

# STANDARDIZATION OF HOUSEHOLD INDUSTRIAL PRODUCTS IN PERJUANGAN TELUK NIBUNG TANJUNG BALAI

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## Abstract

*This community service activity was carried out in Perjuangan, Teluk Nibung District, Tanjung Balai City, which is 5 km to the capital city of the sub-district. The partners are home industries namely Edelwis Family Income Improvement Partners (UPPKS) managed by Ms. Pait Mawan who is engaged in Fish Culinary and Shellfish Handicrafts. The problems faced by partners are lack of partner knowledge about attractive product packaging design, halal certification process of products, alternative marketing, and financial statement preparation. The products produced are not able to compete with similar products marketed in the modern market so that they are only marketed in stalls around the village and traditional markets because they do not have packaging designs and halal certificates. This certainly hampers the increase in income of both partners. In connection with the problems faced by partners, the community service standards and halal certification of LPPOM MUI products, attractive packaging designs, bookkeeping training, and online marketing will be realized. The methods used to achieve the objectives of this service activity are education, socialization, product standardization assistance, bookkeeping and business management training, online marketing training. The level of success of the community service activities of this BOPTN fund will be measured from the results: 1) Packaging Design, 2) Halal Certificates from LPPOM MUI, 3) Financial Reports, 4) Online Shop Accounts.*

**Keywords:** Assistance, Packaging Design, Halal Certification, Financial Reports, Online Marketing.

## 1. INTRODUCTION

It is an undeniable reality that MSMEs (Micro, Small, Medium Enterprises) are the most strategic national economic sectors and concern the lives of many people, thus becoming the backbone of the national economy. MSMEs are also the largest group of economic actors in the economy in Indonesia and have proven to be the key to safeguarding the national economy in times of economic crisis, as well as being a dynamic indicator of post-crisis economic growth.

In 2013 Unimed LPM conducted an MOU with BKKBN with the main focus on fostering the Business of Increasing the Income of Prosperous Families (UPPKS). At the beginning of the signing of the MoU, Unimed representatives of the North Sumatra province focused on UPPKS assistance efforts, where Unimed as a State University in North Sumatra province carried out the mandate to conduct activities from its third Dharma, namely: community service, and community service activities. Unimed includes community service and community service. (Irfandi, 2014)

UPPKS as part of MSMEs was a top priority for guidance and mentoring by Unimed lecturers. The guidance we will do is empowering UPPKS groups based on product standardization and IT marketing. Because information technology is a form of technology used to create, store, change, and use information in all its forms. Through the use of this information technology, UPPKS groups are expected to enter the global market. Initially small companies such as Amazon's bookstore, Yahoo portal, and simple eBay auction company, the three are now giant companies in just a short time because they utilize information technology in developing their businesses (M. Suyanto, 2005).

Quality Improvement and Standardization Production for MSMEs is a necessity at this time because consumers are keen to see products not only from taste and appearance, but product standardization and halalness is an absolute thing in the business world. Also, the use of the internet allows UPPKS groups to market with global market objectives, so that the opportunity to penetrate exports is possible. According to the Internet World States, in 2005 world internet users reached 972,828,001 (almost one billion), users in Indonesia were estimated at 16 million. The most significant number of users is in the United States and Canada, reaching 68.2% of the population.

From the results of observations to UPPKS groups, especially the EDPKS edelwis group in Tanjung Balai City is one of the best UPPKS groups in Tanjung Balai City and North Sumatra. In the city of Tanjung Balai this group won first

place in the competition between UPPKS groups in Tanjung Balai, so they became envoys to take part in the UPPKS group competition at the North Sumatra level. By taking part in the competition at the North Sumatra level carried out by the North Sumatra BKKBN, the Edelwis group won the third place in the North Sumatra Province.

This UPPKS group is engaged in seaweed and culinary leather handicraft products such as crackers and shredded fish. This edelwis group was founded on June 30, 2011, by a mother named Pait Mawan, who started with a small business. She tried to set up her business to trade from small capital to little by little more advanced business, even though her first business capital was very minimal but did not make the spirit of Pait Mawan falter, but Pait Mawan tried to trade harder because he was eager to improve his family's economy. As time went on, his business continued to grow by making handicrafts from shells and sea culinary, namely crackers and shredded fish. He began to gather families who also made handicrafts from shells and shredded fish, and formed groups to advance their business. Finally, the struggle brought a rather maximum result because all residents who wanted to look for souvenirs and typical Tanjung Balai food would shop and come to their place because it was close and easily accessible. Besides the price is also very affordable.

With the potential of the region owned in Tanjung Balai City, it is a massive opportunity for the Edelwis UPPKS group to develop their business. Coupled with the support of raw materials that are sufficient from the city of Tanjung Balai itself. However, the product is still only marketed around Tanjung Balai because there is no standardization and product certification, while retailers with large networks require products to be standardized and certified that new products can be distributed in their outlets. Also, there is also no online marketing, thus limiting the distribution movement of the product's marketing.

Seeing this, Unimed LPM considers it necessary for MSMEs to keep up with market developments so that MSME products can be marketed with quality and quality levels and have qualified certification and standardization to be able to compete in the global era. Besides the various advantages, conveniences, and opportunities that can be obtained from IT applications in business, the IT application for the development of UPPKS groups in North Sumatra is a necessity. However, because until now not all UPPKS groups can provide and utilize information technology in carrying out their business. Therefore, so that MSMEs in Indonesia, especially UPPKS groups in North Sumatra, with all their limitations, can develop by improving the standardization of products both halal and health standards by utilizing information technology, support in the form of training and facilities is needed.

Of course, the most significant responsibility for providing training and provision of these facilities is in the hands of the government, in addition to other parties who have commitments, especially the university. Through this activity, it is hoped that it will be able to improve the ability of UPPKS groups in North Sumatra, especially in Tanjung Balai City in supporting the standardization of Products and using IT as an effort to advance their business.

## **2. METHOD**

The implementation method offered to partners to overcome the problems faced by partners is the method of education, training, socialization and mentoring, including:

1. Solutions for packaging designs that are less attractive on packaging will be given training in packaging design by the service team,
  2. Solutions for products that do not yet have halal certificates will be carried out on product standardization and assistance in the production process by paying attention to the raw materials used, structuring the production space, work standards and completing the requirements for product certification documents to obtain halal certificates from LPPOM MUI,
  3. Solutions for financial management and business management problems will be provided with simple financial accounting and management education and training in the form of preparing financial statements,
- Solutions for ineffective marketing will be given marketing system training using IT through online stores.

## **3. RESULTS**

The place of action was held at the Tanjung Balai City Women's Building, which was quite adequate as a place of training due to the vast room to provide assistance and counseling on the manufacture of processed seafood. Assessment is carried out when the training takes place by observing the workings of group members with work plan indicators, implementing work processes and using the time and results of the work that is mastered by the participants. During the training process making materials and the implementing team monitored and supervised the performance of the participants. Nearly all participants were able to carry out this activity. It can be seen from the attendance list of 100% of the participants who were enthusiastic about attending the training activities.

The process of question and answer and discussion between participants and implementers of the activity took place so that the training atmosphere was warm and participants could understand the material provided. The participants were so enthusiastic to take part in training activities on making processed seafood and in the packaging process,

Evaluating participants' abilities can be seen in the data table below:

**Table 1.** Evaluation of Participant's Ability in Training on Making Marine Processes and Packaging Design Training.

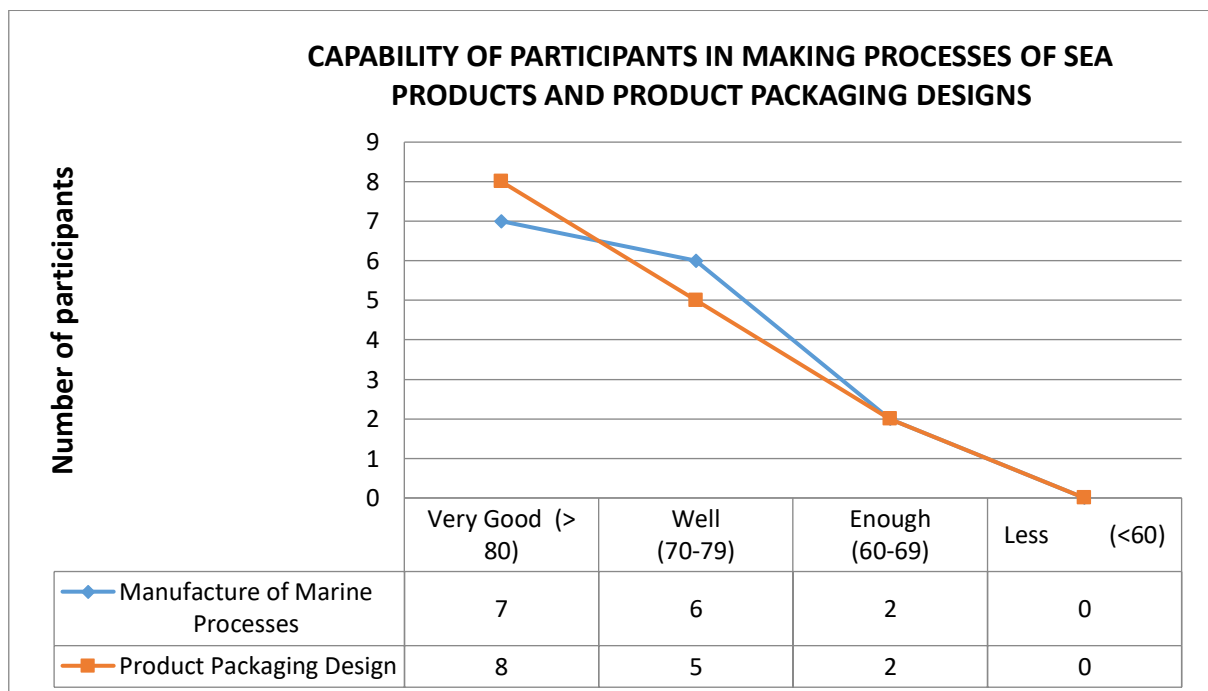
Ability Criteria	Manufacture of Marine Processes	Packaging Training
Very Well (> 80)	9	8
Well (70-79)	5	6
Enough (60-69)	1	1
Less (<60)	0	0
<b>Total</b>	<b>15</b>	<b>15</b>

From the data in the table above, it can be seen for the training in the manufacture of processed seafood products of participants who have very good competence (> 80) as many as 9 people or 60% of the total participants and in the training of processed seafood there are 8 people or 53% who have very good competency. For Good competency (70-79) in the training of processed seafood as many as five people or 33% and the training in Packaging Design, the product is significant, namely six people or 40% have good competence.

For sufficient competency (60-69) from the table, we can see in the production of processed seafood as much as one person or 7% of the number of participants, and this is the lowest number in this training, while in the Product Packaging Design training there is one person with sufficient competence. Moreover, finally the participants with the criteria for Less (<60) in Making processed seafood as many as 0 people or 0%.

For training in Product Packaging Design as many as 0 people or 0% or each trainee does not have a lack of criteria because with a pure farmer background they are not very difficult to follow the training pattern and understand the flow of training from the beginning to the end.

For more details about the position of the ability of training participants to produce processed seafood and product packaging designs can be seen in the graph below:



**Picture 1 .** Graph of Evaluation of the Ability of Participants in Manufacturing Processed Sea Products and Product Packaging Designs.

#### 4. CONCLUSION

Based on the results of the activities of "Standardization of Household Industrial Products in the Kelurahan of Teluk Nibung Tanjung Balai Struggle," which have been implemented, it can be concluded as follows:

1. The participants of the activity already have the knowledge and skills about the manufacture of processed seafood by the criteria of good average.
2. Activity participants already have the knowledge and skills about making packaging design products with good average criteria.
3. The partner group has received the aid of a Packaging Sealer and packaging design to support the partner's Production performance
4. Participants in the activity have the knowledge and skills about the production of processed waste from fish that are not sold for processing crackers.

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