

SOFT SKILL IMPROVEMENT OF KAPUK CRAFTSMEN THROUGH DIVERSIFICATION AND UTILIZATION OF WASTE WITH BRANDING "KAMPOENG KAPUK JANGUR" USING SWOT ANALYSIS

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Abstract: Jangur Village is a village located in Sumberasih district, Kab. Probolinggo. The majority of the population are kapok craftsmen and process them into pillows, bolsters and mattresses. There are several problems with Kapok craftsmen partners, among others: Not yet established institutions in the kapok craftsmen group because each group is processing and marketing products partially, There is no legality and branding of kapok processed products, The lack of diversification of kapok processed products causes the craftsmen to only sell kapok to middlemen at a fairly low price, kapok seeds which have been sold only to factories at very cheap prices without being processed first, sales of kapok processed products are only marketed around the district. Thanks without using platform E-Commerce. Seeing the potential and problems in the village of Jangur, where the majority of the residents process kapok fruit, this is why "Kampoeng Kapuk Jangur" was initiated. The programs include: the establishment of kapok producer MSMEs, legality management, kapok processing diversification, development of kapok seed waste into lubricants, e-commerce training and socialization for the marketing of kapok processed products.

Keywords: Kapok Craftsmen, Diversification, E-Commerce

1. Introduction

Jangur Village is a village located in Sumberasih district, Kab. Probolinggo. Geographically, the village of Jangur is in the western part of the district of Probolinggo. Jangur Village is divided into 4 hamlets, 4 RWs and 16 RTs. Judging from the height above sea level, Sumberasih sub-district is located at an altitude of 10 to 50 meters, which consists of a lowland and a part of the highlands, Sumberasih sub-district has a tropical climate. The majority of the people work as kapok craftsmen.

Kapok craftsmen partners have several problems including: Not yet formed institutions in the kapok craftsmen group because each group is processing and marketing products partially, There is no legality and branding of kapok processed products, The lack of diversification of kapok processed products causes craftsmen to only kapok to middlemen with a fairly low price, kapok seeds which have been sold only to factories at very cheap prices without being processed first, the sale of kapok processed products is only marketed around the district. Thanks without using platform E-Commerce.

Based on the description of the problem, a solution was offered by comparing Jangur Village as "Kampoeng Kapuk Jangur". The benefits obtained from the branding of the village "Kampoeng Kapuk Jangur" were not only felt by the kapok craftsmen, but also the community could be moved by the economy because more and more people came to Jangur Village to buy kapok processed products. The method of approach offered to the kapok craftsman group partners in Jangur Village, Kecamatan Sumberasih is to provide insight, training and branding motivation for the Kapuk village, the application of science and technology to financial management and organizational management for kapok craftsmen groups and managing the marketing management of the products produced. The superior products that are the mainstay of "Kampoeng Kapuk Jangur" include: lubricants from kapok seeds, sitting cushions, baby bolsters and various motifs. Product diversification made has a higher selling price than just selling kapok in kilo. Products sold also have a large demand in the market (Femy M.G. Graduates & Very Y Lionda, 2014). To accommodate the demand for kapok processed products outside the probolinggo regency area, it can utilize social media such as Facebook and Instagram, and also use the E-Commerce platform such as: Regopantes, shopee, tokopedia, bukalapak (Kotler & Gary Armstrong, 2008). These products are offered to consumers by utilizing science and technology both in the production, packaging and marketing processes.

2. Method

Based on the problems and solutions offered, the stages are arranged in carrying out the activities. The stages of activities can be seen in Figure 1

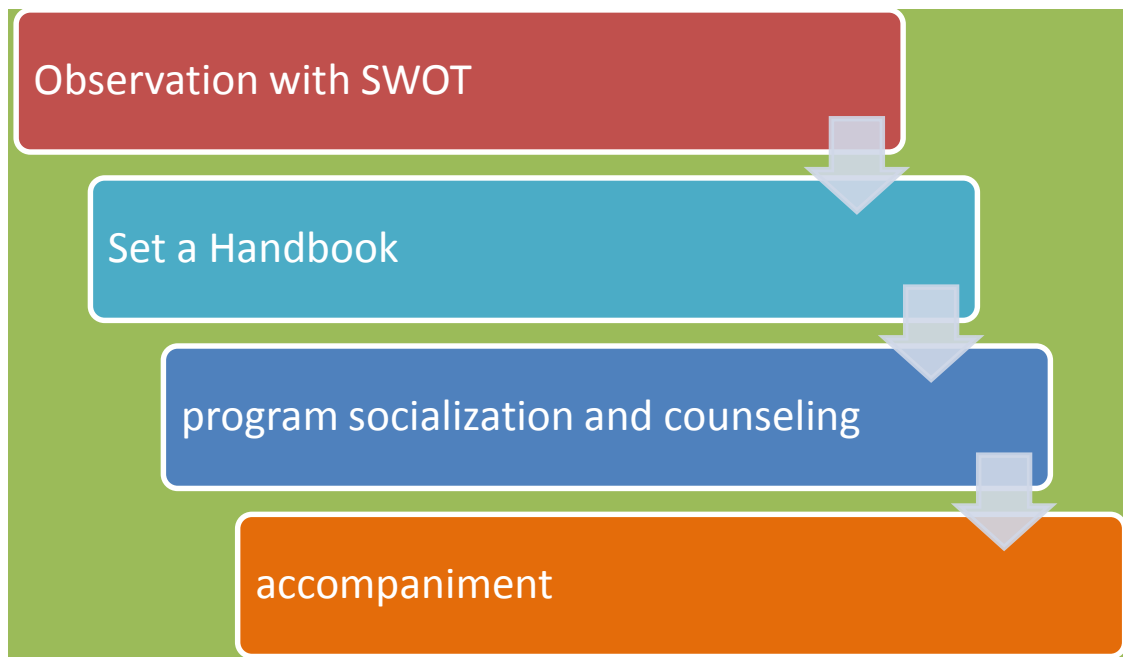


Figure 1. Stages of Activity

The activity starts from a follow-up observation process with a SWOT analysis. The SWOT analysis is used to see the advantages and opportunities of kapok craftsmen to develop their business with the branding of "Kampoeng Kapuk Jangur". The second stage is making handbooks. The handbook made consists of 2 guidebooks namely: a product diversification manual and an e-commerce marketing manual. The third stage is socialization and counseling activities. Socialization is important to facilitate the process of transferring knowledge to kapok craftsmen partners. The fourth stage is the training process which includes diversification training and e-commerce usage training.

3. Results and Discussion

SWOT analysis

The SWOT analysis is used to find strengths, weaknesses, opportunities and threats from kapok crafting partners. The results of the SWOT analysis are then used as important ingredients to develop the best strategy (Freddy Rangkuti, 2014). Based on observations that have been carried out a SWOT analysis on kapur cotton craftsmen is as follows:

Strength (S)

List of internal strengths of kapok craftsmen in Jangur Village

Has the basic capability of processing kapok

The existence of kapok is very abundant

There are many kapok craftsmen

Jangur village is very suitable for planting kapok plants

Weakness (W)

List of weaknesses possessed by the kapang cotton craftsmen

The group of craftsmen do not have legality

Processed products produced are monotonous

Not yet familiar with online sales

The resulting waste has not been utilized optimally

The marketing area is very limited

Opportunity (O)

List of Potential Jangur Village areas and the potential of the Jangur Village community

Community needs for cotton cushions continue to grow along with the increase in population

Open a wider marketing area through e-commerce or online sales

There are many potential land for planting kapok trees or kapok trees.

Threat (T)

List of threats of competitor of kapok craftsmen in Kab. Probolinggo

There are substitutes for kapok substitutes, namely goose feathers, spones and dacrons.

The rise of online sales has caused many offers from competitors.

Product Diversification

Diversification of kapok handicraft products is a step to increase the competitiveness of kapok handicraft products (Petir Papilo, 2014). During this time, kapok crafts produced only in the form of pillows, bolsters and mattresses. Diversification of products developed in the form of pillow products sit various shapes and baby bolster pillows. Products of pillows, bolsters and mattresses that have been produced have not been removed but are labeled with the brand "Kampoeng Kapuk Jangur". Handicraft products from Jangur Village have good quality where the kapok used is super quality kapok which is processed using a machine. Jangur kapok craft products also have a good reputation and are marketed both on the island of Java and outside the island of Java such as Bali and Kalimantan. Pillow products, bolsters and existing mattresses target the industry's target market while diversifying products developed targeting the online market. Prioritized online markets are housewives and baby bedding.

Utilization of Waste

Kapok seeds are waste from the stripping process, so far kapok seeds are only sold to the factory at a very low cost, which ranges from Rp. 2,000 - Rp. 3,000 per kg. Kapok seeds can be processed into vegetable oils. Vegetable oil produced from kapok fruit seeds has a good content for cooking oil mixture because it has a minimum amount of saturated fat. The way to process it is to take the essence of kapok seeds and squeeze it until you get the essence of kapok seeds. Kapok fruit seeds can also be processed into a mixture of organic catfish feed. Processing kapok seed waste into organic catfish feed has a promising business opportunity, because in Sumberasih Subdistrict, Probolinggo Regency has many catfish farmers. Processing seeds is also relatively easy, ie cleaning the seeds and grinding them until smooth. Kapok seeds that have become powder are mixed with other organic ingredients such as: cassava flour, flour from dried fish and rice bran

E-Commerce

E-Commerce is a sales platform that is currently growing rapidly. Marketing opportunities using the E-Commerce platform and social media are very promising. There are so many platform marketplaces in Indonesia that some of the most popular marketplaces are chosen such as bukalapak, tokopedia and shopee. Kapok Craftsman partners are not only given knowledge about product diversification but also marketing science is needed so that the products produced can be accepted by the market. Besides using the marketplace as a marketing medium, mediasosial is used as a media for promotion. Social media is the cheapest and most effective promotional media. Today the shopping paradigm of the Indonesian people has begun to change from an offline shop to an online shop.

The increase in soft skills expected from this activity went well. The output obtained is that Kapok craftsmen are able to make diversified processed products from kapok in the form of various pillow motifs and baby bolster pillows. Product diversification not only adds to the type of product produced but also increases the selling price of kapok products. Processing kapok seed waste can be used as vegetable oil which has a small amount of saturated fat. Besides being processed into vegetable oils, kapok seeds can also be used as organic catfish feed mixtures. The resulting product is marketed using an e-commerce platform. The e-commerce platform used is marketplace and social media. The branding of "Kampoeng Kapuk Jangur" not only benefited the kapok craftsmen but the economy of the people in Jangur Village also increased because of the many customers who came to Jangur Village.

4. Conclusion

Based on the results obtained in the field, there was an increase in the soft skills of kapok craftsmen in terms of diversification of kapok processed products, kapok seed waste which had not been utilized was processed into economically valuable products, namely as vegetable oil and organic catfish feed mixture. The resulting product is marketed using an e-commerce platform so that the reach and quantity of sales increases. The increase in soft skills and branding "Kampoeng Kapuk Jangur" that has been done is able to improve the economy of kapok craftsmen and the people in Jangur Village.

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