

Strategy to Increase Sales of Coconut Shell Charcoal Briquettes UKM Emas Hitam

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Abstract

The use of coconut shell waste is generally used for fuel, household purposes and if sold the price is very cheap. UKM Emas Hitam makes a high-value product, namely making coconut shell charcoal briquettes. The advantage of coconut shell charcoal briquettes with other alternative fuels is that they can produce greater heat. Apart from that, charcoal briquettes from coconut shells are also safer, environmentally friendly, because they do not damage plants and do not cause smoke. The problem that occurs with the UKM Emas Hitam is that its products are purchased by middlemen from Tuban and Bojonegoro in limited quantities and sold wholesale packaged in sacks without any branding. With this method of selling, products cannot compete in the market and are sold at low prices. The solution offered to overcome this sales problem so that it can be increased is that information media, promotion and product sales are needed in the form of a website. With the website, it is hoped that it can reach a wider market and make it easier for consumers to find complete information about the products being sold. Coupled with strong branding and an attractive appearance on the website, it will further increase customer trust, making it easier to get new customers. Meanwhile, the solution to the problem of products being sold wholesale, packaged in sacks without any branding, requires good packaging to be branded as a product brand so that the product can compete in the market and be sold at a higher price.

Keywords: Coconut shell charcoal briquettes, packaging, Website, increasing sales

Introduction

Coconut shells are coconut waste which can still be reprocessed into innovative products and can provide added value, namely into charcoal briquettes. The use of coconut shells as fuel has long been known to the public and is currently used by people for household, business and industrial purposes. Coconut shells that are not utilized optimally can become waste that is detrimental to society. As stated by Ratnaningsih [1] that by-products such as leaves, roots, stems and coconut shells are often neglected and thrown away as waste, causing

environmental pollution. Utilization of coconut shell waste is generally used for fuel, household purposes and if it is sold the price is very cheap. The abundance of coconut shells in the Tuban area and its surroundings is utilized by UKM Emas Hitam, which is a partner of PKM Untag Surabaya, to become a high-value product, namely coconut shell charcoal briquettes. The advantage of coconut shell charcoal briquettes with other alternative fuels is that they can produce greater heat. Apart from that, charcoal briquettes from coconut shells are also safer, environmentally friendly, because they do not damage plants and do not cause smoke. Another advantage of using coconut shell charcoal is the ease of forming it into fuel briquettes [2]. The problem that occurs with the UKM Emas Hitam is that its products are purchased by middlemen from Tuban and Bojonegoro in limited quantities and sold wholesale packaged in sacks without any branding. With this method of selling, the product cannot compete in the market and is sold at a cheap price. UKM Emas Hitam has not been able to sell their products independently to the market because of several obstacles they face, including not having a brand, the product not having packaging and not having the knowledge and managerial skills, especially from a marketing perspective. Marketing itself is one of the spearheads in attracting consumers. Good marketing is not only increases consumers in terms of numbers but also how a business can retain its consumers over time [3]. The solution offered by the Untag Surabaya's PKM Team to overcome the problem so that sales can be increased is that information media, promotion and product sales are needed in the form of a website. A website can be described as a place to accommodate information from the internet, which can be accessed by everyone throughout the world as long as they are connected to the network. Apart from that, a website is consisting of text, images, sound and animation, so that it is more interesting to be viewed and visited [4]. With the website, it is hoped that it can reach a wider market and make it easier for consumers to find complete information about the products being sold. Coupled with strong branding and an attractive appearance on the website, it will further increase customer trust, making it easier to get new customers. Meanwhile, to overcome the problem of products being sold wholesale packaged in sacks without any branding, good packaging needs to be made and branded as a product brand so that the product can compete in the market and be sold at a higher price.

The following is a photo of the coconut shell charcoal briquettes that have been produced:

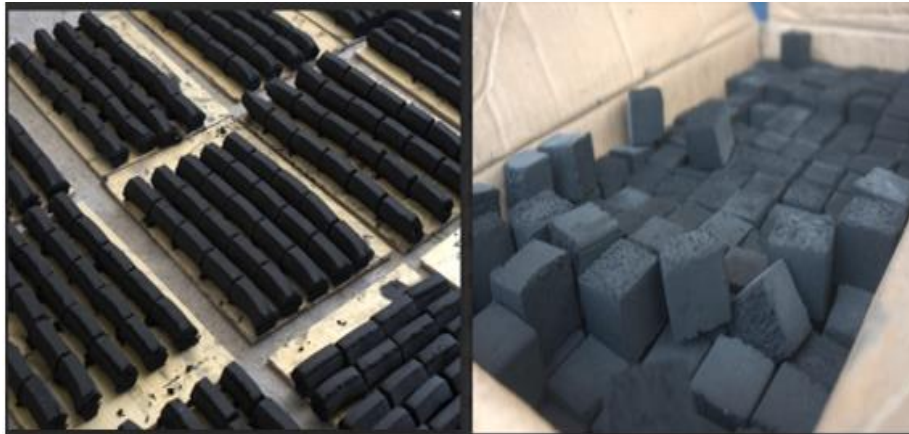


Figure 1: coconut shell charcoal briquettes



Figure 2. Coconut charcoal briquettes are sold in sack without a brand

A good packaging design provides added value to the product being packaged [5]. Apart from packaging, what is no less important in the appearance of a product is the brand. The function of a brand is to differentiate goods and/or services produced by individuals or legal entities in goods and/or services trading activities. Rachmadi Usman[6] states that the function of a brand is to differentiate it from goods and services produced by another person or legal entity. These goods or services need to be marked with identification to differentiate them. Also for producers, it is a guarantee of the value of their production, especially regarding quality and ease of use. Meanwhile, for traders, brands are used to promote their merchandise in order to find and expand the market. Meanwhile, for brand consumers, it is necessary to make a choice of goods to be purchased. The PKM Untag Surabaya Team proposes that wholesale sales which have been carried out so far be maintained because of old customers but also pioneer sales for new premium class customers by making packaging for 1kg and 10 kg for consumers of restaurants and hotels who use it for BBQ purposes.

Methodology

The parties involved in this program are the PKM-Untag Surabaya' Team, Untag Surabaya' Students, LPPM Untag Surabaya and UKM Emas Hitam

The methods and stages for solving the above problems are:

1. Conduct field observations to identify Partner needs as expected
 2. Submit program proposals according to Partner needs based on an agreement between the PKM Team and Partners
 3. Realizing Partner needs according to the agreement between the PKM Team and Partners.
 4. Carry out evaluation and assistance so that all programs can be implemented as expected
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Results and Discussion

Activities carried out to help UKM Emas Hitam to overcome their problems to increase sales are:

1. Creating a website to solve partner problems is highly desirable because with a website the product will be known on a wider scale, as an information medium, promotional tool with the hope that sales can be increased
2. Making product packaging and branding it as a product brand products can compete in the market and can be sold at higher prices. The packaging that will be made includes packaging for products with a net of 1 kg made from cardboard and packaging with a net of 10 kg made from plastic sacks. By making this packaging, sales are directed towards premium class consumers so that prices can be higher while still serving existing consumers.

The following are photos of the procurement of coconut shell charcoal briquette packaging:



Figure 3. Cardboard and sacks for 1kg and 10 kg packaging

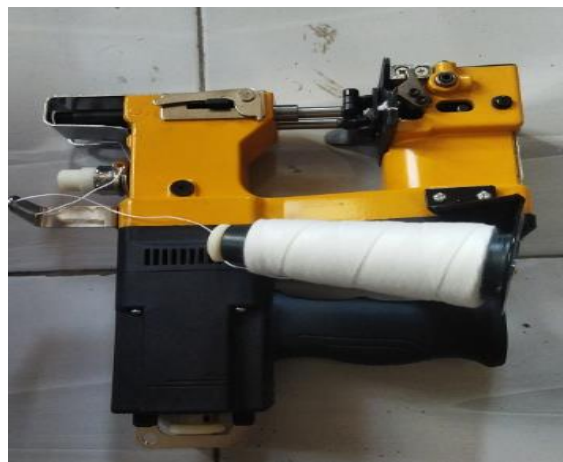


Figure 4. Machine for sewing sacks



Figure 5. UKM Emas Hitam Website

Conclusion

The implementation of the community partnership program for UKM Emas Hitam which produces coconut shell charcoal briquettes has been realized, namely the procurement of cardboard with stickers for packaging 1 kg charcoal briquettes sacks equipped with brand prints for packaging 10 kg briquettes and machines for sewing sacks so that the sewing process is carried out smoothly and fast. Meanwhile, the website is still in the final stages of processing.

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