Business development and training marketing of fruit syrup home industrial strategy in waetou village, Malangke District, North Luwu

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Abstract. Community development is always associated with the problem of poverty, which is experienced by some communities. At present, poverty is not only a problem in Indonesia but has become a global problem. Indonesia is identical to its citizens' poverty, despite its desire to progress and develop, the poverty problem in Indonesia is characterized by the low quality of life of the people as indicated by the community development index. Therefore, to anticipate the increasing number of poor people, one of the efforts to increase community income through training and marketing strategies in developing the home industry. The strategy that has been offered is to open extensive opportunities as possible to help the community by collaborating with universities that have resources human being is quite reliable. The purpose of this training program is to provide added value for dengen fruit farmers so that they can process the fruit into a variety of processed foods and drinks. The specific target of this training program is to provide motivation and skills for farmers in processing dengen fruit into syrup and candy as well as knowledge in packaging and selling processed products to increase the income of the local community. Problems experienced by partners are: (1) do not yet have adequate process technology; (1) does not have a Brand and product packaging design to be familiar; (3) does not have an attractive label design; and (4) requires business development assistance in the form of production management and marketing management. Based on the analysis of the problem above, the home industry development strategy set for problem-solving is by (1) increasing partners' understanding of business management, especially those related to optimizing human resource management; (2) increasing partners' understanding of the formulation and benefits of business plans (business plans); (3) improving the brand through packaging and product design; (4) increasing partners' understanding of financial management; (5) increasing partners' understanding and skills about the production process by using more sophisticated tools.

1. Introduction
North Luwu Regency is one of the Level II Regions in the province of South Sulawesi, Indonesia. The capital of the district is located in Masamba. North Luwu Regency was formed based on Law no. 19 of 1999 was a fraction of Luwu Regency. At the time of its formation, this area had an area of 14,447.56
km², with a population of 442,472 inhabitants. However, after the division into East Luwu Regency in 2003, the current area of North Luwu is 7.502.58 km².

Food crops produced by North Luwu Regency are corn, soybeans, peanuts, green beans, cassava, and sweet potatoes. The horticulture sub-sector includes vegetables, fruit plants, biopharma plants, and ornamental plants. Commodities served in vegetable crops include leeks, chilies, tomatoes, Chinese cabbage, string beans, and spinach. In 2010, the most significant vegetable production produced by North Luwu Regency was spinach with a production of 557.55 tons. While fruit plants produced, include mangoes, durian, oranges, bananas, papaya, pineapple, rambutan, and mangosteen with the most massive production of bananas as much as 30,314.60 tons. Medicinal plants include ginger, galangal, Sand ginger, turmeric with the massive production is galangal as much as 2,300 kg.

The vast amount of land that is still "idle" in the North Luwu Regency provides an opportunity for wild fruit to grow on community lands, one of which is dengen fruit. The dengen fruit is seasonal, it tastes very sour. The acid contained in this fruit is the electrolyte, which means it can conduct electricity. So, it can be processed to produce electricity. *Dengen* (*dillenia serata*) is a fruit that grows a lot in Waetou Village, West Malangke District, North Luwu Regency. Of the many products that can be produced by dengen commodities, the most potential to be processed into a quality product and is easier to process is *dengen* syrup. *Dengen* syrup is a type of drink made from primary raw materials, which are *dengen* fruit and other mixtures such as sugar, citric acid, cocopandan/vanilla essence, and water [1].

Based on observations of the *Dengen* Syrup Home Industry in Waetou Village, Malangke District, North Luwu Regency, several potential links to the *Dengen* Syrup Home Industry were identified, namely:

a. The production of *dengen* fruit is very abundant and is generally sold at meager prices, and sometimes even people take this fruit without spending money to buy.

b. *Dengen* fruit syrup home industry is effortless to do by anyone. Besides that, the time required is relatively short and relatively small capital so it can become a family business.

c. The potential market for processed fruit is very needed because of the lack of production of syrup and even other processed products of *dengen* in Luwu Raya, even South Sulawesi.

d. The production of processed *dengen* fruit can help government efforts in realizing food security based on local products.

Based on some of the facts mentioned above, several problems were identified in the *Dengen* Syrup Fruit Home Industry, namely:

a. There is no technical knowledge of farmers regarding the processing technology of *dengen* fruit into dengue syrup.

b. Society does not yet know how to manage the Home Industry.

c. Weak knowledge of marketing strategies Home *Dengen* Fruit Industry.

d. Weak knowledge in making a brand/packaging that can inform the nutritional value and composition of the product to win consumers' sympathy.

e. The motivation for the Home Industry entrepreneurship is still weak.

2. Literature Review

*Dengen* fruit is also a local fruit from South Sulawesi. *Dengen* is widely distributed in Luwu Raya (Luwu Regency, Palopo City, North Luwu Regency, and East Luwu Regency). *Dengen* grows wild in the forests and yards of the community. The peculiarities possessed by the *dengen* fruit are mainly on the refreshing sour taste and attractive colors. In addition to its exotic appearance, *dengen* fruit contains more than 84% vitamin C, which is suitable for consumption by the body [2].

This fruit is seasonal and has a relatively short shelf life. To anticipated the abundant and low-quality fruit production, the processing is needed. Processed fruit can be made into products such as syrup, sweets, chips, jams, and sweets. Processed products from *dengen* fruit are one way to continue to enjoy the *dengen* fruit at any time, even if it is not in season [3].
In general, *dengen* fruit farmers directly sell their crops both raw and ripe, even though if processed further, this business will provide added value to the farmers and increase their income. The processed fruit yields, especially in this case is *dengen* syrup can be one alternative processed that can be made by the community. It is because the making is quite easy, and the materials needed are also not difficult to obtain.

The problem principal faced by the community in Malangke district viz lack of knowledge and limited technology in packaging and promotion [4]. There are some residents in Waetou Village, Malangke District, North Luwu Regency who work in the *dengen* fruit industry to fight the economic failure. Nevertheless, the processing is still very traditional, has no governance, and does not have a brand. One of the missions in the development of Waetou Village is to increase economic resilience by promoting populist economic enterprises through strategic programs in the fields of agricultural production, marketing, cooperatives, small and medium-sized businesses, and tourism. It is done through increasing community participation in sustainable development while still taking into account the sustainability of the village environment.

Home 
The processed syrup industry can be done on a small scale for the home industry, or as a family sideline that will later be able to provide additional family income or be cultivated by PKK groups and youth clubs or even can be attempted on a large scale that is capable of absorbing a large workforce.

3. Methods
Management and production problems experienced by partners in the implementation of community service, the method used by the service team is to provide production equipment to solve production problems. Meanwhile, to solve management problems, the method used is in the form of seminars. The *dengen* syrup business actors are given materials related to entrepreneurship motivation, how to market the right product, and assisting with *dengen* fruit syrup packaging with an attractive brand.

The method of applying and transferring technology to the community of Waetou Village, Malangke Subdistrict, is by empowering, which includes training and mentoring on technical aspects and management of the *Dengen* Syrup Fruit Home Industry Industry. The principle of empowerment by adopting local wisdom such as Lempu ‘which means honest, Getteng means firm, brave and secure in the right stand, Ada' Tongeng means holding on to the truth, and Temmapaisilaiengeng means "being fair to all parties." This philosophy of local wisdom can enhance the integrity, quality, and reliable and authoritative leadership in building a home industry based on local wisdom.

4. Results and Discussion
Community service activities in this training aim to facilitate employment opportunities so that unemployment and crime rates can be overcome, thus automatically increasing community income to partner groups will also be seen. Surrounding communities who have work motivation and are interested in the entrepreneurial world will undoubtedly try to get information about opportunities to generate income. One of them is the development of processed products of *dengen* fruit syrup, which can be used as a means to conduct business or activity in processing raw materials or semi-finished goods into finished goods. With the benefits, life can change, people have a positive and significant effect on satisfaction, people have a positive and significant effect on trust [5]. Indicators of program product achievements that have been realized in management training activities are:

a. Increased entrepreneurial motivation in partners. This activity is directed to build an entrepreneurial mindset for business partners to foster entrepreneurial motivation and business partner development. This activity is carried out in the form of interactive discussions to uncover problems and business potential that can be developed by partners and other business groups. After getting solid material on entrepreneurship and its prospects, The *Taklim* Assembly of the Babul Jannah Mosque as the primary partner in this activity, which had been vacuum during July s.d. December 2015 is now back in operation by empowering the housewives in Waetou Village, currently preparing capital so that processed
products of *Dengen* Syrup can become a typical North Luwu souvenir. Entrepreneurial motivation can also be seen from the enthusiasm of participants who were trained were 53 people.

b. Increased public technical knowledge of the processing technology of *dengen* fruit into a variety of nutritious preparations other than *dengen* fruit syrup, such as fruit crackers, and other products. Innovation in the processing of *dengen* fruit is a unique attraction for members of the Babul Jannah Taklim Assembly to continue improving its production quality.

c. Increased foster group knowledge about Home Industry management. Initially, the Taklim Assembly of the Babul Jannah Mosque, Waetou Village, Malangke District, North Luwu Regency sporadically produced *dengen* for consumption by residents around Waetou Village and Malangke District.

d. Increased marketing and production networks of *Dengen* Syrup. With the injection of tools and training provided by the Muhammadiyah University Palopo Service Team, the Taklim Assembly of the Babul Jannah Mosque, which had been a vacuum for 6 (six) months, rose again to produce. Currently, on average, in a month (as of November 2, 2019), the target group has produced 300 bottles of dengue syrup. Marketing, which initially revolved around West Malangke Subdistrict, has now reached several areas in North Luwu Regency and Palopo City. The Muhammadiyah Civitas Muhammadiyah Cooperative in Palopo and the Palopo and North Luwu Souvenir Center. In general, consumers are interested in consuming *Dengen* Syrup because the nutrients contained are perfect for humans. If calculated, the Babul Jannah Taklim Assembly's turnover in a month from processed products of *Dengen* Syrup is Rp. 15,000,000 with a profit of Rp. 2,500,000. It is because partners have been absent and have only begun to revive on the injection of production equipment from the management training program. In the current economic recession, of course, this amount is beneficial for mothers who become employees in increasing family income.

e. The increasing aesthetic value of Brand / *Dengen* Syrup packaging. So far, the packaging of *Dengen* Syrup is made very simple and even traditional, because sometimes only with used bottles of mineral water. The business development training program and marketing strategy have trained the community to make packaging or brands for their processed *Dengen* Syrup products. The industrial group was also given the aid of simple equipment in the form of production equipment for product durability in packaging. Today's packaging meets the essential aspects of marketing that include brand names, tastes, weights, tastes, ordering addresses, and other aesthetic values that can attract consumers.

f. Increasing student skills as a strategic intermediate target in designing community empowerment programs through business development training programs and marketing strategies. The direct involvement of students can build a network in the form of small business production groups and open marketing access through partnerships with various Home Industry groups that can stimulate student entrepreneurship.

g. The pattern of collaborative empowerment between universities and the community, especially the *Dengen* Syrup Fruit Industry Home, has begun to appear in Waetou Village, Malangke District, North Luwu Regency, through assistance in transferring skills, capital and more comprehensive marketing access.

h. Generating tangible learning experiences in community empowerment that are valuable to students with direct involvement in the community finding, formulating, solving, and overcoming development problems in a pragmatic and interdisciplinary manner.

5. Conclusion

The dedication carried out by the Dedicated Team in Waetou, Malangke District, North Luwu Regency has been carried out well and without any significant obstacles. This activity was very welcomed by the Community and the Government of Waetou Village, Malangke District. With the excellent teamwork and the active participation of the speakers, this activity can be done splendidly.
The activity can provide benefits for community service partners in the sustainability of the *dengen* fruit syrup production business, and with innovation from the servant to develop more products that can be produced by *dengen* fruit are candy and crackers.

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