital age. Effective online marketing can significantly boost the visibility and reach of a *tumpeng* business, tapping into a broader audience that increasingly relies on digital platforms for their purchasing decisions. Developing a successful *tumpeng* business requires tailored marketing strategies that align with both the management capabilities and financial resources of the business. A multi-faceted online marketing approach should include social media marketing, and targeted online advertising. Social media platforms like Instagram and Facebook are particularly effective for showcasing the visual appeal of *tumpeng* through high-quality images and engaging content. Continuous service activities are crucial to sustain growth among business actors. Providing excellent customer service,

responding promptly to inquiries, and ensuring timely delivery can build a loyal customer base. Regularly engaging with customers through online channels, such as social media can also keep the business top-of-mind and encourage repeat orders.

In conclusion, the future development of the *tumpeng* business hinges on strategic innovation in product presentation, robust financial management, and effective use of online media for marketing. By focusing on enhancing packaging, building a strong brand, implementing an effective accounting system, and leveraging digital marketing strategies, *tumpeng* entrepreneurs can capitalize on the growing market demand. Continuous customer service improvements and active support from relevant officials are also crucial. By aligning marketing strategies with their capabilities and resources, maintaining high service standards, and being well-prepared with essential equipment, *tumpeng* business actors can effectively navigate the competitive market and achieve sustained growth and success.

CONCLUSIONS AND RECOMMENDATIONS

Community service activities, including training and mentoring, have a positive impact on *tumpeng* entrepreneurs. Assistance in preparing bookkeeping using an accounting system is crucial for determining accurate cost prices. Entrepreneurs gain the ability to maintain proper records according to the accounting system, essential for their business operations. This accurate bookkeeping also serves as a requirement when applying for credit to secure additional capital. Entrepreneurship training enhances entrepreneurial independence and effectiveness, while management training helps organize production equipment, devise promotional strategies, and select appropriate media based on knowledge and financial capabilities. *Tumpeng* business actors must develop strategies and foster creativity to meet consumer needs effectively.

In addition to training and mentoring, fostering a community of practice among *tumpeng* entrepreneurs can further enhance their business success. By creating networks and platforms for regular interaction, these entrepreneurs can share best practices, troubleshoot common challenges, and collectively brainstorm innovative ideas. Peer support and collaboration can lead to the co-development of new recipes, joint marketing campaigns, and bulk purchasing of raw materials to reduce costs. Such a community-driven approach not only strengthens individual businesses but also elevates the overall standard and visibility of *tumpeng* offerings in the market. Based on the service outcomes for *tumpeng* business actors, it is recommended to prioritize enhancing entrepreneurial independence, maintain meticulous transaction records through simple bookkeeping, and stay updated with information technology developments. Implementing these strategies according to their management and financial capabilities will ensure sustainable business growth.

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