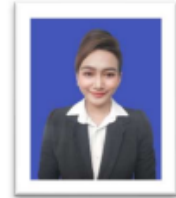


Arin
Sekolah Tinggi Ilmu Ekonomi
Cirebon
arin@stiecirebon.ac.id

Amah Amalia
Sekolah Tinggi Ilmu Ekonomi
Cirebon
amah@stiecirebon.ac.id



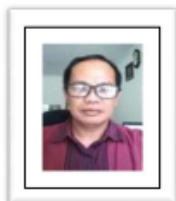
Gian Fitralisma
Universitas Muhadi Setiabudi
gianfitralisma@umus.ac.id

M. Anissul Fata
Sekolah Tinggi Ilmu Ekonomi
Cirebon
anissulfata@gmail.com



Winda Dwi Yanthi
Sekolah Tinggi Ilmu Ekonomi
Cirebon
winda@stiecirebon.ac.id

Suwaebit
Sekolah Tinggi Ilmu Ekonomi
Cirebon
suwaebitubit@gmail.com



Ade Febry Nur Fitriani
Sekolah Tinggi Ilmu Ekonomi
Cirebon
adefebry@stiecirebon.ac.id

Eva Noviana
Sekolah Tinggi Ilmu Ekonomi
Cirebon
Ukacinta7@gmail.com



OPTIMIZATION OF TEMPE MARKETING AND PRODUCTION IN TEMPE UMKM THROUGH FOCUS GROUP DISCUSSIONS (FGD) IN KEDUNGJAYA VILLAGE, KEDAWUNG DISTRICT, CIREBON REGENCY

Arin¹, Gian Fitralisma², Winda Dwi Yanthi³, Ade Febry Nur Fitriani⁴, Amah Amalia⁵, M. Anissul Fata⁶, Suwaebit⁷, Eva Noviana⁸

^{1,3, 4,5, 6, 7, 8} Sekolah Tinggi Ilmu Ekonomi Cirebon, Indonesia

²Universitas Muhadi Setiabudi Brebes, Indonesia

Corresponding Author: gianfitralisma@umus.ac.id

Abstract

Background: This article discusses the role of students in the Community Service Program (KKN) in Kedungjaya Village, Kedawung District, Cirebon Regency, with a focus on optimizing the marketing and production of tempe in tempe UMKM through Focus Group Discussions (FGD).

Aims: The purpose of this community service is to identify and analyze the role of KKN students in Suwaebit

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improving tempe marketing and production in Kedungjaya Village, as well as the positive impacts generated.

Methods: This community service utilized Focus Group Discussions (FGD) to engage with tempe UMKM actors. KKN students from STIE Cirebon provided guidance on digital marketing strategies, social media management, and optimizing the use of marketplaces to enhance the marketing and production processes.

Results: The results of the community service show that KKN students played a significant role in providing insights into digital marketing strategies, social media management, and optimizing the use of marketplaces for tempe UMKM. Positive impacts observed include an increase in the knowledge of UMKM actors in marketing their products, more efficient production management, and improved quality of the tempe products produced.

Conclusion: Despite challenges in implementation, good collaboration between students, UMKM actors, and the village community is crucial for the success of this program. The role of KKN students has proven valuable in improving both the marketing and production aspects of tempe in Kedungjaya Village.

Implementation: The main recommendation is to continue intensive mentoring, increase active participation from UMKM actors, and strengthen marketing and distribution infrastructure in Kedungjaya Village to ensure sustainable improvements in the tempe UMKM sector.

Keywords: Community Service Program (KKN), Tempe UMKM, Digital Marketing, Tempe.

INTRODUCTION

The UMKM (Micro, Small, and Medium Enterprises) sector plays a crucial role in driving economic growth and job creation (Supardi et al., 2021). UMKM contribute not only in large cities but also in rural areas, such as in the food industry, particularly in tempe production (Abdilah, 2023). However, UMKM actors often face challenges related to limited access to information and training. Many have not fully utilized digital technology for business operations, such as online marketing and digital payment systems (Reihns et al., 2021). Small and medium-sized food industry entrepreneurs must also comply with various regulations, especially those related to food safety, such as product labeling, company name, net weight, expiration date, composition and nutritional content, Indonesian National Standard (SNI), Hazard Analytical Critical Control Point (HACCP), and halal certification for those who meet the requirements (Durrroh, 2023).

Digital marketing has become a popular trend and has proven to be effective in increasing product sales and branding. By leveraging the internet and information technology, digital marketing can expand traditional marketing methods (Swisia, 2023). According to APJII data, the number of internet users in Indonesia reached 210.03 million in 2021-2022, increasing internet penetration to 77.02%. In this era, online promotion has become increasingly important to boost sales and branding, especially in the food sector. The implementation of various digital marketing techniques, such as social media optimization, content marketing, SEO, e-commerce, and email marketing, has led to

significant improvements in various aspects of business (Charli, 2024).

To address the challenges of marketing tempe products in Kedungjaya Village, a strategy focused on enhancing UMKM actors' understanding of licensing, social media marketing, and utilizing marketplaces can be an effective solution. Through Focus Group Discussions (FGD), tempe UMKM actors can gain insights into the importance of proper business licensing as well as how to leverage social media and marketplace platforms to expand their market reach. Additionally, discussions on effective marketing techniques on digital platforms and how to build strong branding through engaging content on social media can significantly help increase tempe sales. Therefore, this community service initiative aims to support UMKM actors in Kedungjaya Village in enhancing their marketing capacity and tempe production effectively and sustainably.

METHOD

The stages of service activities are carried out through several approaches, including:

1. **Planning Stage** : In the planning stage, the goal is to identify issues related to marketing and production. From the discussions, the team will establish the objectives of the activity, such as improving product marketing through social media, optimizing the production process, and expanding market access. Training materials are prepared, and the schedule for the activity is determined.
2. **Preparation Stage** : In the preparation stage, necessary facilities and infrastructure for the discussion activity are set up, such as discussion rooms, presentation tools, and materials to be discussed. Additionally, participants from the tempe UMKM sector will be invited to join the discussion. Coordination with the village and relevant agencies will be carried out to ensure the smooth execution of the activity.
3. **Implementation Stage** : The discussion is conducted with topics focusing on tempe product marketing, using social media for promotion, and ways to improve production efficiency. UMKM actors will be encouraged to discuss the challenges they face and find solutions together by sharing experiences and ideas. Additionally, the discussion will cover the use of technology and digital platforms to expand the market, such as utilizing social media and online marketplaces.
4. **Evaluation Stage** : After the discussion, an evaluation will be conducted by collecting feedback from participants on how beneficial the discussion has been for them. This evaluation also aims to determine whether the ideas discussed can be applied in practice and if there have been any changes in their understanding of tempe marketing and production.

RESULTS AND DISCUSSION

At the implementation stage, the discussion and training activities were carried out with the main focus on three key aspects: tempe product marketing and the use of technology to expand the market.

Aspect	Activity Description
Discussion Session and Experience Sharing	<ol style="list-style-type: none"> 1. UMKM actors shared their experiences and challenges in the tempe business. 2. Discussion on innovative ways to improve businesses and leverage social media trends, such as tempe recipe competitions or collaborations with local influencers. 3. Discussion on solutions to problems in production and overall business management.
Tempe Social Media	<ol style="list-style-type: none"> 1. Discussion on the importance of digital marketing to introduce tempe to a broader market. 2. Discussion on how to create business accounts on Instagram, Facebook, and TikTok. 3. Community-based marketing techniques: interacting with customers, responding quickly, and building customer loyalty.
Using Marketplace to Increase Market Access	<ol style="list-style-type: none"> 1. Diskusi on how to create accounts on marketplaces like Tokopedia and Shopee. 2. Diskusi how to upload products, set prices, and write attractive descriptions.



Figure 1 Identify the problems



Figure 2 Discussion Session and Experience Sharing



Figure 3 Tempe Product Marketing through Social Media and Using Marketplace to Increase Market Access

The optimization of tempe marketing and production in tempe UMKM through Focus Group Discussions (FGD) in Kedunjaya Village, Kedawung District, Cirebon Regency, began with problem identification. Based on interviews and discussions with UMKM actors, the main problem identified was the limited marketing of tempe products, which still relied on traditional methods and had not utilized social media or marketplaces. Additionally, production efficiency issues were encountered, such as using suboptimal equipment and time-consuming production processes. Inefficient raw material management also worsened the situation. Discussions and experience-sharing sessions were conducted among the UMKM actors to address these issues. During this session, participants shared the challenges they faced and found innovative solutions, including using social media for marketing and technology to improve production efficiency. Creative ideas such as tempe recipe competitions and collaborations with local influencers emerged during the discussion.

Marketing tempe products through social media became the primary focus of the training. UMKM actors were taught how to create business accounts on social media platforms like Instagram, Facebook, and TikTok. The training covered creating engaging content for promotion and community-based marketing techniques that can foster customer loyalty. In addition to social media, the training also discussed using marketplaces like Tokopedia, Bukalapak, and Shopee to expand market access. UMKM actors were trained to optimize their store profiles, upload products, and create appealing photos and descriptions. Promotional strategies, such as offering discounts, were also discussed to enhance the appeal of tempe products in the marketplace.

Beyond marketing, the training also focused on improving tempe production efficiency, including better time and resource management and using more effective machinery. Direct assistance was provided to help UMKM implement the techniques they had learned. Through this FGD, it is hoped that Tempe UMKM in Kedungjaya Village can optimize its Tempe marketing and production and leverage technology to expand its market reach and improve production efficiency.

CONCLUSION

The community service activity through Focus Group Discussions (FGD) in Kedungjaya Village, Kedawang District, Cirebon Regency, aims to optimize the marketing and production of tempe in tempe UMKM. During the activity, the UMKM. Actors shared experiences and challenges they faced in their businesses, particularly regarding marketing and production efficiency. With the help of KKN students, participants were taught about the importance of digital marketing, utilizing social media, and using marketplaces to expand the market reach of their tempe products. The discussion also addressed aspects of tempe production, including how to improve efficiency using technology and better management practices. The discussion covered the use of social media platforms like Instagram, Facebook, and TikTok and teaching community-based marketing strategies that can increase customer loyalty. In addition, KKN students also assisted the UMKM—actors in optimizing the use of marketplaces to expand their market and manage tempe production more efficiently.

IMPLICATION

More intensive post-training assistance is needed for UMKM actors to maximize the implementation of the knowledge provided. KKN students can continue to guide digital marketing, social media management, and optimizing the use of marketplaces.

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