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The Marketing Innovation of Melinjo-Based Food Product Through Sociopreneurs Approach

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Abstract. So far, Melinjo has only been used as chips and vegetables. The problems today are environmental hygiene, monotonous products, marketing, and consumer perception. This research approach is to diversify products by processing Melinjo into flour so that it can be processed into other various foods. Making various processed foods is done by paying attention to hygiene. The sociopreneurship that has been carried out is marketing that involves approaching the consumers using mobile box motorcycles and increasing consumer perception.

Keywords: Processed Melinjo, Hygiene, Mobile Box Motorcycle, Sociopreneurship.

1 Introduction

Melinjo fruit (*Gnetum gnemon L.*) results from agricultural cultivation that dominates in Tenjolahang Village, Jiput District, Pandeglang Regency. Every month, at least 25-30 tons of Melinjo production in Tenjolahang. In this village, Melinjo has only been processed into Emping (Melinjo chips) and marketed as raw chips. The Melinjo raw material has the potential to be developed in various processed foods other than chips, such as Melinjo peel chips and Melinjo flour [1, 2], which can be processed into various foods just like wheat flour.

The general public is familiar with Melinjo in the form of processed chips, which comes from the Melinjo fruit and has a distinctive, slightly bitter taste. Even though it is favored because of its taste, which is a counterweight to dishes such as Soto and porridge, Melinjo chip is also feared because of its purine content that can cause the onset of gout disease. It is known that the purine content in Melinjo is high, reaching 50-150 mg/100 gr Emping [3]. However, in addition to the effects of these purine levels, in reality, Melinjo has many health benefits. Some are due to the content of antimicrobial compounds, namely flavonoids, tannins, and steroids. The components or compounds in the skin of the red Melinjo fruit are phenolics, flavonoids, lycopene, vitamin C, and β -carotene. Phenolic and flavonoid components include antimicrobial compounds [4]. There are also ingredients that the body needs, namely carbohydrates (63.23%) and fats (2.66%), proteins (17.39%), and many vitamins [5]

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With all these advantages, there is a huge potential for the use of Melinjo. Unfortunately, Tenjolahang Village, as a producer of Melinjo, has not obtained optimum benefits. The first problem observed is the production process, which needs to pay attention to hygiene aspects. The hygiene factor in food processing is very important while making Emping. There tends to be potential contamination from the environment in the moment of drying and mold growth due to incomplete drying due to its dependence on sunlight and heat.

The second problem is that the processed products have yet to be diversified with a longer product life. Generally, the use of Melinjo fruit is only used as Emping. The Melinjo soft skin is usually the raw material for stir-fried vegetable dishes, while Melinjo hard skin only becomes waste/garbage. The third problem is marketing, which tends to be passively waiting for buyers by marketing in traditional markets and local cooperatives.

2 Methods

Implementing this innovation consists of Training, assistance through FGD, and evaluation using the Google Form application and interviews. Before doing the training, the team makes a preparation that is called the "Intake Process" [6]. In the Intake Process, the team builds trainee trust so the training and facilitating process can be accomplished at the end of the program. Through the intake process, all the problems and constraints were collected and analyzed to support the training design. The training materials as a solution to the problems are as follows:

- a. First Training. Hygienic Production Process (Production problems). Food that enters the body impacts health, physical, mental, and brain development. Healthy food must be consumed by the Indonesian people, especially school children, as the successor of the nation. This method uses counseling and training methods that begin with turning on energy source operating tools, testing process results, and mitigating in the event of a fire or other incident.
- b. Second Training. Product Diversification (Problems of production diversification) The demonstration method provides complete hands-on skills in processing a healthy food menu and its nutritional standards. If the food consumed is healthy both in terms of nutrition and hygiene, health will be guaranteed. This method uses training and mentoring methods with technical exposure to manufacturing processed foods made from Emping raw materials.
The various processed foods made are brownies, cookies, and ice cream cones, all of which are made from Melinjo flour. Making Melinjo flour and processed foods uses methods and tools that ensure hygiene. The derivation product of Melinjo is new and has the potential to be developed.
- c. Third Training. Marketing of Box Installation on Mobile Motorcycles (Marketing Problem). The implementation of this activity begins with observing the boxes on the market. The next stage is modifying the shape of the box. The addition of interesting illustrations and testing of placements on the saddle of motorcycles and mobile sales trials. In addition, the packaging design is prepared starting with a photoshoot session of new product variants. Improving packaging is proven that it can improve marketing. The market segment is increasing, and marketing turnover is increasing to achieve the upscale of MSMEs. Product packaging affects a consumer's desire to buy and impacts his or her decision to

buy the product or not. The uniqueness of the product packaging design has a positive and insignificant effect on the emotional attractiveness of the product. The use of Social Media is growing very rapidly in Indonesia, so marketers use social media as one of the marketing tools. Social media is one of the powerful ways to promote products and services through internet marketing. Technological advances to develop online businesses are increasingly opening up opportunities for entrepreneurs to reach a wider market as there are no longer any restrictions on distance and time.

3 Results and Discussion

The initial stage analysis results of the Melinjo artisans' conditions in Tenjolahang Village revealed environmental health problems, monotonous products, and economic and public perceptions problems. These three root problems require a complete and holistic solution. Environmental health problems are mainly related to the understanding and habits of Melinjo artisans in producing Melinjo chips, related to the cleanliness of the processing site (roasting, drying, pressing, and packaging), see Figures 1 and 2, the personal hygiene of the craftsmen, and dependence on sunlight in drying. The second problem is in terms of monotonous products, so Melinjo is only used as part of the fruit to become Emping and the soft skin parts and leaves only become vegetable raw materials. All parts of Melinjo can be used to be made into flour, which then becomes various processed foods, such as brownies, cookies, and ice cream cones.

The third problem is the economy in terms of business mapping and developing the ability of artisans to improve product quality and marketing. Passive marketing waiting for buyers can disrupt the economy of citizens. The fourth problem is the consumer public's perception of the purine content in Melinjo, which causes uric acid pain, even though many other nutritional contents are also useful in Melinjo.



Fig. 1. Roasting process.



Fig. 2. Packing process.

3.1 Suggested Solution

Regarding the problems that arise, the problem-solving approach is carried out through the involvement of Melinjo artisans.

1. Environmental Health Problems

To overcome problems in the drying process that depend on sunlight and the possibility of contaminations, the solution is offered in the form of drying with an oven for 8 hours. The oven is seen in Figure 3, while the dried melinjo is in Figure 4.



Fig. 3. Melinjo fruit, soft skin drying using oven.



Fig. 4. Melinjo products drying results.

With the help of the drying process, it can eliminate the potential for contamination from the environment in the form of dust, exposure to animals (chickens, birds, dogs, cats, and so on), and microorganisms that can reduce product hygiene and even cause mold on Melinjo. In addition, the consistency of drying results quality is maintained, which is very important for formal and certified marketing.

Regarding knowledge and insights of artisans, educational material on the environmental hygiene and sanitation where Emping Melinjo is made has been delivered. The artisan's society has understood this, and it is necessary to evaluate it after delivering educational insights. Environmental health related to clean and healthy lifestyles and environmental sanitation needs to improve through an educational approach [7].

2. Monotonous Product Problems

To overcome this problem, product diversification is carried out into various processed foods with a long marketing chain. This is done by making flour out of Melinjo. The whole part of Melinjo, which is the fruit part, hard skin, and soft skin, can be processed into flour. Melinjo flour is like wheat flour. It can be a raw material for various processed foods. The material and process of making melinjo flour can be seen in Figures 5 and 6.



Fig. 5. Dried melinjo from the oven.



Fig. 6. Preparation of making melinjo flour.

Processed foods that can be produced from Melinjo flour include brownies, cookies, quiches, and ice cream cones. These processed products can be sold widely, reaching not only Emping Melinjo enthusiasts but also pastries and ice cream enthusiasts (Figures 7, 8, and 9).



Fig. 7. Brownies making process.



Fig. 8. Melinjo brownies.



Fig. 9. Melinjo quiche.

3. Economic Problems

Marketing improvement is carried out with an approach strategy to consumers through direct marketing. The implementation of the activity begins with observing the motorcycle boxes on the market. The next stage is modifying the shape of the box. The addition of interesting illustrations and testing of placements on the saddle of motor vehicles and mobile trials. Art and creativity are necessary to create interesting designs, especially as a promotion media [8]. In addition, the packaging design is prepared in advance, starting with the stage of shooting new product variants. Improving packaging is proven that it can improve marketing. The market segment is increasing, and marketing turnover is increasing to achieve the upscale of MSMEs. Product packaging affects the consumers' desire to buy and impacts their decision to buy the product. The uniqueness of the product packaging design has a positive and insignificant effect on the emotional attractiveness of the product. One of the emotional attractions of the product is the installation of music speakers typical of Melinjo products in Tenjolahang Village (Figure 10).



Fig. 10. Box motorcycle of melinjo products mobile sales.

4. Problems of Public Perception

To overcome this issue, it is necessary to conduct sales trials of processed products and marketing trials. The trials will be carried out for a month and will be evaluated every week. In addition, the Tenjolahang Village Head must approach

the residents and neighboring residents to buy processed products sold by the box motorcycle. This approach is mainly carried out to change the paradigm that Melinjo can only chip (Emping) and a vegetable, and Melinjo can cause gout pain. A shift of Paradigm needs to be followed by examples and the involvement of local leaders. Marketing is targeted at residents around Tenjolahang Village. Thus, the settlement effort will reach the targeted sociopreneurs levels.

4 Conclusion

This study shows that improving the economy of the MSME community requires a holistic approach and solutions involving various parties and expertise. The economic improvement of Melinjo artisans is carried out from upstream, which is the manufacturing process that follows environmental health and sanitation standards, and product diversification, to downstream, which is improving marketing strategies and approaches to consumers regarding perceptions of Melinjo.

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