

## OPTIMIZING THE POTENTIAL OF UMKM WITH PRODUCT INNOVATION AND MARKETING IN PADUKUHAN SUNGAPAN 1

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**Abstract** - Padukuhan Sungapan 1, which has industrial potential in Kapanewon Kokap, Hargotirto Village, has several superior products such as cloves, ant sugar, and geblek. These products provide livelihoods for most of society, but have not been fully exploited because some products lack diversity and limited coverage. Based on this, the work program that will be carried out is product innovation and product marketing to increase the potential of UMKM in Padukuhan Sungapan 1. The method used is community training on new product innovation and product marketing with training in making branding stickers and logos as well as product digitization. So that the community is inspired to start a business based on insights and innovations in flavored dumpling products from KKN students. Through product innovation and marketing, people learn how to expand the marketing potential and reach of the products they create. These product and marketing innovations can be implemented both in new products created by students and in other products produced by the community. The results show that not only the benefits obtained from the implementation of digital products, but UMKM actors also often experience obstacles in their implementation. These obstacles include limited access to technological infrastructure, unstable internet networks, a lack of understanding of digital literacy, and UMKM management. Based on these results, it can be concluded that the innovation and product marketing work program has a significant impact, but there are also several obstacles faced by the people of Padukuhan Sungapan 1.

**Keywords:** Padukuhan Sungapan 1, Product Innovation, Product Marketing, Cloves, Ant Sugar, Flavored Dumplings.

## **1. INTRODUCTION**

Padukuhan Sungapan 1 is located in Hargotirto Village, Kapanewon Kokap, Kulonprogo Regency, Yogyakarta, with a population of 355 people. Padukuhan Sungapan 1 which consists of 2 RWs and 4 RTs, has resources in the form of cloves, ant sugar, and geblek, which makes Padukuhan Sungapan 1 known as an industrial village. The potential of the industrial sector and UMKM in Padukuhan Sungapan 1 has not been fully optimal, so there is a need for human resource development to improve the quality of the community's economy. Optimization of small and medium industries in the community; human resource development is more oriented towards producing products. With distinctive features and a wide range of product marketing.

The UIN Sunan Kalijaga KKN team carried out a work program in Padukuhan Sungapan 1. In the KKN activities of UIN Sunan Kalijaga for the July-August 2024 period. One of the work programs carried out is innovation and product marketing. The target of this work program is business actors and PKK women in Padukuhan Sungapan 1. Business actors innovate products to create new products that meet customer tastes and increase their sales (Dewi, 2010:11). This work program is held to give uniqueness or special characteristics to product sales.

This work program aims to provide information about innovation in the hope of increasing the economic value of products produced by the people of Padukuhan Sungapan 1. Program It aims to enlarge the potential and expand the marketing reach of the product. The benefits obtained in this work program include the ability to develop UMKM through product innovation and product marketing, so that with the success of the implementation, it can increase the selling value of products and the economy of the people of Padukuhan Sungapan 1.

Marketing is a system that includes the entire planning process of a business, starting from the planning stage, pricing, product promotion, and product distribution to consumers (Pratiwi and Suriani, 2017). Marketing training aims to expand the market for products produced by the community so that they are more widely known. Product marketing is not enough; there needs to be a logo in a brand. A brand is a promise made by a certain organization to customers to fulfill the principles described through the name and logo (Nastain, 2017). The brand owned by a business can affect customer satisfaction and assessment of the services

provided. To compete and attract consumers, a business needs to have a good brand. Therefore, it is important for UMKM actors, especially the people of Padukuhan Sungapan 1, to create a clear product identity.

## **2. METHODS**

The implementation method used in holding UMKM digitalization socialization activities in Padukuhan Sungapan 1 uses several stages of intervention:

1. Engagement: At this stage, students establish relationships or initial contact with the community, especially PKK Padukuhan Sungapan 1 women.
2. Assessment: Students identified the problems faced by the women of PKK Padukuhan Sungapan 1, namely the lack of understanding of UMKM Digitalization, starting from logo making, digital product marketing, application application utilization, etc.
3. Planning: Students plan to carry out UMKM Digitalization Socialization activities with the chairwoman of PKK Padukuhan Sungapan 1.
4. Implementation of the intervention: Students carried out UMKM Digitalization Socialization activities with PKK women in Padukuhan Sungapan 1 by making dumplings with many flavors.
5. Evaluation: After the implementation of the socialization of PKK women, it was found that they had never made dumplings with many flavors, so they were very enthusiastic, but students could not provide regular assistance due to time constraints.

## **3. RESULTS AND DISCUSSION**

The UMKM Digitalization Socialization activity for PKK women in Padukuhan Sungapan 1 was carried out through the delivery of material using different methods. The material that has been presented is as follows:

### **1. Product Innovation**

Product innovation is a new idea that is interesting and deliberately made for development and strategic purposes in order to compete with other companies (B. D. Prasetyo, 2020:37). Product innovation can also be interpreted as the process of creating and developing new products or updating existing products by adding new design features, technologies, and benefits to increase product value for consumers.

### **Training on Making Flavored Dumpling Products**

The implementation of the dumpling-making training was carried out on Monday, August 19, 2024, which began with the delivery of material on product manufacturing innovations. The products shown as examples are dumpling products that have various flavor variants, including original, chocolate, balado, and spicy flavors. This multi-flavored dumpling is an innovation of processed flour raw materials that are easy to get and affordable. The durability of this flavor dumpling can last for a long time and has the potential to become an innovation of competitors on the market.



**Figure 1.** Examples of Dumpling product innovation with many flavors

The ingredients used to make the flavor dumplings are quite easy to get, such as wheat flour, starch flour, margarine, salt, and water. In addition, flavorings such as chili powder, balado powder, sweet spicy, chocolate, and milo can be added. The steps to make dumplings are as follows:

1. Combine the wheat flour, tapioca flour, and salt and stir until all the ingredients are well combined.
2. After that, add margarine to the flour mixture. Knead by hand until the margarine is evenly distributed and the dough has a smooth, crumb-like texture.
3. Add water little by little while continuing to knead the dough until it becomes proof and non-stick on the hands. Make sure the dough is not too mushy.
4. Let the dough sit for about 15-30 minutes; cover it with a clean cloth or plastic so that the dough does not dry out.

5. After letting it sit, the dough is ground until thin using a rolling pin. Try not to make the dough too thick so that the dumplings are crispier when fried.
6. Cut the thinly ground dough according to the desired size for the dumplings.
7. If you want to make dumplings, place the filling in the center of the dough pieces and fold it to taste. Press down on the edges so that they don't open when frying.
8. Heat the oil in a pan over medium heat. Fry the dumplings until browned and crispy. Remove and drain.
9. Put the cooked dumplings in a cup, then sprinkle additional seasonings such as chocolate, chili powder, and sweet spicy balado powder on top. After that, close the cup until it is tight.
10. The dumplings are ready to be served and marketed.



**Figure 2.** Cooking Training

## **2. Product Marketing**

Product marketing is an activity and strategy carried out to promote and sell products to consumers. Marketing management is a series of business activities that are structured to plan, determine prices, and distribute products and services that aim to meet the needs of the target market to achieve organizational goals (Tjiptono 2011: 2). This marketing activity that connects production and consumption parties, in short, becomes a distributor.

### **a. Practice of Making Brand Logos on Packaging**

The practice of making logos begins with socialization, which includes material about logos and brands. After the material was presented, the activity continued by designing a sticker design. A logo is one of the important

elements in building a brand when starting a business. The existence of a company logo makes the products offered will be easier to recognize because they can be distinguished from competitors' products and get recognition as a commercial brand. One way to display a business logo is through the creation of stickers. The sticker will be attached to the packaging as the logo of a company related to the product being sold.

One of the applications for creating brand sticker designs is Canva. Mobile phone users can use and download the app through the Play Store. In addition to including the logo on the sticker, it is also necessary to add information about the name and type of business, as well as the food products listed on the sticker.

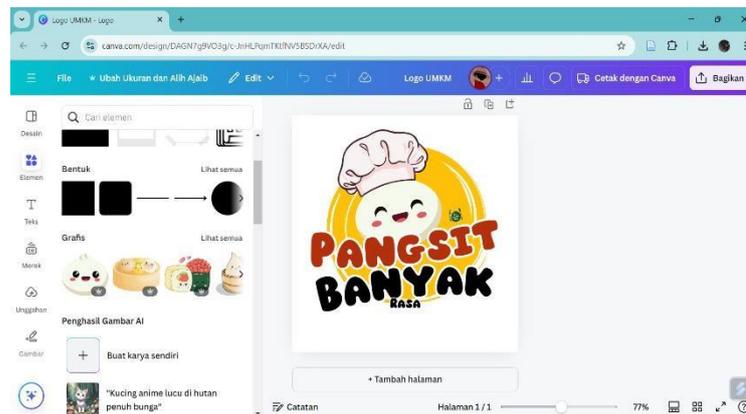


Figure 3. Logo Creation

## b. Product Digitization

The socialization of digitalization in Padukuhan Sungapan 1 in the implementation of the activity was attended by 25 representatives of PKK women and 5 representatives of UMKM owners. Product digitization is the process of connecting digital technology into physical products to improve functionality, efficiency, expand market reach and user experience, and the competitiveness of UMKM. This product digitization socialization activity aims to provide information and knowledge related to the benefits, potential, how to use technology in digitizing UMKM, and how to photograph products properly and correctly so that the products to be marketed become more attractive to the people of Padukuhan Sungapan 1. Product photos can be uploaded on social media using mobile devices.



**Figure 4.** Presentation of UMKM Digitalization Material

### **c. Marketing Through Social Media**

Marketing is the process of creating and delivering products or services with the aim of attracting customer interest, building customer preferences, maintaining relationships with customers, and increasing selling value through the use of social media. Social media also allows businesses to reach more customers and expand the network of relationships between products. (Zhu and Chen, 2015) classify social media into two groups based on the characteristics of connection and interaction:

1. Profile-based: social media that focuses on individual profiles to encourage connections between users (such as Facebook, WhatsApp, and Twitter).
2. Content-based: social media that focuses on content, discussions, and comments related to the content displayed. The goal is to connect users with specific content provided by a particular profile because those users like it (such as Instagram, YouTube, or Pinterest).

The practice of product marketing activities carried out by UIN Sunan Kalijaga KKN students to PKK Padukuhan Sungapan 1 mothers is by delivering material on product marketing and providing examples of products that have been labeled with logos, then uploaded on social media platforms such as Instagram. The digitalization of marketing through social media aims to initiate and disseminate information online about consumer experiences in consuming products or brands, with the main goal being to gain recognition and create an image in the community.

A well-implemented e-marketing strategy can increase the competitive advantage of UMKM in marketing their products by up to 78%. Some of the advantages of social media-based marketing include: (1) The ability to target audiences based on demographics, location, lifestyle, and habits. (2) Lower cost compared to conventional marketing. (3) Wide range without geographical restrictions. (4) Access is available at any time without time restrictions. However, social media-based marketing also has several disadvantages, namely: (1) Easy to be imitated by competitors. (2) It can be abused by irresponsible parties. (3) Reputation may decrease if it receives negative feedback. (4) Not everyone uses internet technology.



Figure 5. Product Marketing on the Instagram Platform

### 3. Obstacles for UMKM Actors in Implementing Digital Products

This discussion aims to identify the obstacles faced by UMKM actors when using digital marketing. Nasution Dalam (Tharob, Mingkid, and Paputungan, 2017:9-10) identified several obstacles in the implementation of online business, such as lack of knowledge about online business, high risk of fraud, fierce competition, and poor internet connection quality. Research (Ruth, 2013:145) revealed that the quality of internet services and networks in Indonesia is still relatively low, which affects the effectiveness of digital marketing in several regions. In addition, the increase in the number of UMKM actors who use digital marketing has an impact on the growth of the market share of freight forwarding services.

Another obstacle faced by UMKM actors is the lack of understanding and expertise in mastering digital technology. This happened to the people of

Padukuhan Sungapan 1, especially PKK women, who are on average classified as elderly. Some of them do not have mobile phones, resulting in a lack of information about digital literacy. In addition, due to the geographical location of Sungapan 1 village in a mountainous area, it results in an unstable internet network.

#### **4. CONCLUSION**

The UMKM Digitalization Socialization Activity by the UIN Sunan Kalijaga KKN Team in Padukuhan Sungapan 1 can be concluded: (1) Product innovation in the form of flavored dumplings can be an inspiration for the community and encourage business development, thereby increasing economic value for the residents of Padukuhan Sungapan 1. (2) Product marketing aims to increase the number of consumers of products produced by the community. Logo creation and product marketing through social media help people to create the characteristics of their products to be attractive and recognizable by the general public. (3) There are several obstacles to the digitization of UMKM in the community of Padukuhan Sungapan 1, especially PKK women, such as limited access to technological infrastructure, unstable internet networks, a lack of understanding of digital literacy, and UMKM management.

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