



Pudak Development in Preserving Typical Food of the Gresik Region

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Abstract

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In terms of the development of the SME business, pudak shows slow development; the factors that cause problems include pudak short expiration date, the limited variety of flavors provided, and the size and shape of the product being less attractive. This causes consumer buying interest in punk products to decline, and the emergence of new foods available in mini-market outlets is also one of the causes of the shift in consumer buying interest. Based on these problems, pudak development was carried out to preserve the typical food of the Gresik region. The aim of Pudak product development is so that the company can produce products that suit consumer needs. This research uses the Quality Function Deployment (QFD) method, where product development is based on consumer needs. The results of the research show that respondents want pudak products that have a longer shelf life. This is because pudak products can only last for 3-4 days, so they can only be stored for a short time. Therefore, Pudak products have great potential to be developed and are expected to be able to attract consumer interest and help companies increase sales.

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Introduction

Gresik Regency is one of the cities located in East Java Province (Bobsuni & Ma'ruf, 2021). Gresik was known as the richest and most important cross-country sea trade route on the entire island of Java in the 15th century. This caused Chinese, Arab and even Indian cultures to enter through trade routes, so Gresik is rich in relics that contain elements of cultural acculturation. One of the relics that is thick with cultural acculturation is typical food. Gresik City has more than 200 specialties, but half of them have been lost and extinct (Andari et al., 2019). One of the typical foods of Gresik city which is still widely found today is pudak.

Pudak is a specialty food from Gresik district made from rice flour. Currently, the pudak business is one of the businesses that many people in Gresik are engaged in. According to data from the Office of Cooperatives, Industry and Trade, pudak centers in Gresik City are located in Lumpur Village, precisely on Sindujoyo Street, with 13 centers (Ulfah, 2018). The pudak business is a business that has been passed down from generation to generation, but in terms of business development, the average pudak MSME shows a fairly slow development (Hindratmo et al., 2020). The slow development of the pudak business is caused by the emergence of new types of food that are present in the community, this has caused consumer buying interest in pudak products to begin to shift (Noegroho & Arif, 2023). In addition, the decline in consumer buying interest in pudak products is due to the fact that pudak cannot be stored for a long time, there is no net weight variation and limited flavor variations (Ismawati et al., 2009). Some of these problems are a challenge for pudak product producers in maintaining their sales existence. Therefore, the development of pudak products needs to be done, considering that pudak products are one of the specialty foods that play a role in the economy of the people of Gresik city.

Product development is a strategy and innovation from producers as a form of improvement and quality improvement of the products produced (Perdana & Yasin, 2023). The purpose of product development by companies is to answer market needs. There are several methods that can be used in product development, one of which is the Quality Function Deployment (QFD) method. The QFD method is a product development method based on consumer desires (Kasan & Yohanes, 2017). Based on the background of the problem, the purpose of developing pudak products using the QFD method is to find out the criteria for pudak products that consumers want so that producers are able to adjust their products to consumer needs.

RESEARCH METHODS

The method used in the research is the QFD (Quality Function Deployment) method. The QFD method is a structured methodology and is used in the product planning and development process to determine the specifications of consumer needs and desires, and systematically evaluate the advantages and disadvantages of products in meeting consumer needs and desires (Piri et al., 2020). The QFD method is oriented towards consumer desires (Bora & Sanusi, 2018). The use of the QFD method has several benefits, including improving product quality, increasing customer satisfaction, and increasing productivity (Prabowo & Zoelangga, 2019). Before designing the product, data collection was carried out through the voice of the customer with a questionnaire distributed to respondents. The distribution of questionnaires aims to find out the needs and desires of consumers regarding the products to be developed (Saeful Nurochim et al., 2021). This research prioritizes consumers and determines priorities in product development, so that the pudak products produced will later become products that are in accordance with the wants and needs of consumers.

RESULT

Product development carried out in this study used a questionnaire method conducted on expert respondents. From the results of distributing questionnaires to expert respondents, the data obtained was used as a reference in developing products in this study. The results of distributing questionnaires to expert respondents are that consumers want pudak products that have a long shelf life.

As for what affects the shelf life of pudak products, one of them is because pudak products use natural ingredients without preservatives.

DISCUSSION

Pudak is one of the popular and legendary traditional foods in Gresik district, East Java (Hindratmo et al., 2020). Pudak is a type of wet cake made from rice flour or sago flour mixed with coconut milk and sugar. Pudak has a sweet, savory taste and chewy texture (Lathifah et al., 2022). The most recognizable characteristic of pudak cake is that it is wrapped using areca nut fronds or ope (Susanti, 2022). Pudak products are sold at a price range of Rp. 26,000 - Rp. 50,000 per bunch and one bunch contains 10 seeds. Pudak can also be purchased retail with a price range of Rp.2,500 -Rp.5,000 (Narto & HM, 2020). The majority of pudak consumers come from Gresik Regency with an average consumer age of 24-34 years (Wahyuni & Zuhriyah, 2020) This proves that pudak products are less attractive to teenagers and the elderly (Noegroho & Arif, 2023).

Product development is an innovation carried out by producers to develop and improve the quality of products that have been produced (Muniarty et al., 2023). Product development itself has the aim of improving and developing products to meet consumer needs. The basic principle in product development is to identify consumer needs and improve products to meet these needs (Irianto & Giyatmi, 2021).

This research was conducted by identifying the needs and desires of consumers regarding the characteristics of pudak products as desired by consumers. Identification is done by distributing questionnaires to expert respondents who are experts in pudak products. Based on the questionnaires that have been distributed, the results show that consumers want pudak products that have a long shelf life (durable). This is because pudak products cannot be stored for a long period of time and can only last for a period of 3-4 days, even though product durability is an indicator of product quality used to meet consumer needs (Ariella, 2018). Based on these problems, the development of typical Gresik pudak products is carried out in accordance with consumer needs related to extending the shelf life of pudak products. Product shelf life can be extended if factors that affect product shelf life are known. Efforts to extend the shelf life can be done in several ways, namely increasing the quality value and slowing down the rate of quality decline. The improvement of the initial quality of the product can be done by selecting and using good quality raw materials (Herawati, 2008). Storage in the refrigerator can also be done to extend the shelf life of pudak (Sari & Achmadi, 2016). According to expert respondents, the main factor that causes pudak products not to last long is because pudak products are made from natural ingredients without any ingredients.

CONCLUSION

The results of the study show that consumers want pudak products that have a long shelf life. This is because pudak products are currently only able to last 3-4 days. Product shelf life can be extended when factors that affect shelf life are known. As according to expert respondents (pudak experts) factors that affect the durability of pudak products include the ingredients used in the production of pudak are natural ingredients without the addition of preservatives.

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