ABSTRACT

The home industry for processing corn products into corn chips in Malang City includes Sinar SME and Berkah SME located in Pandanwangi Village, Blimbing District, Malang City. Sinar and Berkah SME’s still do not have attractive, innovative and creative packaging designs. The packaging used has not been able to protect the product during the transportation process, and the design is less attractive. Corn chips produced by Sinar and Berkah SME’s did not have a variety of flavors in their products. This can have an impact on market saturation so that it can reduce sales. There is still a lack of ability in both SME’s people in mastering technology and hygiene, so that there needs to be innovation and technology dissemination in the production process. The limited capacity of the machine becomes an obstacle in production activities from a long time and the output of the product produced is not uniform. Improvement efforts were made by improving the packaging design of Sinar and Berkah SME’s by replacing clear plastic packaging with clear stand-up pouch zipper plastic packaging and secondary packaging in the form of colored cardboard packaging. The variety of corn chips that can be done to attract consumer appeal is to add a level of spiciness to the spicy flavor and a combination of spicy and other flavors. Procurement and guiding the use of production machinery in the form of frying equipment used to increase production capacity and reduce production time. Technology transfer is carried out in packaging activities using a pedal sealer machine. The transfer of this technology is proven to be able to increase the selling value of higher products because the image of packaging is more attractive, ensuring product safety due to the quality of packaging that is very thick and airtight outside. The increase in sales was felt to be quite significant.

KEYWORDS
Corn chips, Pandanwangi, SME, Transfer technology.

INTRODUCTION

As the national food, East Java Province continues to improve crop production. One is corn. Production in 2015 reached 12.8 million tons. Corn production centers spread across 12 provinces and 45 counties. In East Java, corn centers located in Tuban, Malang, Kediri and Blitar (East Java Provincial Agriculture Office, 2015). Corn as a staple food has a nutritional value quite well, apart from reaching 63.60 percent carbohydrates also contain fats with unsaturated fatty acids which is quite high, 7.90 percent protein, minerals and vitamins including vitamin A content is high (SI 440) than any other grains [1]. However, the potential production and nutritional value of corn as big and as good as it
was not used optimally [3]. One way to increase the added value of corn products is to process into various processed corn products or so-called agro-industries.

As the second largest corn producing region after Tuban, Malang has a major contribution in meeting the needs of society corn. Maize production in the past three years in Malang consecutive increase. However, the magnitude of the corn crop potential has not been utilized to the maximum. This is attributable to the lack of business units in Malang who cultivate maize. In fact, according [2], corn can be processed into a variety of processed products. One of corn processed favored by many consumers is corn chips [4]. The processing of corn chips fairly simple and easy opportunity to be adopted by the public, especially farmers in addition to the economy by establishing a domestic industry (home industry). Industrial households cultivate maize in Malang among others are Sinar and Berkah SME’s. Both of these SMEs located in the Village Pandanwangi, Blimbing district, Malang, East Java Province. These SMEs cultivate shelled corn into corn chips.

Raw materials to corn chip production obtained from corn farmers around the area. Related to this, its very important in agroindustri to be done in order to increase the added value, especially when the production abundance and low price products. In addition, to increase and expand the market, the use of promotional and product diversification needs to be done in order to better sell high value products. One effective promotional efforts is the use of innovative packaging and product diversification in the sense of corn chips.

The product is the package, Which means that a product can be judged from its packaging. Packaging be a major determinant towing buyer interest in consuming a product. The success of the appeal of the packaging specified by the aesthetics of such a material consideration. Traditional food packaging materials must include a label that will be a media information. Minimum information that must be listed on the traditional food is composition, company name, and a kadaluwassa (Syarif, 2005). Sinar dan Berkah SME’s did not have an attractive packaging design, innovative, and creative. The products are sold in the market is a product with the old design. The packaging uses a transparent plastic with paper stickers contain some additional product information. Packaging not protected product during distribution. Packaging is also not provide adequate promotional items to the public. Even the packaging replacement by other companies are also prone to be misused. This creative power shortages impact on competitiveness in the domestic market both short term and long term.

Corn chips produced by Sinar dan Berkah SME’s in the form of corn chips with some flavor similar to many competitors’ products. The chips require development primarily in terms of combinations of flavors. In addition to causing saturation of the market, the benefits have not been maximized because the product easily found with the same quality. Corn chips industry itself included in the snack industry that is not a staple food but the food side. People eating a snack in nature there is no necessity as is the consumption of staple foods, but by preference. Therefore consumer preferences is the key factor is important so that products sold in the market chips. The problem that exists is that the snack product is not just chips, but various types of products so that the snack product market competition is very tight. Similarly to the type of chips with the same raw materials are a wide variety of shapes and flavors. Creativity and continuous innovation is required so that the products produced chips that can survive in the market. Variations combination of flavors of chips can be launched to prevent rapid market saturation.

Target outcomes of this community partnership program is a value-added products, namely in terms of packaging that can provide brand image better than the competitors so that it can attract the attention of consumers. In addition, the emergence of new products through product diversification corn chips in the form of the creation of new combinations of flavors corn
chips to increase sales of Sinar dan Berkah SME’s.

MATERIALS AND METHODS

The beginning stage is done by holding discussions with SME’s corn chips about the problems being faced that can not be resolved. Problems being faced is then also coordination on these issues and seek appropriate solutions alternatif. Based on the situation analysis condition of our partners there are several solutions offered to solve these problems, namely:

a. Do counseling and assistance to the partner for the management of professional business management so that it can produce competitive products typical city of Malang.

b. Packaging design improvements Sinar dan Berkah SME’s done by replacing the clear plastic packaging with plastic packaging stand-up pouch zipper nodes. This plastic is a combination of PE and PET plastics. The packaging is equipped with a sticker that displays the complete product information. Secondary packaging is by adding corn chips packaged in the form of colored cardboard with the front transparent mica to show product corn chips. Cardboard printed with color enhancement interesting as possible and complete product information as well. Pictures of sale in the form of identity corn chips and Malang also be added.

c. Improvements to the quality production of corn chips on Sinar dan Berkah SME’s diversifed combinations of flavors. Variety corn chips flavor combinations that can be done to attract the consumer appeal is to add flavor is a combination that has existed with a spicy flavor. Spicy flavor itself will be divided into several levels of spiciness. The combination of flavors is also made between spicy with a mix of other flavors.

d. Monitoring and evaluation of the implementation of continuous progress and sustainability of activities involving the implementation team CSR.

RESULTS AND DISCUSSION

After identifying the problem, there are two fundamental problems that occur Sinar dan Berkah SME’s are less interesting flavor variations product packaging and the same product with most competitors. So we made some alternative solutions to these problems include:

a. Innovation Packaging Products

Packaging innovations carried out on the product packaging is innovative types of packaging and packaging design innovation of the product. Packaging innovations carried out consisted of 2 types of packaging innovation primary and secondary packaging innovation. The primary packaging is in use using stand-up plastic zipper pouch clear. It is intended that the corn chips products more durable and attractive. Further innovations used secondary packaging is packaging cardboard with designs that have been created.

b. Diversified Product Rasa

The addition of the combination of flavors that is performed using a spicy flavor. For example, spicy sweet, spicy roasted corn, spicy cheese, as well as the use of the level of spiciness. This is supported by the latest trend that consumers have more kertarikan with snacks that have a spicy flavor. Implementation of CSR activity will not run optimally without the support and participation of partners, namely Sinar dan Berkah SME’s located in Malang. Support and cooperation of both partners is expressed in the form of a statement of willingness to co-operation. Forms of partner participation, among others:

a. Sinar dan Berkah SME’s have the motivation to improve their business performance by improving the quality and product innovation in conducting CSR so it will look after the progress of the activity of CSR.
b. Partners in collaboration with CSR Implementation Team will conduct periodic monitoring and evaluation of the implementation and progress of CSR activity results so perstasi produced can be a motivation other SME success of fellow who produce corn chips.

c. Willingness place for mentoring and training of the production process as well as a willingness to provide assistance in the form of, in kind in the form of production materials and supporting tools during the production process.

d. Willingness to apply the results of technological research in the next production process in order to produce better quality.

Providing packaging equipment such as a packaging tool pedal can be used to improve product packaging corn chips, improve the efficient packing time, and increase the value of the product selling corn chips. Packaging equipment specifications given corn chips SMEs is tailored to the needs and capacity of SMEs. The expectation given the tools that can provide the right solution for SMEs corn chips about the problems it faces.

To procure the transfer of technology in these activities in the form of automatic packaging technology has a goal to increase the selling value of products through packaging, improve packaging to make it more attractive, and maintain product safety corn chips. Production equipment have been delivered ie automatic packaging machine in the form of packaging pedal. The equipment has been implemented by SMEs corn chips in performing activities of daily production.

Pedal packaging tool used in the process of packaging products with better packaging materials. Automatic packaging tool quality standards already meet the needs of SMEs corn chips. Additionally Automated packaging tool is easy to use on corn SME level so that all the tools provided have lasting benefits for SMEs corn chips. Providing automatic packaging tool provides benefits to SMEs as follows:

- Can use the product more attractive packaging with its own design so that consumers are more interested in buying than with other products.
- Quality packaging is secured from defective packaging so that future consumption of corn chips longer.
- Products value corn chips, so as to increase profits through increased sales of products corn chips.
- Improving efficiency packaging time and simplify the process of packaging products corn chips.

Other activities such as socializing or introduction, training, mentoring and coaching to groups of SMEs Emping corn. This course is intended to improve the quality and performance of the business. One focus of the activities is the introduction of the product packaging tools that are not only attractive, but also strong and functional. It also conducted educational efforts to build a system of quality assurance products. In addition, one important factor is considered necessary adala product diversification taste corn chips. It is intended to reach a wider market segment. marketing strategies so as to strengthen their competitiveness against prduk corn chips as well as of other products of competitors. It also can strengthen product marketing corn chips wider and commercially.

Counseling and training in general have done especially automatic packaging machine operation pedal in the form of packaging that has been given. Assistance on management of business includes production logbook, improved packaging, diversified taste corn chips and marketing products. Monitoring and evaluation of the implementation of the continuous progress and sustainability of activities involving Executive Team CSR and internal reviewer team of LPPM the UB. Monitoring and evaluation process related to the success of the production process improvement and management of SMEs carried out 1 time a month. The results of the monitoring and evaluation show that the application of packaging technology that has been given has been running with a bunch of good.

**CONCLUSIONS and SUGGESTION**

The use of packaging technology that has been given to an increase in the quality of the product packaging and products value corn chips, so as to increase profits through increased...
sales of products corn chips. The use of more modern packaging technology can improve image yang better and the confidence of consumers to SMEs corn chips on their quality assurance. Improving the efficiency of production time on the stages of packaging and simplify the process of packaging products corn chips.

In an effort to maintain the condition of existing SMEs, need for further assistance and monitoring to measure and determine their impact with the help of technology from this CSR activity. In addition assistance is needed to ensure that SMEs can use the supplied packaging technology in a sustainable manner.

REFERENCE


