
EMPOWERING BUSINESS GROUP PEANUT TENTENG

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Abstract

Peanut *tenteng* is one of traditional snacks from Palopo. This food is very popular because of its delicious taste. However, day by day, this snack becomes rare because of the invasion of modern snacks that are produced massively by bigger and stronger company. Based on that consideration, an attempt to conserve that local snack was initiated. The inadequacy of capital and tools of production became a part of problems of the home industry businessmen to develop their business. The producer of peanut *tenteng* were still difficult to produce their product in a large amount. This was caused by the inadequacy of the capital to buy the materials of peanut *tenteng* as well as the inadequacy of production equipments such as printer and package sealer. Therefore, this IbM program was conducted to assist the group of peanut *tenteng* producers in terms of providing business capital and also the production equipments. By the assistance of production equipments, it was expected to be able to shorten the production duration and the production cost as well as creating good quality and competitive products. While by the assistance of business capital to both program partner, it was expected to be able to encourage the production process to be more productive in a larger capacity and to encourage the program partner to administer a professional business management. Generally, this IbM program had been successfully to increase the quantity and the quality of the products and directly impact the life prosperity of the producer of Peanut *tenteng*.

Keywords: *Peanut tenteng, Business Capital, Production Equipments, Business Group*

Background

Peanut *tenteng* is one of the typical snacks of Palopo. It is a food made of peanuts and brown sugar/ granulated sugar which tastes very delicious so the food is very popular among people. *Tenteng* beans can be found in some small food stores all around Palopo. However, along with the times, such snacks as peanut *tenteng* becomes rare because of competition with many variations of modern snacks which are mass-produced. In addition to the limited number of production, it also becomes difficult to be found at the market is also due to the lack of industries that produce these foods in a variety of different flavors so peanut *tenteng* is still overshadowed by other traditional foods.

Manufacturer of peanut *tenteng* is still quite difficult to produce this food in large enough quantities. This is partly caused by lack of capital for supplying its raw materials and absence of adequate equipment for production. In addition, label design and products packaging of peanut *tenteng* is still less qualified and less attractive because the label is only made of ordinary printed paper so that the writing can be easily washed away, while the packaging is only made of ordinary clear plastic wrap. Although it's very trivial but a combination of good packaging, wrapping and labeling is the first appeal for consumers to decide to buy the products or not.

IbM program is expected to give contributions on society, especially partners. Among them are (1) to foster the spirit of entrepreneurship to all members, (2) to enable home industries to produce peanut *tenteng* with the larger quantity and better quality, (3) to increase knowledge about good strategy or marketing management so that it can establish cooperative relationships with retailers, (4) to provide benefits for improvement

of permanent and sustainable economy of society, and (5) Through development of home industry, it can support government programs to realize the two-dimensions of Palopo as a city of trade and industry.

Method

Stages in implementing the social service program of IbM are conducted by using PRA approach (Participatory Rural Appraisal), it is an approach that actively involves all participants so that the program can be more helpful. The stages of the implementation of service activities include:

- a. Identifying the need for business development of partners and determining the appropriate time for the implementation of the main activities of this social service program. The needs of Partners I are a tool for packaging products (Vacuum Sealer), peanuts grinder, mold tools, and cooking utensils (stove, pots, etc.), while for Partners II almost all the equipment and supplies are not yet available because they just started the business for a while so they tend require be much more than Partner I. As for the needs of Partners Partners II, they include cookware, printer, tools for product packaging, peanuts grinders, plastic packaging and jars, labeling maker, and additional capital support.
- b. Providing equipment support and additional capital for business partners which is carried out by the implementation team and directly distributed to each business partner locations. By the help of the procurement of the equipment, it is expected to minimize the time and cost of production so that it can produce a qualified and competitive product in the market. The addition of capital to each partner is expected to encourage greater production processes and they can implement a professional business management.
- c. Practicing of making peanut *tenteng* using equipment and raw materials that have been prepared by the implementation team. It is intended to determine the development of production after giving additional supports of equipment and capital.
- d. Evaluating the activities after production practices are carried out

Results and Discussion

The main activity in the social service program is performed by the method of direct practice. The theory presented related to the way of making peanut *tenteng* using a tool that works automatically. At the time of practice, each participant will be trained immediately to operate the tools that have been prepared. With this method it is expected that the business partners can overcome the problems encountered so far.

The success of this program can be seen from the achievements target resulted in this program. It can be seen through the evaluation and monitoring of the whole process that have been conducted by the team in cooperation with the partners. This process is very important in order to measure to what extent or how successful his IbM program is after it is being initiated. Then the results of the evaluation of this program will be reported to DRPM Kemenristek of DIKTI as a form of the team's of responsibility on grant funding.

From the results of the evaluation of the activities of this IbM, it is found out that giving support of equipment and knowledge to partners can bring positive effects of increased number peanut *tenteng* production as well as better product quality than before. The quantity of the product increased by 20% from the previous, while the product quality also gets better in terms of product packaging that are more modern and attractive. What gets more interesting is actually the durability of products (expiration date) of

homemade peanut *tenteng* made by the business partners may last longer than other peanut *tenteng* products in Palopo.

With the increase in the quantity and quality of the products, it is expected to contribute on increasing revenues of business partners and it can also ultimately ensure business continuity and increase living standards and prosperity of business owners.

Due to the shortage of funds and time, not all aspects of development of business partners can be accommodated by this IbM team. To that end, a team of devotees try to formulate some plans for next stages that can be done in order to develop and maintain business partners of peanut *tenteng*, it covers the aspects of product marketing and managing the financial system in a professional manner. To be more specific, here are some aspects of coaching and development to be planned:

1. Aspects of product marketing, it covers the procurement of production in the form of automatic packaging equipment that can print packaging in large quantities and has a modern design and attractive packaging that can compete with the products from large industries.
2. Aspects of the Financial System, it is conducting short courses on financial reporting which is simpler reserved for micro and small entrepreneurs. This is meant that the financial management of the business can be done in a professional manner.
3. Business development, including efforts to develop variants of other similar products, which are expected to add revenue.

Conclusion

The conclusion from the implementation of this IbM is that the quantity and quality of the products have increased after the transfer of science and technology which are given to business partners. If they are managed seriously and professionally, business groups of *peanut tenteng* will have good prospects to support incomes. Synergy between businessmen, government and higher education institutions is indispensable to the improvement and development of micro and small businesses.

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