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Potential for Harummanis Industrial Development as a Leading Product in Lamongan Regency

Sivaun Bagus Ardiansyah¹, Khoirul Hidayat², Moh. Fuad Fauzul Mu'tamar³
^{1,2,3} Agroindustrial Technology, Trunojoyo University

INFO ARTIKEL

Abstract

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Harummanis is a traditional snack made from 100% natural sugar in strands resembling hair or shaped like long fibers, which have various names such as grandmother's hair, taffy candy, harummanis, and cotton candy. Kesambi Village is one of the villages in Lamongan Regency. The community knows Kesambi Village as a producer of harummanis, which started producing harummanis snacks in 1990 with several advantages in the products made, such as not using preservatives or flavorings, having a longer shelf life, and using food coloring, and using natural sugar. Therefore, a strategy for developing the harummanis center in Kesambi Village is needed. The method used is a descriptive study with a literature study approach. The results of this research show that in Kesambi Village, there are around 15 SMEs, which will increase as the big holidays approach to reach 50 SMEs producing harummanis. With the large number of SMEs in Kesambi Village producing harummanis, it is necessary to develop the harummanis industry as a superior product in Lamongan Regency.

✉ Authors
(*) Corresponden Author

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Email:
sivaunbagus.a@gmail.com¹

DOI :

Introduction

MSME industrial centers have an important role in improving and developing business actors in the region. Center development is a mandate in Republic of Indonesia Law no. 3 of 2014 concerning industry, where article 14 states the role of central and regional government, where development is intended for industrial areas, development of small industrial centers and medium industria (Dirgapraja *et al.*, 2019). One effort to develop the community's economy is through processing the community's potential through industrial activities (Endriastuti & Permatasari, 2018). The development of industrial central areas is an effort to build the local economy through collaboration between government and the private sector (Supriyadi, 2007). The development of leading sectors in regional

industrial development is quite relevant for the purpose of increasing regional competitiveness and ultimately has an impact on increasing national competitiveness (Mangifera, 2016).

One of them is in Lamongan Regency which has quite large potential in developing traditional snack home industry businesses. Where there are many types of traditional snacks scattered in Lamongan, one of which is Kesambi Village. Kesambi Village is a village located in Pucuk District, Lamongan Regency, which is known for the majority of its population to produce harummanis. As a harummanis village, there are many harummanis producers who offer to buy their harummanis products to then resell to consumers, which has resulted in the large number of harummanis MSMEs in Kesambi Village. Especially in the month of Ramadhan, many harummanis producers emerge who produce harummanis due to high demand from consumers, but in normal months (which are not the month of Ramadhan) harummanis producers do not accept orders every day unless they are in large quantities. There is also a home industry in Kesambi Village which produces harummanis every day. However, with the development of the Harummanis snack business, there are currently several problems from internal and external factors faced by the Harummanis MSMEs in Kesambi Village, such as investment difficulties and rising raw material prices. Therefore, it is necessary to develop harummanis products, considering the potential of harummanis products to become a superior product in Lamongan Regency. This is reinforced by several people who say that the harummanis snacks come from Kesambi Village, Lamongan, which adds value to the harummanis products in Lamongan.

RESEARCH METHODS

In this research, the method used is a descriptive study carried out through a literature study approach. Descriptive study is a research method that aims to describe and explain a phenomenon that does not use and does not make temporary guesses (Zellatifanny & Mudjiyanto, 2018). Literature study is a series of activities used to obtain information that is related to the problem being studied (Adlini et al., 2022). The information collected consists of scientific articles and data from the government (Habsy, 2017).

RESULT

Harummanis is one of Indonesia's traditional snacks which is included in the type of confectionery or cotton candy (Andriani. et al., 2022). Harummanis produced in Kesambi Village still uses a fairly traditional method. This method requires special skills to produce a soft texture. The process of making harummanis to produce soft harummanis requires paying attention to the cooking process, from frying the flour, boiling the sugar, to the shaping process until it resembles grandmother's hair. The harummanis product produced by MSMEs in Kesambi Village has several advantages, such as not using preservatives, flavoring, having a longer shelf life, the coloring agent used uses food coloring, and uses natural sugar.

Table 1. Advantages of Harummanis Kesambi

No	Type	Application
1	Product	<ul style="list-style-type: none"> a. There are many different flavors available (Strawberry, Orange, Green tea, Grape, Pineapple, Mango, Original, Durian, Chocolate and Cappuccino) b. Packaging varies

		c. Can be ordered according to consumer requests
		d. Using natural sugar and no preservatives
		e. Has a food shelf life of up to 2 months
2	Harga	a. Prices start from Rp. 10,000 to Rp. 50,000
		b. There is a special bonus for kilo buyers

Source : *Data processed by researchers based on observations*

In maintaining the quality of the harummanis products produced by MSMEs in Kesambi Village, which produce harummanis, they use quality basic ingredients such as sugar which is used in production using KTM Lamongan sugar which is halal certified, has ISO 22000:2005, and has SNI (Indonesian National Standard). The flour used in production uses blue triangle flour whose quality has been tested. The better the quality of the product provided, the higher the satisfaction felt by consumers (Yuniarti, 2015). In Kesambi Village there are around 15 active MSMEs and this will increase as the big holidays approach to reach 50 MSMEs producing harummanis.

The Harummanis Center in Kesambi Village has an association chaired by Mr. Abdul Muttalib, at the same time he also runs a harummanis business under the name UMKM Harummanis Bang Toyib. Based on the advantages possessed by the Kesambi Village harummanis products and the large number of MSMEs that produce harummanis products, especially in Kesambi Village. Making harummanis products has great potential to become a superior product in Lamongan Regency.

DISCUSSION

Harummanis is a traditional food that was popular in the 1990s and is made from sugar, flour and food coloring (Ferdiansyah & Heryanto, 2023). In the process of making harummanis in the form of thin fibers, it comes from thickened granulated sugar mixture mixed with wheat flour. After that, the dough is pulled until it forms long, thin fibers. Where the function of granulated sugar in making products acts as a crystalizer (Haryanto, 2018). Harummanis products produced in Kesambi Village use natural sugar. The use of natural sugar can protect food from microbial growth, as well as being a natural preservative in harummanis preparations (Hayati, 2018). Harummanis produced in Kesambi Village does not use synthetic preservatives. Where preservatives are one of the food additives (BPOM, 2019). The use of preservatives has a threshold for their use (Gama *et al.*, 2023). The use of synthetic preservatives can affect the quality of the products produced (Sjarif & Rosmaeni, 2019).

Harummanis produced in Kesambi Village also does not use flavorings. Where excessive use of synthetic flavorings can have detrimental effects on health (Ghassani & Agustini, 2022). Apart from that, the harummanis products produced in Kesambi Village use food coloring. The use of food coloring agents not only provides a sense of security when consuming the products produced, but also changes the physical appearance of the food to make it look more attractive (Andayani & Adisaputra, 2013). The use of synthetic coloring in food can cause irritation to the digestive tract and result in symptoms of poisoning (Adriani & Zarwinda, 2019). The harummanis business is quite promising to open up employment opportunities, because harummanis has a distinctive taste compared to other confectionery products. Apart from that, the harummanis produced in Kesambi Village have a soft texture and are light in weight. The market segmentation for harummanis snacks ranges from children to adults (Badriyah *et al.*, 2019).

Based on the results above, it is known that the advantages of the harummanis product produced by MSMEs in Kesambi Village have the potential to become a superior product in Lamongan Regency. Regional superior products are products produced by cooperatives, small or medium enterprises which have the potential to be developed by utilizing the resources owned by the region which generate income for the community and the government which is expected to become an economic force for the region and local communities as a product which has the potential to have power, competitiveness, selling power, and driving force towards and being able to have a market (Setiajatnika & Dwi Astuti, 2022). Apart from that, the abundance of MSMEs producing harummanis, especially in Kesambi Village, also makes harummanis products have the potential to become superior products in Lamongan Regency. The existence of a cluster or industrial association in a region can provide great benefits for economic development, the size of the cluster is useful in increasing the potential of superior regional products (Anam & Setyawan, 2019). The existence of an MSME cluster in an area which creates a labor absorption effect and an increase in the economy can make the product produced become a superior product in that area (Hidayat, 2015).

CONCLUSION

The results of this research show that in Kesambi Village there are around 15 active MSMEs and this will increase as the big holidays approach to reach 50 MSMEs that produce harummanis followed by several advantages of the harummanis products produced. This has great potential for developing the harummanis industry as a superior product in Lamongan Regency.

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