

Article

# Sustainable Business Development Strategy In Cassava Cracker Production Business

Endang Lifchatullaillah<sup>1</sup>; Stivaniyanti Atmanegara<sup>2</sup>; Indra Legiyanti<sup>3</sup>; Nadya Faizatul Laily<sup>4</sup>

1. dr. Soebandi University
2. dr. Soebandi University
3. dr. Soebandi University
4. dr. Soebandi University

\*Korespondensi : [endang@uds.ac.id](mailto:endang@uds.ac.id)

**Abstract:** Cassava is a plant originating from Central and South America, as a type of tuber plant that has high carbohydrates. As many people know, food made from cassava will give a feeling of satiety, so in some regions in Indonesia cassava is used as a staple food as a substitute for rice. As a root crop that cannot last long, some people take the initiative to process cassava into dry food that can be stored for several months but still has a good taste as a snack or food accompaniment. Several groups of housewives took the initiative to process cassava into savory and crispy crackers, and can increase family income. As a cassava cracker processor in the countryside, it still uses a chopper for raw materials that are still simple to produce cassava crackers. The purpose of this study is to find out the level of effectiveness of cassava cracker processing so that it has more selling value and export quality, with a strategy that can develop a sustainable business, so that it becomes one of the products that is competitive and exported abroad. In terms of production, cassava cracker orders are quite promising, but are still constrained by several conditions that result in not fulfilling all orders. This makes the researcher intend to help producers to be able to increase the production of cassava crackers that have characteristics and can be competitive until they are exported abroad. The strategies offered will have an impact on improving business results and sustainable and competitive cracker production processes, testing the quality of cassava crackers, packaging and branding, and marketing strategies. The expected output is that researchers can contribute to sustainable business development for producers and can be published in international journals.

**Keywords :** Sustainable Business Development Strategy, Cassava Crackers

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## 1. Introduction

As many people know, food made from cassava will give a feeling of fullness, so in some regions in Indonesia cassava is used as a staple food as a substitute for rice. Cassava is also known as a plant belonging to the *Euphorbiaceae* family with the scientific name *Manihot esculenta* or also known as cassava, *cassava*, *tapioca* which can be made for various culinary dishes with various kinds of processing. As a tuber plant that cannot last long, some communities have taken the initiative to process cassava into dry food that can be stored for several months but still has a good taste as a snack or food accompaniment[1]–[3].

This research focuses on the production of cassava crackers that have a savory taste and various flavors so that they can become one of the home industrial businesses that provide family income. The production of raw cassava crackers produces 24-25 kg of crackers from 1 quintal of cassava. However, in sales, consumers are still limited in the local area of Jember Regency. Based on the identification of

several existing problems, the researcher focuses on production and marketing management problems. As for the production aspect, including the process of drying crackers and cassava cracker products, they still do not have a household production permit (P-IRT) and still do not have cassava cracker packaging that has a selling value. In terms of marketing management, cassava crackers are still not widely known, the production of cassava crackers is still based on orders from consumers and does not have special promotions offline or online and lacks understanding of marketing management in its business[4]–[6].

## 2. Materials and Methods

The research used was qualitative with an in-depth interview method. As stated by Bogdan and Taylor in Lexy (2019), qualitative research is a research procedure that will produce descriptive data which are written or also spoken words of the observed people and their behavior. According to Esterberg in Sugiyono (2012), it is also explained that the purpose of the in-depth interview method is to be used in finding more open problems. The main source of data in this study is the words and actions taken by the researcher, the rest are additional data. The data source used is in the form of a Primary Data Source, in the form of data taken directly from the source without any intermediaries, by digging up the original source directly through an informant. The primary data source in this study is Mrs. Titik Istiatun as a cassava cracker business actor. Secondary data sources were also obtained from documentation and literature studies in several books, several print media and the internet, as well as photos of activities taken during the research.

The data collection technique in this study was carried out in the form of interviews with respondents with in-depth interviews, which are in the form of semi-structured interviews, which aim to find problems more openly, where respondents are asked for their opinions. And there are other data collection techniques carried out in the form of literature studies that are used as support for the completeness of data that has been taken from other relevant sources.

## 3. Results and Discussion

This study uses a purposive sampling technique. The samples taken were cracker entrepreneurs who have lived in Karanganyar village, Ambulu District, 2 cracker entrepreneurs over 40 years old, and 2 cracker entrepreneurs between 15-40 years old, and 2 cassava-based cracker entrepreneurs over 40 years old and 2 people aged 15-40 years. Data Analysis techniques are carried out by organizing data, sorting it into units that can later be managed, and searching and finding patterns, as well as to decide what can be presented in the research[7]–[9].

The analysis carried out aims to make the information collected clear. In this study, the analysis technique used is to use an interactive model

Data collection according to Miles and Hubberman (1992) on an integral model, which is obtained from the results of observation, interviews and documentation is recorded in field records consisting of 2 aspects, namely description and reflection[10], [11].

Researchers select relevant and meaningful data to be presented by selecting basic or core data, focusing on data that leads to problem solving and selecting data that is able to answer research problems. Reduction is carried out by coding the interview results with the aim of selecting data.

Table 1. Data presentation table

The basic ingredients of the crackers used	Cracker Production	Interview results from respondents	Descriptive analysis
Wheat flour and tapioca flour	A total of 1 quintal of cracker production process for 3 days	Direct sales	Crackers made from wheat flour are still in demand by the community so that the production process runs smoothly with a sales percentage of 80% of production for 3-5 days
	The basic ingredients are easy to get	Purchase of basic materials is at every nearby store	
	Production tools can be affordable	Manually used technology	
	Product Packaging	The packaging of crackers is very simple	
Cassava base ingredients	A total of 1 quintal of cracker production process for 1 week	Sales by order	Cassava crackers are still not all interested people, with a sales percentage of 25% of production for 1 week
	Basic materials still take time to order	Purchase of basic materials is still awaiting shipment from manufacturers on an order-to-order basis	
	Production tools can be reached manually, taking a long time	Technologies used with special machines	
	Product Packaging	Attractive packaging is needed for promotion and increasing competitiveness	

Based on the observations and interviews conducted by the researcher and the team, that there are still problems in several things that still need solutions, so that in the effort to develop the cassava cracker business in the region there are several inputs and solutions, namely:

1. There is still a need for production tests at the laboratories of the Department of Industry and Trade for the feasibility of production results
2. Assistance in the production process from raw materials to ready-to-market goods
3. An effective marketing strategy is needed to develop sustainable business for cassava cracker products
4. Product packaging to further improve competitiveness
5. Sales promotions are prioritized offline and online

#### 4. Conclusion

Cassava crackers are a local home industry product that still needs guidance and direction in following the market and there is very tight production competition, so it strives to develop a business by having a business strategy so that it can develop and be sustainable and have competitiveness through improving production processes and marketing management.

From the results of the analysis, productive activities can be carried out, by: (1) Providing direction and input related to cassava cracker processing (2) Testing the feasibility of production results starting from organoleptic tests and product durability tests. (3) Monitor product sales results carried out according to the direction of marketing management so that production can grow and be sustainable

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