

Community Service Activity Program through Economic Digitalization for Salted Egg Entrepreneurs in Kampung Bebek Candi Sidoarjo

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ABSTRACT

The potential of the Kebonsari creative tourism area is very prospective, namely the use of local characteristics, namely the potential for laying duck farming in Kebonsari Village, Candi District, Sidoarjo Regency, has decreased. 67,500 eggs per day reduced to 27 farmers. From 2016 to 2021 the average productivity is 700 eggs per day. This decrease was triggered by changes in land use from rice fields to settlements and the construction of the outer ring road of Sidoarjo east. The purpose of the Community Service program in Duck Village, Candi Sidoarjo is the development of village entrepreneurs for duck and salted egg farming based on cooperatives and digital markets.

For entrepreneurial intervention activities, the Development of Cooperative-Based Duck and Salted Egg Livestock Entrepreneurs and Digital Markets in Duck Village, Candi Sidoarjo, is divided into several activities as follows: 1) Growing joint business patterns in the village through cooperative institutions.. 2) Pioneering market access for village businesses wider. 3) Market access is sought to be able to pioneer services for the needs of local communities, neighboring villages, sub-district markets, districts and supply certain special needs such as factories. 4) Pioneering digital market and live market. The digital market is a pattern according to technological developments that is important for business actors to access. Business development will be greatly helped by the digital market network. Digital market pioneering is a must to seize a very open market niche.

The results of the Community Service program that have been achieved include 1, business legality for MSEs that do not yet have a business license 2. E-commerce for salted egg MSEs 3. Rebranding with product packaging 4. Articles in international journals.

Keywords: Entrepreneurship, Duck Village, Digital Market

INTRODUCTION

The potential of the Kebonsari creative tourism area is very prospective, namely the use of local characteristics, namely the village of duck and salted eggs, but there is a problem, namely the potential for laying duck farming in Kebonsari Village, Candi District, Sidoarjo Regency, has decreased. 67,500 eggs per day reduced to 27 farmers. From 2016 to 2021 the average productivity is 700 eggs per day. This decrease was triggered by changes in land use from rice fields to settlements and the construction of the outer ring road of Sidoarjo east. Another problem is that the determination of Kebonsari Village as a tourist area is not able to bring a good enough impact to the people there. For example, there are still 18% of farmers whose income is below the minimum wage in Sidoarjo Regency and there are still problems in the form of the lack of capacity of the local community in managing duck and salted egg business. The objectives of the Community Service program in Kampung Bebek, Candi Sidoarjo in are:

1. Development of village entrepreneurs for duck and salted eggs based on cooperatives and digital markets
2. Growth and development of joint business patterns or cooperative-based business models for salted egg business actors in Duck Village, Candi Sidoarjo
3. Pioneering and developing digital markets to increase sales of salted egg entrepreneurs in Kebonsari Candi Sidoarjo
4. Pioneering and development of new business networks between villages, sub-districts, and districts through cooperatives.
5. Obtain a map of productive resources based on human resources and natural resources in the village of Bebek Kebonsari, Candi Sidoarjo
6. Obtain a database of entrepreneurial potential in the village of Kebonsari Candi Sidoarjo

The benefits that will be obtained for the village in general from this entrepreneurship program activity are to increase the growth and development of duck and salted egg farming entrepreneurs in the Duck Village of Candi Sidoarjo, so that they can become a driving force for the village economy, and benefits for duck egg business actors in particular after The village community service program completed are:

1. Increase in duck egg business results both in quantity and quality.
2. Changes in the marketing strategy used, including changes in the use of media or digital markets.
3. Increasing the reach of the egg market
4. Changes in the efficiency and effectiveness of production management through a joint management pattern with cooperatives.
5. Financial changes, including changes in income and profits

IMPLEMENTATION METHOD

From the results of observations to locations and interviews with village heads, community leaders, and several surrounding communities, The main stages of fostering duck and salted egg farming entrepreneurs based on cooperatives and digital markets in Kampung Bebek Cadi Sidoarjo include planning activities, entrepreneurial interventions, implementation [1] as follows:

Planning

The activities of the Community Service program are divided into 3 parts, namely the planning, implementation and reporting stages. The planning stage is a preparatory activity carried out before making a proposal, including searching for data and determining the target village, namely Kebonsari Village, Candi Sidoarjo District, communication and approaches to village officials in Kebonsari Village, finding potential economic potential in the village, finding business units that are potential target activities. , find an overview of the general problems faced by these business units referring to 5 aspects, namely the quality and quantity of business results, marketing strategies, market reach, production management, and income and profits.

Entrepreneurial Intervention

For the entrepreneurial intervention activities for the Development of Cooperative-Based Duck and Salted Egg Livestock Entrepreneurs and Digital Markets in Duck Village, Candi Sidoarjo, this activity is divided into several activities as follows:

1. Fostering a pattern of joint business in the village through cooperative institutions. The economic potential of Kebonsari village needs to be raised by good management and fixing various aspects that determine business success, and collaboration between business actors through cooperatives.
2. Pioneering wider market access for village businesses. Market access is strived to be able to pioneer services for the needs of local communities, neighboring villages, sub-district markets, districts and

supply certain special needs such as factories.

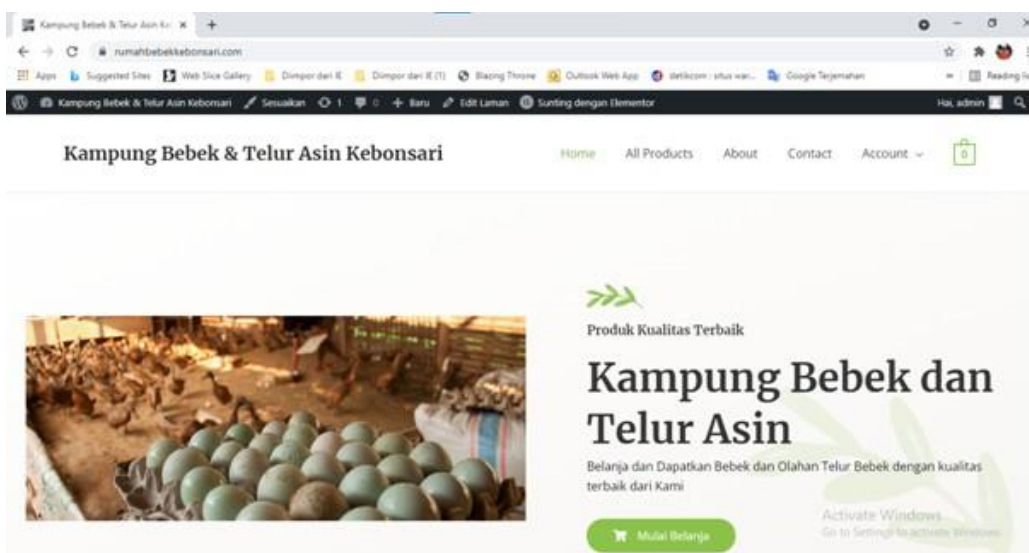
3. Pioneering new, larger business networks, between villages, sub-districts, districts, and nationally according to potential. Village business actors are encouraged to initiate business cooperation with entrepreneurs outside the village, or to join related business associations.
4. Digital marketplace pioneering and live market. The digital market is a pattern according to technological developments that is important for business actors to access. Business development will be greatly helped by the digital market network. Digital market pioneering is a must to seize a very open market niche.
5. Business monitoring. Business monitoring is carried out to find out the condition of business development and at the same time adjust strategies to solve the problems faced.
6. Independence and sustainability Independence is demonstrated by the ability to run a business using the human resources of business actors and natural and artificial resources that can be accessed by business actors. Meanwhile, sustainability is business continuity and the development of quality and quantity of business in a long time which will have an impact on employment and reduce unemployment.

Implementation

Kebonsari Village, Candi District, Sidoarjo Regency is known as “Kampung Bebek dan Telur Asin” because the salted eggs produced by Kebonsari Village are orange in color, making them interesting to enjoy. The color of the yellow part of the egg which is orange in color comes from the duck’s feed in the form of mussels (sea animals such as shellfish) as a mixture of rice bran. The results of the community’s efforts other than duck and salted eggs are “darling”, namely handicraft businesses in the form of cake molds, baking sheets, ovens made of aluminum. Based on data from the Sidoarjo Regency government, it shows the number of ducks in Sidoarjo Regency per District, the largest number of ducks is located in Candi District with the number of ducks in Candi District reaching 58,031 heads, and in Candi District the highest number of ducks is in Kebonsari Village.

OMMERCE for Micro, Small and Start-up Enterprises in Kampung Bebek

One form of entrepreneurial invention carried out by the Ciputra University Team is to create and design e-commerce for small business actors in Duck Village Kebonsari Sidoarjo. The e-commerce was created with the aim of expanding market reach and increasing sales of the salted egg business in Kampung Bebek Kebonsari Candi Sidoarjo. E-commerce is one of the media that can be used to increase SME sales [2-4]]. The e-commerce can be seen at the below:



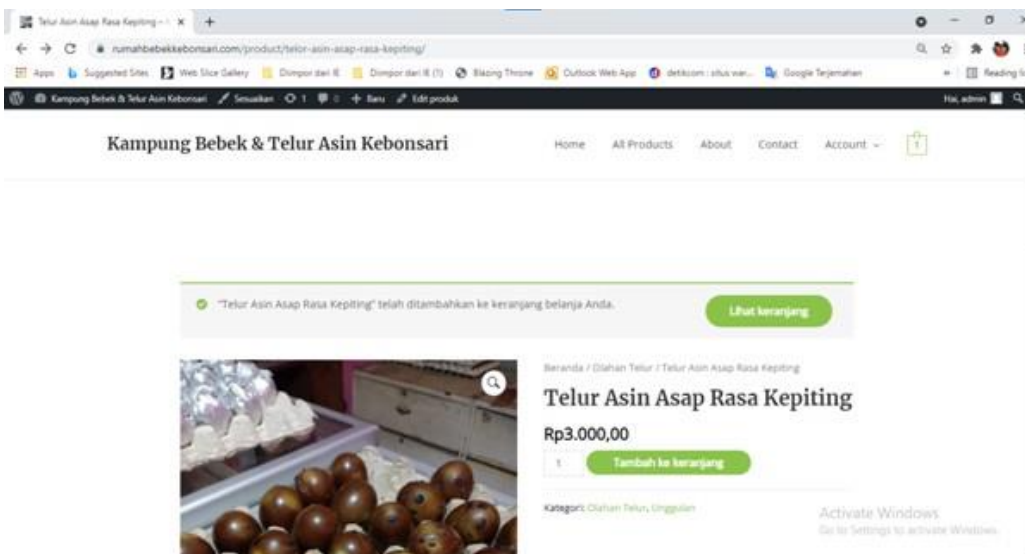
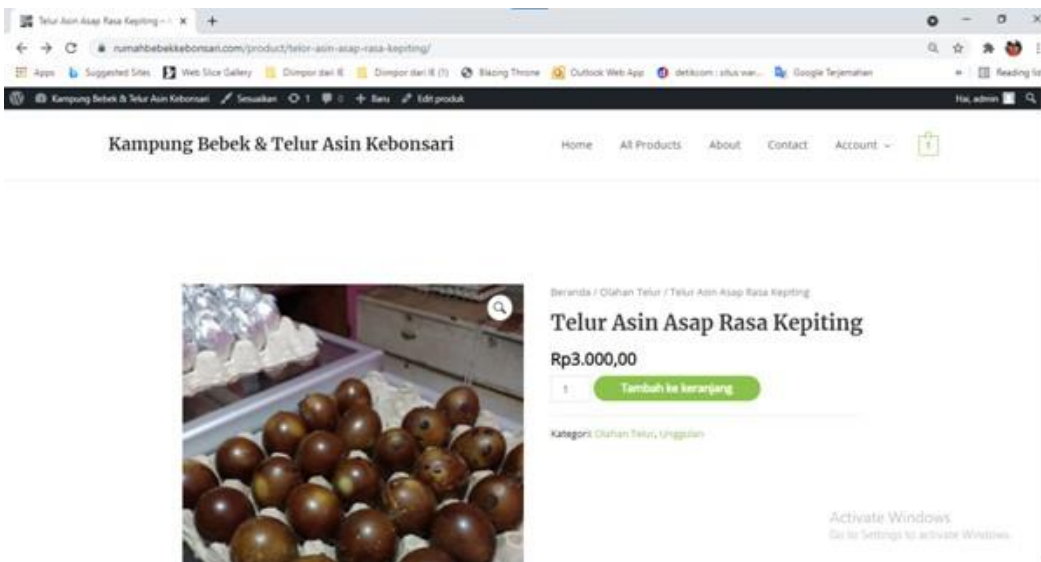
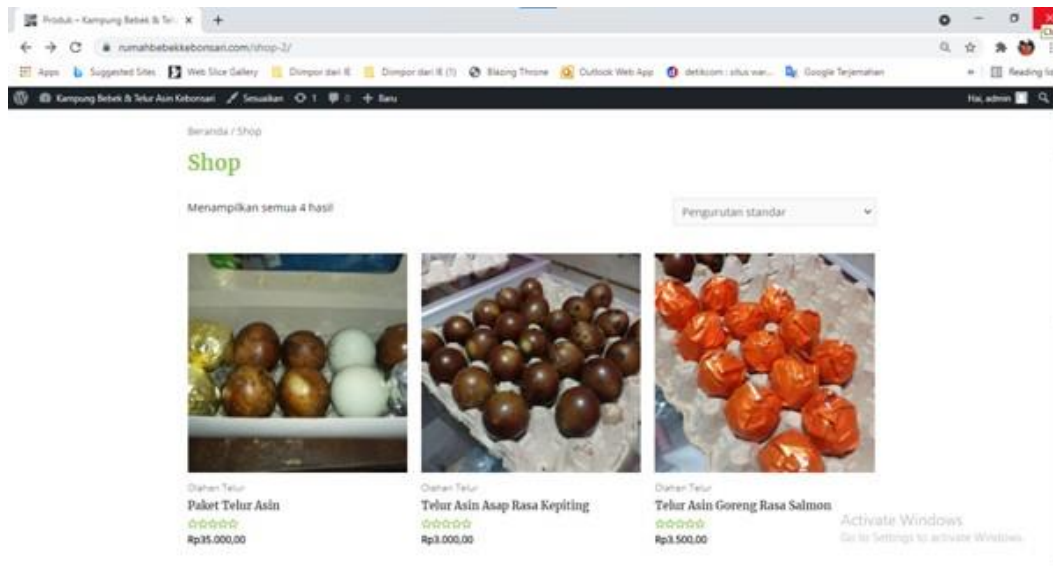


Figure 1. E-commerce for salted egg products at Kampung Bebek Sidoarjo

Salted Egg Packaging Design and Rebranding

The packaging design must be able to provide an experience to the buyer through sight, touch, smell, and sound, if any. From the observations and surveys of the village hero team in Kampung Bebek, the packaging of salted egg products sold in the village does not look attractive, therefore the Community Service Team of Ciputra University of Surabaya is trying to rebrand by helping to develop a packaging design for salted egg products in the village. From the packaging design by the community service team, it is hoped that buyers will understand the use of the product, how to use it, who should use it, and most importantly whether they should buy the product or not. The packaging material for the salted egg product is plastic.

CONCLUSION

The conclusions of the Community Service Program implemented in Kampung Bebek Kebon Sari, Candi Sidoarjo are:

1. The Community Service Team of the University of Ciputra Surabaya, has carried out the Community Service program with the outputs of the Kebonsari village profile, E-commerce, product rebranding with the development of new packaging, business legality for MSMEs that do not yet have a business license, and publication of articles in international journals
2. The developed salted egg product e-commerce is used for wider market access and increased sales of salted eggs produced by Kampung Bebek Kebonsari Candi Sidoarjo.
3. To improve the image of the salted egg product produced by Kampung Bebek Kebonsari Candi Sidoarjo, rebranding was carried out by redesigning the packaging, so that the value conveyed to customers was more striking.
4. By developing e-commerce, rebranding products, forming a joint business pattern through a cooperative forum, it is hoped that economic growth in Kampung Bebek Kebonsari Candi Sidoarjo will increase and prosper the villagers.

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