



Entrepreneurship Development Training through Jipang Making Case Study

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Article Info	Abstract
Article History Received: 2023-11-01 Revised: 2023-02-23 Published: 2024-03-08 Keywords: <i>Micro; Small and Medium Enterprises (MSMEs); Jipang Manufacturing.</i>	MSMEs are the most common economic activity carried out by the Indonesian people to generate income for survival. The role of MSMEs in the Indonesian economy is not only as a labor absorber, but also as a place to introduce local products to the international market. Mattiro Ade Village, Patampanua District, is an area in Pinrang Regency with the majority of the population working as farmers. One of the commodity products that are widely cultivated is rice. Therefore, this program focuses on the Service Activities of processing rice into jeepang, with the aim of building a creative and productive MSME sector and creating jobs. This Research and Service activity aims to understand and analyze the development of MSME entrepreneurship through a case study of making jipang in Mattiro Ade Village, Patampanua District, Pinrang Regency. The research method used was a survey with descriptive data analysis. The results showed that MSMEs making jipang cakes (Pilarbark D'legn) can be a new business opportunity that can be run by the local community. It is hoped that this will encourage community productivity, creativity and innovation in creating new things.
Artikel Info	Abstrak
Sejarah Artikel Diterima: 2023-11-01 Direvisi: 2023-02-23 Dipublikasi: 2024-03-08 Kata kunci: <i>Mikro; Usaha Kecil Menengah (UMKM); Manufaktur Jipang.</i>	UMKM merupakan kegiatan ekonomi yang paling banyak dilakukan oleh masyarakat Indonesia untuk menghasilkan pendapatan demi kelangsungan hidup. Peran UMKM dalam perekonomian Indonesia tidak hanya sebagai penyerap tenaga kerja, namun juga sebagai wadah pengenalan produk lokal ke pasar internasional. Desa Mattiro Ade Kecamatan Patampanua merupakan salah satu wilayah di Kabupaten Pinrang yang mayoritas penduduknya berprofesi sebagai petani. Salah satu produk komoditas yang banyak dibudidayakan adalah padi. Oleh karena itu, program ini fokus pada Kegiatan Pengabdian pengolahan beras menjadi jeepang, dengan tujuan untuk membangun sektor UMKM yang kreatif dan produktif serta menciptakan lapangan kerja. Kegiatan Penelitian dan Pengabdian ini bertujuan untuk memahami dan menganalisis pengembangan kewirausahaan UMKM melalui studi kasus pembuatan jipang di Desa Mattiro Ade Kecamatan Patampanua Kabupaten Pinrang. Metode penelitian yang digunakan adalah survei dengan analisis data deskriptif. Hasil penelitian menunjukkan bahwa UMKM pembuatan kue jipang (Pilarbark D'legn) dapat menjadi peluang usaha baru yang dapat dijalankan oleh masyarakat setempat. Hal ini diharapkan dapat mendorong produktivitas, kreativitas, dan inovasi masyarakat dalam menciptakan hal-hal baru.

I. INTRODUCTION

In less than a year, Indonesia as one of the ASEAN member countries will hold an integrated diplomacy cooperation focused on the economic world (ASEAN Economic Community) (Anwar, 2020). Cooperation between countries in Southeast Asia is specialized in the world of free markets (global markets), where business competition is increasingly fierce and innovative (Moroni et al., 2015). So lately the Indonesian government has intensified and encouraged improvements in the industrial sector to be able to compete with excellence. Byrd & Lin (1990) The government's seriousness in the industrial sector, especially the household industry or

Micro, Small and Medium Enterprises (MSMEs), is not only aimed at facing the AEC, but also aims to implement economic democracy which leads to an increase in community capital, opening new jobs and anticipating economic inequality and social inequality.

The government's steps in this seriousness have made several work programs in several related fields so that business actors have advantages that can minimize their weaknesses by being encouraged by the wealth of natural resources they have. One of the business fields that is currently also feeling the tight competition is the business in the field of snacks, a small example is cake jipang. Cake jipang is a snack that

we usually make as a snack or guest dish (Ekawardhani & Maulia, 2023). Currently there are already many different types of snacks but besides that cake Jipang can still attract the hearts of the public as if there is no boredom for the public to consume this snack. Most people have tasted this snack called cake jipang. This food is a food that is very popular with the wider community, both the poor, middle income and high income (Nurhayati, Hariansyah, et al., 2020).

Starting from children, teenagers, adults to seniors have also tasted it. This situation proves that jipang cakes are in great demand by the public, especially the people of Indonesia. This can also be one of the business opportunities for the community to create Micro, Small and Medium Enterprises (MSMEs) in the process of making jeepang cakes (Afrianto et al., 2023). One of the entrepreneurs, Syamsul Bahri (23) from Ballarompo village, Bulusuka village, Bonto Romba sub-district, Jeneponto, said that jipang snacks are very popular with the people of Jeneponto because they are very distinctive and the sweet taste makes them addictive.

Jipang cake is a traditional food originating from Pinrang Regency that has been widely marketed in various regions of Pinrang Regency and some types have been marketed in various regions outside Pinrang Regency (Nurhayati, Hariansyah, et al., 2020; Nurhayati, Suharti, et al., 2020). One of the villages where jipang cake is made in Pinrang Regency is Mattiro Ade Village. Mattiro Ade Village is one of the villages in Patampanua District, Pinrang Regency where most of the population has various types of businesses that are quite promising for its residents. A small example is jeepang cake. The main source of raw materials for the jipang cake industry is obtained from nature and comes from the surrounding area, so this industry has no difficulty in obtaining raw materials according to needs. By utilizing raw materials that are cheap and easy to obtain, we will encourage and assist the community to form and develop MSMEs (Marlapa et al., 2023).

MSMEs are trading businesses managed by business entities or individuals that refer to productive economic businesses in accordance with the criteria set by Law Number 20 of 2008 (Wairimu, 2015). The business criteria included in the meaning of MSMEs have been regulated under a legal umbrella based on the law. The benefits of MSMEs for the community to the state economy are a means of improving community welfare, efforts to map the people's economy,

improve the quality of human resources, and as a source of foreign exchange.

The development of MSMEs has a strategic role in economic development. Why is this so? because these MSMEs have good prospects in the future for economic recovery. MSMEs can also be an effective solution in overcoming economic problems in the small to medium class. Not only that, these MSMEs are also able to reduce unemployment and open new jobs for the community (Harianto et al., 2022). To help Jipang cake MSME players, we assist in terms of development in terms of name, packaging, packaging design, taste, marketing, and business licensing through the OSS system (Wairimu, 2015).

II. METHOD

The Village Development Internship Program is a form of independent learning on an independent campus. In this activity students are given the opportunity to gain learning experience directly from the field and to contribute to village development programs (Adawiyah, 2021; Sugiyono, 2014). It starts from early September to late November. In carrying out this program, it is carried out offline, entitled "MSME Entrepreneurship Development through a Case Study of Jipang Cake Making in Mattiro Ade Village, Pinrang Regency" with methods or steps for implementing activities:

The detailed explanation regarding the method or steps of implementing KKN 2022 includes:

1. In the 1st week, to be precise on Monday, September 19, 2022, participants of KKN 2022 activities are looking for partners who want to cooperate and then after the cooperation partners are obtained, the process of making a cooperation agreement sheet with the partner is carried out which is intended for KKN 2022 activities;
2. Furthermore, in week 2, to be precise on Saturday, November 5, 2022, KKN 2022 participants began the training process for making *Pilarbark D'legn* products which was carried out together with the Mattiro Ade village community.
3. In week 3, to be precise on Tuesday, November 22, 2022, Presentation to cooperation partners by including or showing the production results that have been made, as well as promotional plans for businesses where this activity is carried out by KKN 2022 participants.

4. The last activity carried out by KKN 2022 participants in the 4th week, precisely on Tuesday, November 29, 2022, is to carry out product promotion activities that have been produced by uploading photos and videos on online platforms such as Instagram and Youtube.

III. RESULT AND DISCUSSION

Micro, Small and Medium Enterprises (MSMEs) is a business that has the potential for economic development in Indonesia so that in its implementation it is necessary to optimize and explore the potentials that exist to increase community economic development (Assidiq et al., 2023). This development will of course be more well developed, with the support of the government in providing the necessary facilities to support the implementation and progress of the business being run so that it can produce good quality production so that it can compete with the international market. This is as expressed by the United Nations in (Luz. A. Einsiedel, 1968, p. 9), that community development, is a process where efforts or potentials owned by the community are integrated with resources owned by the government, to improve economic, social, and cultural conditions, and integrate the community in the context of national life, and empower them to be able to contribute fully to achieving progress at the national level.

The potential and development carried out by Jipang Cake entrepreneurs, Mattiro Ade Village, Patampanua District, Pinrang Regency consists of the provision of capital, innovation of production products, expansion of marketing networks, procurement of production facilities and infrastructure. The role of the government in order to develop Micro, Small and Medium Enterprises (MSMEs) is very necessary. Because MSMEs are one of the potential businesses to improve the economy and improve community welfare. So that there needs to be empowerment in terms of human resources to the provision of facilities and infrastructure. In addition, there are many benefits from the existence of MSMEs, namely that they can absorb a lot of labor and reduce the unemployment rate. Currently, the demand for the government to be able to quickly realize the achievement of social welfare is increasing (Mardiana & Naisali, 2023).

In this case, the role of Village Development Internship Students and the Mattiro ade Village community is an intermediary for the Local Government to help overcome the problems that

occur in the development of MSMEs in terms of production and processing, marketing, human resources, and design and technology. Through empowerment activities, students have conducted training with the theme "Women's Empowerment Through Entrepreneurship Training in Mattiro Ade Village" with the hope that this entrepreneurship training can increase the knowledge of PKK mothers or the local community regarding processed snacks and the training provided to partners is able to provide an understanding of the importance of instilling an entrepreneurial spirit in this era.

From the training activities that have been carried out, students and the community in Mattiro Ade Village have begun to form Micro, Small and Medium Enterprises (MSMEs) in terms of making jeepang cakes. However, we customized the name of the jeepang cake to be "*Pilarbark D'legn*". The extension of "*Pilarbark D'legn*" is taken from the word PILAR which means Pipang Laris, BARK which means Barokah and the word D'LEGN which means the name of the place, namely in Leppangan. The product name brand has a very good meaning, namely a prayer and hope that the business we are running can be in accordance with expectations, selling sweetly and full of blessings. By tucking the name of the region of origin behind the product name, hopefully this product can be better known outside the region, outside the city, even abroad. The product name follows the trend of millennial children now so that the name "*Pilarbark D'legn*" appears.

The members of this MSMEs consist of several people. First, in the production section we place several people in charge of mixing production materials using manual stirrers by hand in the process of making jeepang cakes and several other people are in charge of printing and cutting with wooden aids as printers, rulers as measuring tools so that the resulting jeepang cakes are the same size and knives as cutting tools. Secondly, in the packaging section we also place several people to pack the jeepang cake that has been cut by putting it into the aluminum foil Standing Pouch packaging. Third, in the marketing department we also place several people in charge of marketing the product both through social media and leaving it at kiosks.

A. Production Stage

Making this jipang cake product requires initial funds for MSME groups to produce products that are ready to be marketed. This initial capital will be used on an ongoing basis.

For the initial stage of the manufacturing process, it starts with providing the necessary materials and tools, namely:

1. Brown sugar 1.4 Kg
2. Gula pasir 1.6 Kg
3. Cooking oil
4. Kacang tanah
5. Sesame
6. Berondong rice



Figure 1. PILARBARK D'LEGN Manufacturing Materials

The next stage is the frying and mixing process. For brown sugar flavor variant, put half a glass of oil, 1 glass of granulated sugar. Stir the granulated sugar until caramelized. Then put brown sugar 1 cup. Stir the brown sugar until everything is evenly distributed. Reduce the heat, then add 3 liters of rice popcorn. Stir the rice barrage using a sutil until well mixed with caramel. For the flavor variant of granulated sugar, add half a glass of oil, 3 cups of granulated sugar then stir the granulated sugar until it forms caramel. Reduce the heat, then add 3 liters of rice popcorn. Stir the rice barrage using a sutil until well mixed with caramel. Here we create flavor variants that are generally only dominant in palm / brown sugar flavors, then we add one flavor variant, namely granulated sugar / white flavors.

For the printing process, after the rice popcorn is mixed evenly, pour the rice popcorn into a wooden mold. Then flatten and press using a rice spoon and then roll using an old glass bottle until the texture is more solidified. After the rice popcorn solidifies, measure and cut the rice popcorn according to the desired size. Then it became a jipang cake.



Figure 2. PILARBARK D'LEGN Frying and Mixing Process

B. Housekeeping Levels

In terms of packaging, we help MSME business actors by creating packaging designs as attractive as possible so that products are more in demand by consumers and in demand in the market. Packaging that previously only used simple plastic, we replaced it with *Standing Pouch Aluminum Foil packaging*, so that the product can last longer. The product can last up to 6 months starting from the entry of the cake into the *aluminum foil standing pouch*. In this packaging process, the jipang cake is cut according to the desired size, then the jipang cake is weighed with a weight of 50 grams, after that it is put into the *standing pouch packaging*.



Figure 3. Packaging PILARBARK D, LEGN

C. Permission and Marketing Levels

Before marketing the product, we first take care of business licensing through the OSS (Online Single Submission) system where this licensing system is based on information technology that integrates licensing in the region and the center in order to facilitate business activities in the country. After the

formation of MSMEs (Micro, Small and Medium Enterprises), we continued the management to the Mattiro Ade Village office, Patampanua District, Pinrang Regency to obtain a Decree (Decree) from the village government. After that we continued the management to the Notary office in Pinrang Regency to get a notarial deed or authentic deed. The preparation of this notarial deed took approximately two months. If the notarial deed has been issued, then we log in to the OSS account. After the page opens, we will be asked to fill in the biodata of the head of the MSME and the

ratification number of the deed of establishment (notarial deed number). After that, we can enter the product into the OSS account because entrepreneurial licensing already exists.

For the marketing stage, we help MSME players by entrusting them to kiosks or shops. In addition, we also do marketing through social media by following the times, namely by making promotions and product photos that are as unique and attractive as possible. With attractive visuals, people will certainly be encouraged to buy the products provided. Good images, attractive taglines, and unique copywriting will definitely arouse the appetite of potential customers to buy it.

IV. CONCLUSION AND SUGGESTION

A. Conclusion

From the description above, it can be concluded that "*Pilarbark D'legn*" can be a new business that can be managed by the community in Mattiro Ade Village, Patampanua District, Pinrang Regency by using raw materials that are cheap and easy to obtain. With the existence of MSMEs making jipang cakes (*Pilarbark D'legn*) is expected to be able to encourage people to be more productive, creative and have innovations to create new things.

With the help of promotional media through print media or social media is also very helpful for the sustainability of the business they run, with the existence of unique and interesting promotional media, it is hoped that many consumers will see and come to stores that provide products that have been marketed, so that MSMEs are no less competitive with large-scale businesses. Because MSMEs are now able to overcome the unemployment rate in Indonesia because

MSME assistance opens up job opportunities for the unemployed.

B. Suggestion

Our suggestion in this study is that financial institutions can touch MSMEs, so that MSMEs do not have difficulties in capital. If banking institutions want to help with capital problems, it is certain that MSMEs are growing rapidly because they have capital assistance for their business continuity

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