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Development of Wingko Babat MSMEs as an Effort to Improve the Economy of the Community of Babat District, Lamongan Regency

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Abstract

Key words: wingko tripe, MSMEs, e-marketing, community economy

Community economic development through Micro, Small and Medium Enterprises (MSMEs) is very important considering its priority as the lifeblood of the national economy. This research aims to improve the community's economy through developing the wingko industry as a superior product in Lamongan Regency. The method used in this research is qualitative methods. The data collection technique used was focus group discussion. Wingko babat MSME development activities in improving the community's economy consist of three stages, namely (1) Observation, coordination, synchronization of training schedules; (2) Training and assistance in web creation, e-marketing strategies, and online transactions; (3) Evaluation of community service activities. Wingko tripe MSMEs in Babat Village, Babat District, Lamongan Regency are very interested and motivated to develop their business through e-marketing by participating in socialization and training as well as assistance in creating web sites, e-marketing training and online transactions.

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INTRODUCTION

Community economic development through Micro, Small and Medium Enterprises (MSMEs) is very important considering its priority as the lifeblood of the national economy. Smith & Watkins (2012) argue that in developed countries such as America, small and medium scale industries play a very important role in the economy, because this industry employs one third of the national workforce.

In developing countries like Indonesia, where small and medium industries dominate the economic system, it cannot be denied that this industrial group plays a much more important role. MSMEs have an important and strategic role for the

economic growth of countries, both developing and developed countries. When the economic crisis took place in Indonesia, MSMEs were the economic sector that had the best resilience. The capabilities of Micro, Small and Medium Enterprises need to be empowered and developed continuously by trying to reduce the obstacles experienced by Micro, Small and Medium Enterprises, so that they are able to make a maximum contribution to improving community welfare (Sutaryo, 2004).

Tripe is a sub-district in Lamongan Regency, East Java, Indonesia. This sub-district is approximately 27 kilometers from the capital of Bojonegoro district to the west. The government center is in Surgan Village. The Babat sub-district center is the second largest sub-district city in Lamongan Regency.

Wingko is a round cake with a certain diameter and is usually served warm. These cakes are usually sold in various souvenir shops, train stations, bus terminals, and traveling traders. Wingko is sold in bags containing small pieces or already cut into pieces, although it is often sold in souvenir shops, this cake only has a shelf life of about one week. So you need to be careful when selling and buying processed coconut products. Wingko Tripe MSME business players carry out online marketing and digital marketing as a means of communication with their target consumers.

Every business certainly has threats and opportunities. For wingko tripe marketers, of course they must be able to seize this opportunity. To survive in the midst of this pandemic, marketing patterns must change and focus on digital marketing through websites that are used as e-commerce, social media, sales through marketplaces, and forming a team of resellers to sell their products. Of course, anyone must be wise in doing everything.

So that wingko tripe MSMEs are not eroded by the emergence of the new wingko industry or other more modern food industries, it is necessary to carry out research on development strategies for the wingko industry as one of Lamongan Regency's superior products to increase people's income. From this background, it is necessary to develop the wingko industry so that the existence of the wingko industry can develop and open up employment opportunities for local residents and improve the economy of the people of Lamongan Regency. From these problems, a problem can be formulated, namely how to improve the community's economy through developing the wingko industry as a superior product in Lamongan Regency. This research aims to improve the community's economy through developing the wingko industry as a superior product in Lamongan Regency.

According to Rudjito, MSMEs (Micro, Small and Medium Enterprises) are businesses that help the Indonesian economy. Because through MSMEs it will create new jobs and increase the country's foreign exchange through business corporate taxes. In general, the definition of MSMEs is a trading business managed by individuals or business entities and in accordance with the criteria for small or micro businesses. So, in accordance with the definition of MSMEs, the criteria for MSMEs are differentiated individually, which includes micro businesses, small businesses and medium businesses.

According to Winarno (2014), wingko is a semi-wet food or snack made from sticky rice flour mixed with grated young coconut then added with granulated sugar and as a dough adhesive, coconut milk or sometimes plain water is usually used. Wingko tripe is a semi-moist food made from the basic ingredients of sticky rice flour, sugar and grated coconut which is baked in the oven with or without the addition of other permitted food additives (Ronsley et al, 2001). The combination of sugar and coconut makes this cake delicious. Wingko has a sweet, sticky taste with a savory taste from coconut. According to (Sukrama, 2009), wingko tripe has an energy of 355 kcal and a fat content of around 10% which comes from the coconut used in making it.

Wingko tripe is usually round in shape with a dense and chewy texture and is usually served warm and cut into small pieces. Wingko tripe is usually consumed as a snack (Murdijati, 2007). Wingko is sold on the market in large and small round shapes packaged in paper wrappers (Trisnawati, 2015). Wingko is generally very popular with all levels of society because it has a distinctive taste and texture (SNI 01-4311-1996).



Picture1Wingko Tripe

Source: Self-Processed Data

As a typical food, the existence of wingko must be maintained and also developed. There are many ways that can be done to be able to survive and compete with other snack products. Ways that can be done include maintaining taste, attractive packaging, cleanliness and so on.

RESEARCH METHODS

The method used in this research is a qualitative method, namely by conducting interviews or in-depth observations of the research subjects. The data collection technique used was focus group discussion. This technique is used to reveal the meaning of a group based on the results of discussions focused on a particular problem. Carey (1994) explains that information or data obtained through focus group discussions is richer or more informative than data obtained by other data collection methods.

The research object is the target for obtaining data. Sugiyono (2014), states that a research object is an attribute or trait or value of a person, object or activity that has certain variations determined by the researcher to be studied and then conclusions drawn. The object of research in this research is the wingko babat MSMEs, Babat Village, Babat District, Lamongan Regency. The analytical method used is qualitative analysis by describing, illustrating and explaining various events that occurred and were obtained from informants through interviews.

RESULTS AND DISCUSSION

Wingko babat MSME development activities as an effort to improve the community's economy consist of three stages, namely (1) Observation, coordination, synchronization of training schedules; (2) Training and assistance in web creation, e-marketing strategies, and online transactions; (3) Evaluation of community service activities.

The community service program began with observations in Babat Village, Babat District, Lamongan Regency. Observation is a data collection technique, where the researcher makes direct observations of the research object to look closely at the activities carried out (Riduwan, 2004: 104). The observation method is often defined as the systematic observation and recording of symptoms that appear in research subjects. Observation techniques as systematic observation and recording should be carried out on subjects who actively react to objects.



Figure 2. Babat District, Lamongan Regency

The observation activity carried out by the researcher was visiting Babat Village as the object of research and making direct observations of the village location. Babat Village is located in a strategic position, namely at the intersection of Jombang, Tuban and Bojonegoro. Babat Village is located on the Bojonegoro-Surabaya axis road. This could be an opportunity for wingko tripe MSMEs to improve the community's economy. However, the presence of wingko coming from other cities has caused the marketing of wingko tripe to decline. Therefore, online marketing is needed to improve the community economy.

The next activity is coordination, synchronizing training schedules. In this activity, coordination is still general in nature, not yet technical per activity. Because technical coordination per activity is carried out at the start of every training and mentoring activity. This initial coordination led to a general agreement on a training schedule aimed at ensuring that wingko babat MSME members could attend and not conflict with other activities.

The second stage of the community service program is training and assistance in web creation, e-marketing strategies and online transactions. Website creation is carried out as a place for promotion and sales. This training aims to provide knowledge about online marketing through e-marketing. MSME wingko tripe players are equipped with e-marketing knowledge which aims to market wingko tripe online. This is expected to improve the economy of the people of Babat District, Lamongan Regency. E-marketing can be done via social media such as WhatsApp, Instagram, Twitter, Facebook, etc. Apart from that, you can purchase wingko tripe via cak-ed, boy delivery, grab food, go food. Payment is also very easy, consumers can pay online via m-banking, the nearest ATM and go pay, making it easier to make transactions or buy wingko tripe.



Figure 3. Wingko Tripe "Putra Agung" Production

This community service brought in a team of experts from Lamongan Islamic University, especially economic experts, namely two lecturers from the Faculty of Economics, Lamongan Islamic University. Technical implementation is carried out using direct assistance methods. This activity was attended by approximately 15 wingko babat MSME owners.

The final activity of the community service program is evaluation. Training participants were asked to fill out a Google form to evaluate Wingko Tripe's MSME development activities to improve the community's economy. From the results of the evaluation by 15 participants, it showed that 99% of the training participants experienced an increase in their abilities regarding web creation, e-marketing and online transaction training. 91% of training participants stated that they were happy to receive the training, 88% of participants stated that the facilities used were sophisticated, 92% of training participants stated that the service team was very friendly and served well, 98% of participants hoped that the next training could be carried out again, 85% of participants stated that the method of presentation The material by the instructor is interesting. And 83% of participants stated that the wingko tripe MSME development training was aimed at improving the community's economy to support employee operational activities.

CONCLUSION

The conclusion obtained from the results of this community service activity is that wingko babat MSMEs in Babat Village, Babat District, Lamongan Regency are very interested and motivated to develop their business through e-marketing by participating in socialization and training as well as assistance in creating web sites, e-marketing training and online transactions. The technology transfer provided and trained is in the form of e-marketing which is expected to be able to improve the economy of the people of Babat Village, Babat District, Lamongan Regency.

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