



Strategy for developing Culinary MSMEs Based on Creative Economy in Sampang City

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Abstract

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Research on strategies for developing Culinary MSMEs Based on Creative Economy in Sampang City using qualitative descriptive methods with case studies. The informants in this research came from culinary business actors specifically in Sampang City. Data was obtained from the Department of Youth, Sports, Culture and Tourism (Disporabudpar), and the Department of Cooperative Industry and Trade (diskopindag), the Department of Health (DinKes) and the Regional Planning Agency (BAPEDA) of Sampang City and the results of interviews with several informants who were involved in Culinary MSMEs. By using SWOT analysis, all threats faced by culinary business actors must be anticipated using their strengths, while their weaknesses must be anticipated by looking for opportunities to maintain maximum development of Culinary MSMEs. Based on research, it was found that the culinary cluster in Sampang City has great potential to be developed using a creative economic development model.

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Introduction

Influencer small and medium enterprises (MSMEs) in society are very large, especially in efforts to empower people who do not have jobs (unemployed). At least individuals from society can fulfill their personal needs and will get out of poverty. It doesn't stop there, the role of MSMEs is being able to revive other sectors such as distribution and transportation services, production land rental services, production machine manufacturing industry, packaging industry, advertising services, marketing, and product branding design services (if needed).

With the unstoppable of various kinds of franchise Foreign culinary delights such as KFC, McDonalds, Hoka-Hoka Bento, Hanamasa, Pizza Hut, A

Way in several strategic locations in Indonesia have had a positive impact on domestic micro, small and medium culinary entrepreneurs. Several of these culinary franchise places have factories in Indonesia, with Indonesian workers, and raw materials that come from Indonesia. Furthermore, another positive impact is that it can absorb labor. Countries that have creative ideas in carrying out creative industries will encourage economic growth from all aspects.

As discussed by the United Nations Conference on Trade and Development (UNCTAD) in its report, ASEAN Investment Report 2022, published in October 2022, there are 65.46 million MSME players, contributing 60.3 percent to GDP and able to absorb 97 percent workforce in Indonesia. Therefore, the government's affirmation of the MSME sector is very clear. In fact, encouraging MSMEs to rise and advance to class is one of the government's priorities. The revival of MSMEs is very important, as the front guard to encourage national economic recovery. So, the government's form of affirmation towards MSMEs is by increasing the portion of business credit for that sector. In Indonesia itself, data from the Creative Economy Agency (Bekraf) of the Republic of Indonesia noted that the culinary subsector contributed 41.4% of the total creative economy contribution of IDR 922 trillion in 2016.

Role MSMEs in each region are not followed up with serious handling by MSME owners, especially in the culinary sector in collaboration with the government, their growth will not be optimal. There are several problems faced by culinary business owners, both external and internal. Internal problems for business owners include financial processing, cash flow bookkeeping, investment, processing of more innovative products, lack of information, lack of initial capital, and lack of skilled labor. On the other hand, new problems arise from external parties in the culinary business, such as the emergence of new players, new competitors which are challenges for the future.

The development of Micro, Small and Medium Enterprises (MSMEs), especially in the culinary sector, requires a strong development strategy and needs to involve related elements and strong legal instruments in protecting domestic culinary MSMEs. The government must also align its work programs in each region by encouraging the growth of new MSMEs in each sub-district. Thus, a strategy is needed in developing micro, small and medium enterprises, especially the culinary sector in Sampang City.

The creative economy development strategy will be developed into a new force for economic growth in the region. The development of the creative economy in question can support the local economy and long-term regional development. To be able to create stable economic growth, it is necessary to encourage economic transformation from an economy that can rely on the exploitation of natural resources as raw goods, and workers or cheap labor with low education, as well as relatively low quality of science and technology, to an economy that gets increased value from sustainable natural resource management, industrial management & supported by human resources who are of good quality and have a high competitive attitude, and supported by the quality of science and technology.

Previous research conducted by Bimantara et al. (2020) regarding the Creative Economy Development Strategy in Malang City, it was found that the city of Malang has followed the path of development and has followed the role of the creative economy, each sub-sector has a variety of different development strategies and in the culinary sub-sector the problem lies in human resources and finances.

Apart from that, research conducted by Hutabarat, (2015) which aims to find out the Culinary Business Development Strategy in Malang City Based on Creative Economy, from the research results it was found that in the culinary cluster on Jl. Pulosari & Jl. Kawi has great potential to be developed using a creative economic development model. The problems faced by culinary business actors in this cluster are very diverse, namely inadequate promotion of culinary businesses both locally and outside Malang, lack of product research and development (R&D), rising fuel prices. there are seasonal culinary delights, the use of technology and product innovations that are considered non-essential, and drainage and water and waste disposal systems.

Madura Island is actually an area that has the potential to maximize the creative economy with its local wisdom, but in reality it has not been able to maximize the potential of the region at the national level, especially in the culinary industry. This field is actually one of the fields that has diversity and unique characteristics that can be promoted and introduced nationally. The culinary products produced and based on the creative economy are sourced from local wisdom values adhered to by the local community. Sampang Regency is a district located on the island of Madura, East Java, where Sampang Regency itself has emerged many culinary MSMEs based on the creative economy which have problems with human resources, mastery of modern technology and capital.

At the national level, Madura has not yet maximally introduced its regional characteristics, especially in the culinary industry which has its own characteristics. Madura is an island that has diversity that can be highlighted and introduced to people outside Madura or even abroad. Products based on the creative economy in Madura are sourced from the local wisdom values of the local community. Sampang Regency is a district located on the island of Madura, East Java with a variety of superior culinary products that are worth considering, because many culinary MSMEs based on the creative economy have emerged which have problems with human resources, mastery of modern technology and what is no less important is capital. .

Likewise with presearch conducted by Hutabarat (2015) where the results of his research showed that the condition of the Culinary Cluster in the Pulosari area could be developed on the basis of creative economic development, because this was based on a review from various points of view. The reviews that influence this come from various aspects contained in it. These aspects are the industrial aspect, technological aspect, resource aspect, institutional aspect and the financial institution aspect of this cluster which can be said to be high and has huge opportunities to develop and become a model for culinary business development and the existing economic base in the Malang City area. The many problems faced by culinary business owners in this cluster are very diverse, for example the obstacles in promoting culinary businesses both locally within Malang and non-local ones outside Malang City are very minimal. Product research and development is also still very minimal among culinary business owners in the Pulosari cluster. External problems, for example with rising fuel prices, have resulted in increasingly detailed consumer behavior in choosing products.

Research conducted by Salam and Makhtum (in Ersya Faraby et al., (2023)) Sampang Regency in 2020 recorded 30,830 thousand MSMEs, which were divided into 30,618 micro businesses, 178 small businesses and 34 medium businesses according to data recorded by the Sampang Micro Business and Manpower Cooperative Service. Meanwhile, for the recapitulation of micro businesses in Sampang Regency in 2020, if divided by business sector, the food

and beverage (mamin) sector with 6,533 business units is the second largest after the trade sector with 11,533, and the agriculture and forestry plantation sector in third place with 4,551 .

The culinary sector in Sampang district was used as the object of research because the famous culinary broth, in this case Al-Ghazali, the famous sungkem duck, satay mufakat, petis and typical Sampang snacks are considered capable of absorbing human resources that can provide employment opportunities. Efforts to develop creativity and innovation in a product, especially culinary, are a competitive advantage for the nation and provide a positive socio-economic impact. However, in efforts to develop this, there are several problems experienced by culinary MSME players.

UMKM, especially in the culinary sector, requires creative management and handling with small and medium industries because it can have a domino effect on other sectors, for example: beverages. This is what attracts researchers to research what development strategies can be used to develop culinary businesses in Sampang City, especially in the culinary cluster.

The research carried out has several theoretical bases in Grand Theory. In general, this research begins with the background of the lack of a creative processing industry in Indonesia, problems that come from internal and external culinary entrepreneurs and protection for MSMEs, especially the culinary sector, which is still very minimal. If this problem is seen from an economic perspective at the regional (local) level, namely Regional Economics, then the main issue is what goods will be produced, how and the process of producing them and to whom the goods will be sold, meaning the target market share, for the middle and upper classes. or lower middle. Place is also one of the parameters for high levels of demand and supply, in accordance with the theory of competition along a straight line or what is often called the Hotelling Theory. However, a strategic location will not be optimal nor will there be a grouping of producers with the same type of goods and make the location unique.

Produk with local wisdom where goods or services from regional potential results are then processed by the local community to increase economic value. In managing raw goods, especially the agricultural and plantation sectors, it must be supported by an entrepreneurial attitude that grows culinary clusters in Sampang City. The basis of the economy is greatly influenced by Micro, Small and Medium Enterprises (MSMEs). There are two strategies for developing Culinary MSMEs that researchers compare with, namely the strategies of Titiék Sartika & Soedjono (2002) and Tulus Tambunan (2004). The creative economy has the right economic development model to be implemented in the culinary cluster because it involves collaboration from contributions from government, business people, academics, industrial aspects, technology, resources, institutional and financial institutions and society. If this collaboration is applied to the culinary cluster in Sampang City, it will be able to trigger a Trickle Down Effect in economic growth and have a multiplier effect on other sectors.

RESEARCH METHODS

The object and location of this research is culinary MSMEs in the Sampang district, Madura, East Java. The method used in this research is a qualitative research method. Qualitative research methods are scientific research whose aim is to understand phenomena in a social context scientifically and by prioritizing in-depth interaction and communication processes between researchers and the

phenomena to be studied (Tadjuddin, 2019). In this research, researchers chose Sampang City on the grounds that this city has many culinary businesses that have distinctive characteristics and are popular with many fans. The population in this research is culinary business actors in Sampang City. PDetermining the sample in this study uses a probability sampling technique, namely a sampling technique that provides an equal opportunity for each element of the population to be selected as a sample, or random sampling. The samples in this research were the Al-Ghazali Broth Restaurant, Bebek Sungkem Pak Salim Restaurant, Madurese souvenir center, Petis business, Sate Mufakat Depot which were taken as informants. The type of data used in this research is primary data. Literature or literature study is collecting data through written data and is relevant to this research. The method used to analyze data in this research is the SWOT (Strong, Weakness, Opportunity and Threat) analysis tool and qualitative descriptive analysis tool.

Results and Discussion.

1. Al-Ghazali Broth Coconut Depot.

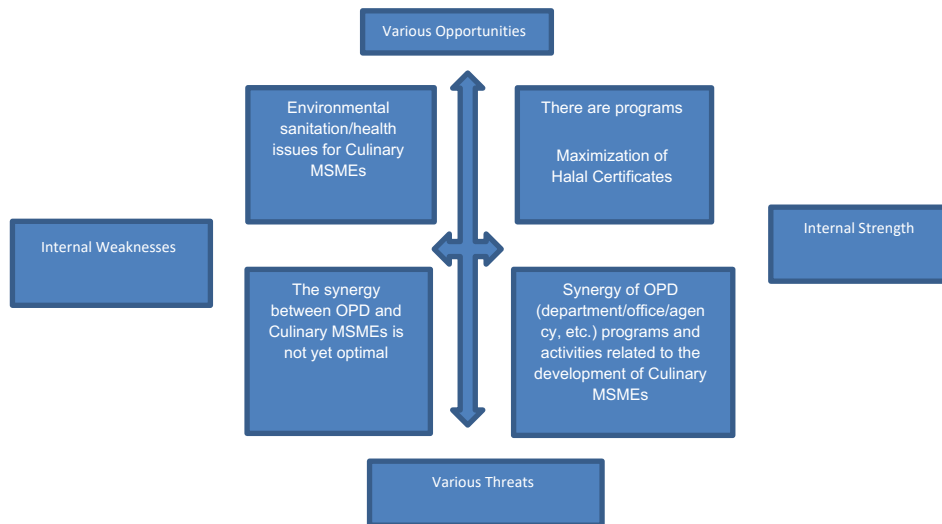
The pioneers were H Ach's parents. Imam Ghozali, the Depot was founded in the 1940s. At that time the stock sold used goat meat. Then, in the 1960s, the depot was vacuumed. Because at that time his parents had migrated outside Sampang. The stall was opened again in the 1980s by H Ach. Imam Ghozali.

This depot has gone viral and is familiar to fans of typical culinary delights and officials, including Mr Susilo Bambang Yudoyono (Sby), when he was President, he also stopped by. Since being managed by H. Ach Imam Ghozali, the broth no longer uses goat as the basic ingredient, but he chooses to use cow kikil as the raw material. In concocting the recipe he does not use any flavorings so it is safe for the health of those who enjoy it. The food is right on the tongue, the marrow is top notch and the spices are very pronounced, Highly recommended. A simple depot, but in my opinion the price is not simple (1 portion of marrow broth soup is around 80 thousand). But the taste is really delicious, both the Nasi Kaldu Super (marrow) and Nasi Sop Iga (the two menus we tried), the meat in the broth is very thick and soft, don't forget to suck the marrow from the bones with a straw. If there is a desire to pack it for a long journey, then the soup will be placed in a thermos which of course has an additional cost. The food is right on the tongue, the marrow is top notch and the spices are very pronounced. This broth depot also offers other menus such as rawon, rib soup and grilled snapper as options for those who are less interested in the main menu, namely broth.



Based on the results of the research conducted, it can be seen that the strategy for the Al-Ghazali Broth depot can be seen in the grand strategy image below:

Figure 1. Grand Strategy of Al-Ghazali's Broth Depot.



Source: Processed data (2023)

Based on the results of the research conducted, can be analyzed that the main strategy when a culinary business has strength will be the basis for opportunities. This means that it must be more intensive to carry out changes and developments in many things such as how to maintain taste, price, appearance and service. By improving the quality of human resources as the main production factor by paying attention to good relationships with employees. Protection of employees is of course very necessary to maintain strength and increase wider market opportunities.

On the other hand, if business actors already have strength but are still facing threats, the strategy that business actors must implement is to improve the quality of culinary services to customers. This is done so that consumers can comfortably enjoy culinary delights and can compete with external parties and can increase added value thereby increasing strength.

When culinary business actors see opportunities but still have several internal weaknesses such as the work environment, the strategy that must be implemented is to take part in training, especially regarding business management, carried out by the government and other stakeholders. This activity is carried out in order to increase the skills of business actors so that they can take advantage of opportunities and minimize the weaknesses of these business actors.

Next, if the perpetratorThe business has weaknesses and there are threats from external parties, so what must be done is to improve the art of presentation

and cleanliness which will make customers more loyal and intend to come back. Never underestimate the issue of presentation and cleanliness because the development of the culinary business world is very sensitive to these two things.

2. Pak Salim's Sungkem Duck.

Based on reviews TEMPO.CO, Jakarta - Songkem duck is a typical food from Sampang Regency, Madura. As the name suggests, this food is made from duck which is cooked to look like someone who is sungkem. Historically, songkem ducks are a form of Madurese people's appreciation and respect for their kiai.

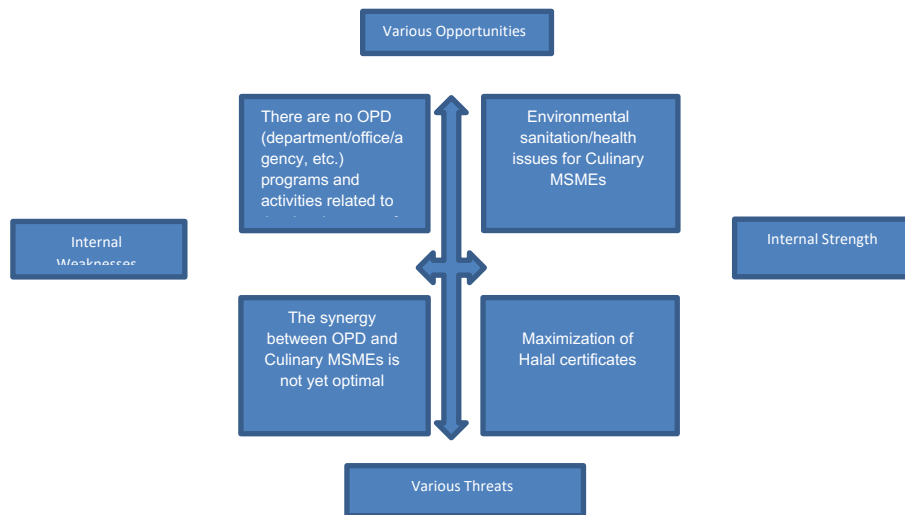
As a Madurese duck fan, this time I specifically came to Madura Island to try it directly in its place of origin, namely the city of Sampang, which is known as Sungkem Pak Salim duck. If we eat at several typical Madurese duck restaurants in Surabaya there are differences, the songkem duck is darker in color, the rice is seasoned with yellow oil and of course the pencit chili sauce is deliciously spicy. Interested in trying Pak Salim's Bebek Songkem precisely because it has a steamed duck variant. So all the ducks sold are processed in a different way, namely steamed first for 3 hours. The result is that the duck is tender, the spices are absorbed and the cholesterol in the duck is removed. Because it is steamed without water in banana stems, it has a distinctive 'charred' aroma which actually adds to the deliciousness of this songkem duck.

There are two variants of Sungkem duck on offer, local and Peking duck. Do you want to just steam it or fry it (still steam it first before frying). There is also a chicken menu for those who don't eat duck. They all use the same spices, delicious spices, a little spicy but perfectly absorbed into the meat. The dining area is spacious with lots of tables. The price is quite cheap, one package of rice and local duck costs from IDR 24,000.so that it is affordable for consumers.



Based on the results of the research conducted, it can be seen that the strategy for Pak Salim's Bebek Sungkem depot can be seen in the grand strategy image below:

Figure 2. Bebek Sungkem Pak Salim's Grand Strategy.



Source: Processed data (2023).

Summing up the gambar above is the strategy that must be carried out when a business has strength and sees an opportunity, what must be done is to be directly involved in activities organized by the government related to culinary business, namely environmental health development in collaboration with the health department. This is done to ensure that product hygiene and health are maintained so as to increase consumer confidence that the product is safe for consumption in terms of health and cleanliness.

When a culinary business has strengths but also has threats, the strategy that must be implemented is to improve the quality of service to consumers. This must be done so that consumers can comfortably enjoy culinary delights and can compete with external parties and in the same product so that it differentiates them from other similar culinary businesses.

Furthermore, if a business actor sees an opportunity but still has several internal weaknesses, the main strategy that must be carried out is to take part in training on business management conducted by the government or other stakeholders. This is done to improve the business actor's business management skills so that can take advantage of opportunities and minimize weaknesses.

Then, when a business actor has several weaknesses and threats that come from external parties, what must be done is to make efforts to optimize the product development program according to consumer tastes or maintain the existing taste but compensate in a way that customers remain loyal. Then continue to maintain health and environmental cleanliness which makes consumers comfortable and at home in enjoying the menu served. This condition will increase the strength of the business and ultimately be able to compete with other similar products.

3. Petis Business.

Petis is a processed by-product made from sea fish such as pindang fish, tuna, mussels, even shrimp which is heated until a sauce comes out which is processed to become thicker like a more concentrated sauce. In the next processing process, petis is added or mixed with shell sugar caramel. From East

Java, petis Madura is also known, which has its own uniqueness and characteristics because the taste tends to be salty, has an appearance that tends to be bright and the color is more brownish red. The popular Madura petis is fish petis tuna and petis lorjuk or bamboo shells, which is a type of long, flat clam from the Ensis and Solen genera. Madura petis is produced in many places, such as; from the District Galis (e.g. Village Konang) and District Pasean, Pamekasan, and also from Lacquer (Ketapang and Banyuwangi).

Petis Sampang is a typical dish originating from Sampang, Madura, Indonesia. Petis Sampang is a thick, black sauce produced from fermenting fish or shrimp with salt and other ingredients. The following is a more detailed description of Petis Sampang:

a. Main Ingredients:

- Petis Sampang is made from fish or shrimp which is processed through a fermentation process.
- This process involves adding salt and other spices such as garlic, coriander and turmeric, which give it a distinctive taste.

b. Color and Texture:

- Petis Sampang has a dark color, almost pitch black, which is produced by the fermentation process and additional ingredients.
- The texture is generally smooth, but sometimes it can have a few grains which give it its own deliciousness.

c. Taste and Aroma:

- The taste of Petis Sampang is generally salty and has a distinctive sea taste, because it comes from fermented fish or shrimp.
- The aroma is rich and strong, giving a distinctive characteristic to dishes that use Petis Sampang as a spice.

d. Usage:

- Petis Sampang is often used as a spice or sauce in traditional Madurese dishes. One of the famous dishes is Soto Madura.
- Apart from that, Petis Sampang can also be used as a seasoning for various types of dishes, including seafood and vegetables.

e. Uniqueness:

- The uniqueness of Petis Sampang lies in the tradition of making it which has been passed down from generation to generation in the Sampang area, Madura.
- The fermentation process provides unique characteristics and special deliciousness that are difficult to find in similar products.

Petis Sampang is one of the culinary heritages of the Madura region which is an important part of Indonesia's culinary diversity. Its unique deliciousness and versatile use make it a sought-after ingredient in the world of traditional Indonesian cuisine.

Sampang is famous for its CV tuna fish paste. Hj. Diya is a home industry located on Jl Mutiara, Sampang District, Sampang Regency. This Madura petis has a savory and salty taste. The characteristic of this petis is that it is made from skipjack tuna or tuna. With a distinctive aroma and brownish color, this petis is usually used as a base ingredient for Madurese rujak, known as petis red, which produces a combination of fresh, sweet and savory that is worth trying. The price for petis wrapped in jars is set from IDR 10,000 to IDR 18,000, depending on the variant.

This petis business has started to develop with various variants according to current tastes, some are spicy, sweet spicy, original flavors, some are in semi-solid form, some are in liquid form like soy sauce. To increase consumer confidence, this petis has a halal label.

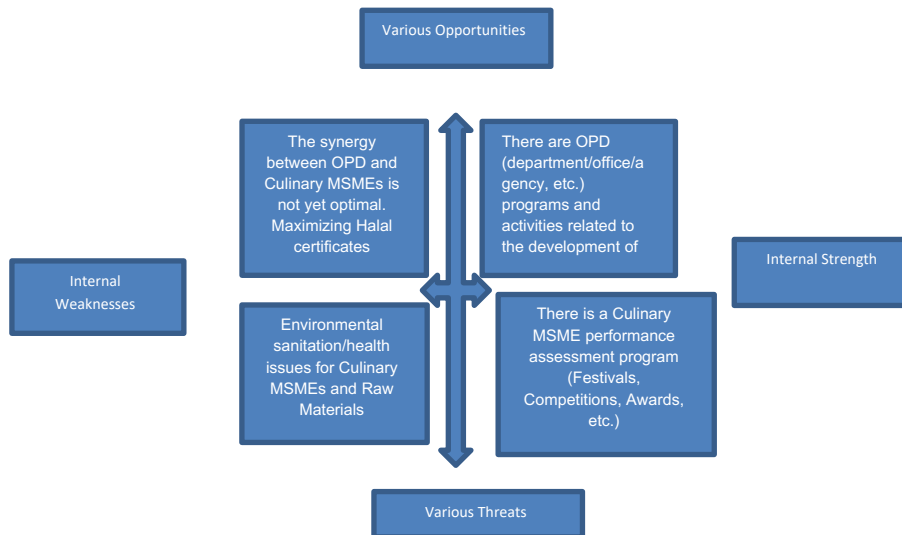


Tuna Fish Petis Business CV. Hj. Diya was founded in the 1980s, meaning up to now it has been quite a long 43 years with all kinds of problems. Processing This petis business was initially a production process using traditional tools until now it has used more modern tools so that the product is stable. During its journey, this petis business has slowly replaced and added machines or equipment in an effort to improve performance by innovating so that it can compete and compete in a wider market. By adding more modern machines the company can spread its wings to a wider area. Petis are often used as souvenirs from people who are undergoing the Hajj or Umrah pilgrimage.

CV Business. Hj. Diya is located on Jalan Mutiara, Number 104-105, Banyuwangi Village, Sampang District, Sampang Madura Regency. By employing 16 workers who form the petis production process. CV petis product marketing area. Hj. Diya has arrived in various areas inside and outside Madura and around East Java alone. These include the areas of Bangkalan, Sampang, Sumenep, Pamekasan, Jember, Situbondo and Lumajang. CV Products. Hj. Diya is uncertain every day because it depends on the raw materials available, in this case tuna and skipjack tuna.

Based on the results of the research conducted, it can be seen that the strategy for the Petis Business depot can be seen in the grand strategy image below:

Figure 3. Grand Petis Business Strategy.



Source: Processed Data (2023).

Based on figbar above, it can be concluded that the strategy is that when a business has strength and sees opportunities, what must be done is to be directly involved in activities organized by the government related to culinary businesses, namely the development of MSMEs in the culinary sector. By doing this, there will be more flavor variants of petis with contemporary flavors according to market tastes, for example, besides the original taste, there are sweet and spicy, salty and spicy. Apart from that, development is carried out to increase relationships in order to develop business to other wider areas.

If the business already has strength but there are still threats, the main strategy that must be carried out is by holding an exhibition or festival of superior products, namely petis. By holding an exhibition, you will be able to introduce petis products as a means to promote them more openly. This activity will increase strength as a way to capture broader future business opportunities and be able to compete with external parties.

When business actors see an opportunity but still have several internal weaknesses, such as maximizing product sanitation and cleanliness issues, the main strategy that must be implemented is to maintain cleanliness and register their products with the Health Service to get recognition and be registered with BPOM. This must be done so that consumers have more confidence in consuming their products so they can take advantage of opportunities and minimize their weaknesses.

Furthermore, if culinary business actors have the strength and can also seize opportunities, what must be done is to often be directly involved in activities organized by the government related to culinary business. This is done to introduce our business products and increase our relationships in order to develop the business.

Then When a business has weaknesses and at the same time there are threats from external parties, what business actors must do is find a way out, how to anticipate a scarcity of raw materials due to the west wind season or due to changes in weather by creating a raw material storage system for production needs for a period of time. which will come. Scarcity of raw materials can be overcome by collaborating with other petis entrepreneurs to utilize third parties as raw material suppliers. The weak factor is raw materials and the threat is competition among products, especially regarding price, variants and taste. So to overcome this threat is to always innovate so that we can compete on price with external parties.

4. Mufakat Sate Depot.

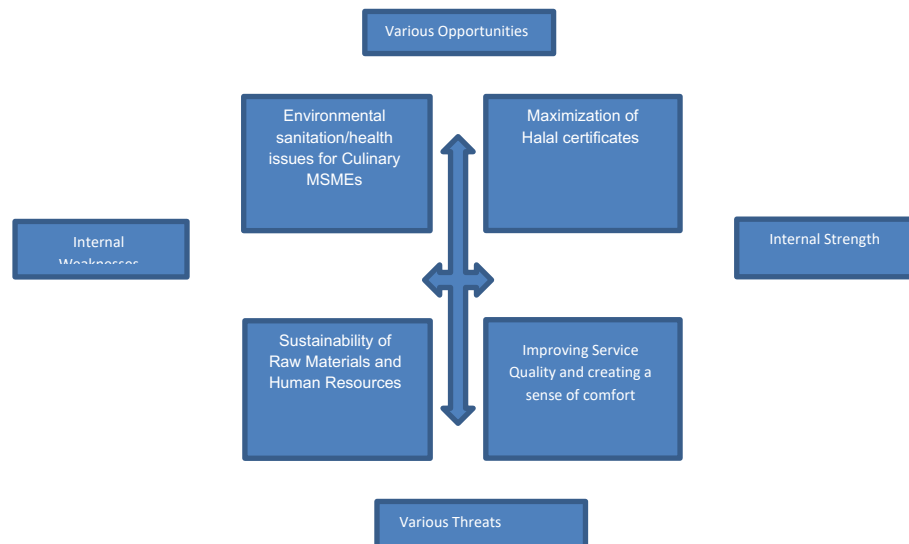
Mufakat satay depot is one of the legendary culinary clusters, a business passed down from ancestral heritage and remains famous until now, now managed by the fourth generation of Alif and there are still many fans. This satay depot has a unique taste because the seasoning is not made from peanuts but is made from cashew nuts.



According to thespruceeats.com, satay is a dish that is famous throughout Southeast Asia. So it's not only in Indonesia, but also in Thailand, Malaysia, Singapore, Vietnam and many more. In almost all Southeast Asian countries, anyone can find satay dishes. The concept of the dish is the same, namely the food, in this case meat, beef or goat, is skewered using a bamboo or wooden skewer, grilled and smeared with peanut sauce plus soy sauce. It's the same with the satay served at the Mufakat satay depot which uses goat as the raw material. We once added an additional choice of chicken satay to the menu, but there was a lack of demand for it so the focus returned to goat satay as before.

Based on the results of the research conducted, it can be seen that the strategy for Mufakat Satay Depot can be seen in the grand strategy image below:

Figure 4. Grand Strategy of Mufakat Sate Depot.



Source: processed data (2023).

Based on figbar above, it can be concluded that the strategy is that when a business has strength and sees opportunities, what must be done is to be directly involved in activities organized by the government related to culinary businesses, namely the development of MSMEs in the culinary sector. By doing this, we will increase the variety of flavors of petis with contemporary flavors according to market tastes, for example, besides the original taste, there are sweet and spicy, salty and spicy. Apart from that, development is carried out to increase relationships in order to develop business to other wider areas.

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5. Typical Sampang Snacks.

Chips or crisps are a type of food in the form of thin slices with basic ingredients from tubers-tubers, can be fruit, or fried vegetables. In general, the process of making chips goes through stages, starting from slicing directly to frying, but some also involve drying, or drying before frying.

Cassava chips which taste crunchy are slightly salty and some are slightly sweet, even a combination of the two is a typical snack in the city of Sampang. Don't ever assume you have set foot in Sampang City if you haven't tried this typical cassava chips snack. Many travelers who visit Sampang Madura always make sure to come to Mrs. Syahniyah's snack center, which is located on Jalan Mutiara No. 38, Sampang. Cassava chips, popularly known as tette chips, are one of the typical snacks that are popular here, besides breadfruit, taro, bentul, gayam and gadung chips. One of the things that makes cassava chips so popular is the availability of raw materials which is not limited by season. In other words, we can enjoy cassava chips whenever we want, because there are always ready stocks at this Typical Sampang Snack Center.



Typical Sampang Madura snacks that can be found throughout the year are limited to cassava chips and banana chips. Why is that, because these raw materials are available throughout the year. Meanwhile, other snacks depend on the particular season. One of the perpetrators of this snack business is Mrs.

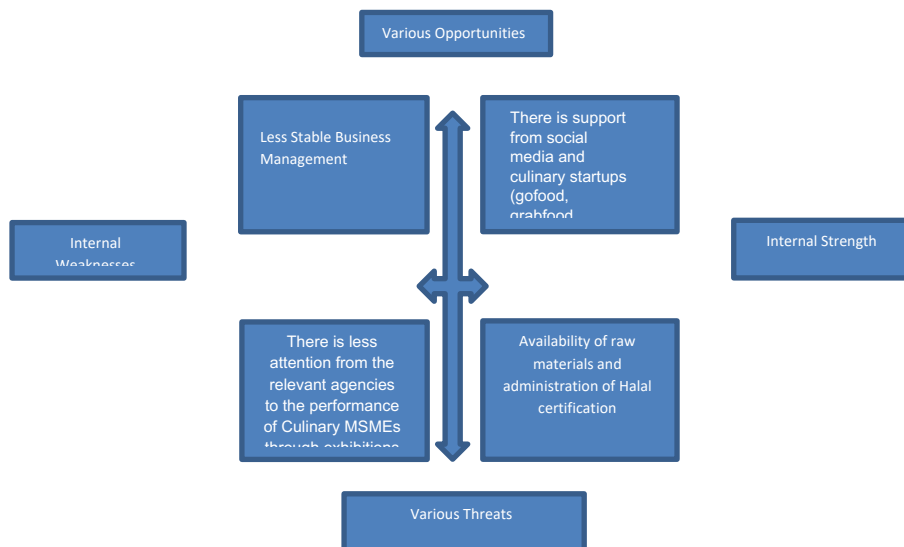
Syahniyah, who has been in the snack business for 12 years. She explained that cassava chips are one of her flagship products. In the course of time, cassava chips products have experienced rapid development, so it is necessary to add sunsite products. Besides, Mrs. Syahniyah sells various other typical Sampang snacks, such as breadfruit chips, taro, bentul, gadung, gayam, and other nut snacks. In a day he can eat two to three sacks of cassava. However, he doesn't need to carry out special promotions to market or sell his products in any way because he can just sell them at a shop near his house.

Snack shop owner Mrs. Syahniyah said: "I only sell my own production of chips here in my shop." However, as time went by, his business began to be known by many people, especially Sampang residents, even national artists, officials and domestic tourists. Furthermore, Mrs. Syahniyah explained, "that if there are guests from out of town, they will definitely stop by my shop..." and have become regular customers and bring souvenirs typical of the city of Sampang from this shop.

All the raw materials for the snacks he produces are products from the earth obtained from farmers as direct harvests. These raw materials are easy to find in traditional markets, and Mrs. Syahniyah prefers to buy them from the market to support local traders or those who are known to have local wisdom. As stated "I usually buy at the market, so I can share my fortune with the traders at the market," this kind of philosophy will add blessings to running a snack business based on local wisdom.

Based on the results of the research conducted, it can be seen that the strategy for Typical Sampang Snacks can be seen in the grand strategy image below

Figure 5. Grand Strategy for Typical Sampang Snacks.



Source: Processed Data (2023).

Based on the picture above, it can be concluded that the strategy is that when a business has strength and opportunities, what must be done is to maintain the availability of raw materials to maintain product stability to meet consumer demand. Halal Certificate is a necessity to build consumer confidence in their products. This needs to be done so that the product is better known and the business continues to grow.

Furthermore, when a business has strength but also faces threats from external parties, the strategy that must be implemented is to improve business management in the culinary sector. This is done so that business performance always improves, is more professional and the business can compete with external parties so that it is stronger and more resilient.

Then if Business actors see opportunities but still have several internal weaknesses, such as unstable business management, so the strategy that must be implemented is to participate in training on business management conducted by the government and other stakeholders. Of course, this is done to increase the skills of business actors so that they can take advantage of existing opportunities and minimize weaknesses as much as possible.

If the perpetrator Businesses have weaknesses and face threats from external parties, so what must be done is how to overcome the availability of raw materials by looking for substitute materials so that production can continue to run smoothly. This is done so that the main factor of weakness in this situation is raw materials and the threat is selling price competition so that to overcome the price threat is to reduce raw materials to a minimum in order to be able to compete on price issues with external competitors.

DISCUSSION AND CONCLUSION

Culinary MSME development strategies in Sampang City differ from one another by looking at the existing problems. Problems in the culinary sector, if seen from the weaknesses and threats faced by each Culinary MSME, must take strategies to anticipate the problems they face. In general, issues of cleanliness, halal certificates, raw materials, service and business management are threatening factors as well as weaknesses that must immediately be sought for strategies that can turn them into opportunities and strengths for the Culinary MSME business.

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