

DEVELOPMENT OF TRADITIONAL CAKE  
MICRO BUSINESS "LARIS" IN MENUR PUMPUNGAN SURABAYA

**Kunto Inggit Gunawan,**

Faculty of Economy and Business,  
University of 17 Agustus 1945 Surabaya,  
[kunto@untag-sby.ac.id](mailto:kunto@untag-sby.ac.id);

**Mataji,**

Faculty of Economy and Business,  
University of 17 Agustus 1945 Surabaya,  
[matadji@untag-sby.ac.id](mailto:matadji@untag-sby.ac.id);

**ABSTRACT**

Since enactment Public Economy ASEAN (MEA) on end year 2015 should encourage all economic actors without exception SMEs and Micro Enterprises to improve themselves in order to improve the quality of production of both goods and services. If not done, then Indonesia is a "soft" market for Asean countries other because of Indonesia has the largest population ( *population size* ) in Asean, namely no less 270's million soul population. SMEs and Effort Micro which is embodiment people's economic democracy, is very hard hit when the flow of goods and services is so swift from various Asean countries invaded the Indonesian market. Realizing that doing strengthening ( *empowered* ) to SMEs and Effort Micro is a must and the necessity of being able to find a national identity that has a *comparative advantage* and *competitive advantage* . This activity begins with identifying existing land issues and next looking for method the solution, method which used is with provide training and assistance. The results that have been achieved are the ability traditional cake business optimizing sales with use local raw materials. With thereby Effort Micro Traditional Cake " selling" could increase ability in the field production and management effort. Existence outside the as indication enhancement empowerment effort.

**Keywords:** *Quality development*

**A. INTRODUCTION.**

SMEs and Effort Micro which is embodiment democracy economy people, Becomes very hit when current goods and service so the rush of various Asean countries invaded the Indonesian market. Realizing that thus *empowering* SMEs and Micro Enterprises is a necessity and a necessity to be able to find national identity which have *comparative advantage* and *competitive advantage*.

IBM is one of the media in the context of strengthening SMEs and businesses Micro. For this reason, in the proposed IbM (Science and Technology for the community) group, Cake business in Traditional Cake Village in Menur pumpungan Surabaya, we chose: Traditional cake business . Where move in the

field production Cake typical Surabaya, which has been more distinctively known as traditional cakes Surabaya.

The owner of the Menur Pumpungan Traditional Cake Micro Business with the name “ Laris ” is Mrs. Towila which is located in RT 03 Surabaya. This business was founded since 2010 and engaged in the business of making cakes. Which type of cake generated includes: lemper cake, donut cake, oto-otok cake, bakpao cake, layer cake, nagasari cake, pastel cake, and onde-onde cake.

The Menur Pumpungan Micro Business which produces cake products has the name "Laris", is located at Men ur pumpungan RT 03 Surabaya, where businesses this don't have permission effort.

The results of the production of pastries and wet cakes have been marketed in Surabaya just, where marketed: At Menur Market V Surabaya , Menur Market III Surabaya, Manyar Market in Surabaya, and Klampis Market in Semarang, Surabaya.

Demand for the cake production of Menur Pumpungan Micro Business from year year getting bigger, but because of the limitations of production tools such as *mixers* and tools developer which no adequate, so that Effort Micro this difficulty multiply amount the production.

Next based on results Interview proposer with partner (Effort Micro menuur pumpungan) say that product cake wet Effort Micro this can developed and marketed throughout the Sukolilo District and surrounding areas. For pioneer to direction there beside \_ required addition machine production, also required additional baking skills. Because all this time the kinds and types of cakes which generated amount limited.

Mrs. Towila, the owner of this micro-enterprise, is optimistic about improving quality and miscellaneous type type cake improved, what else is there enhancement repair packaging (During this still use plastic) that is the packaging in in the form of a paper box, the selling value is quite high and can be marketed in Well-known supermarkets such as Indomart, Alfamart and others. Besides that, Mother Towila have confidence which strong that along with progress IT, marketing cake which have can marketed by *on line* considering that almost all products today can be marketed *online* , but for skills this Mother Towila no have it.

From the management side, Traditional Cake Micro Business “ Selling” is family business. By therefore this business uses management principles that are not yet good. For example not yet there is bookkeeping about finance effort, still not yet separate Among finance effort and finance personal. Mother Towil a the owner of this Micro Business hopes that his business has books clear and detailed business finances starting from the procurement of materials raw materials, production process costs (labor, electricity, gas, etc.) and cost marketing (cost delivery goods). Besides that owner This Micro Business expect to be able to make business financial statements, because something effort which have report finance effort more it is prioritized to get assistance from companies that provide CSR assistance ( *Corporate Social responsibility* y), Beside that often as condition for get credit from institution giver loan.

Referring to an analysis situation as well as based on a discussion among partners with the proposer as follows:

Not yet capable of making good product packaging, so that often there is difficulty in marketing consumer products, especially those that are far away and need a relatively long time. Need for enhanced quality raw materials so that the resulting product will be better, especially in terms of taste and appearance, which requires skill in choosing it.

Need for enhanced quality products in various types of products, so that the choice of buyers will be more and if the variants are increasing many so the more interesting for buyers.

The purpose of this service is to develop the quality of the traditional "Laris" cake micro business in the Pumpungan menu, Surabaya.

Benefit Devotion:

As for the beneficiaries in this activity are micro-enterprises traditional cake "Laris" in the menu of Pumpungan Surabaya as the target group and Untag Surabaya as the embodiment of the link world match education and world effort.

**Target Outcomes of Cake Products Interested by Consumers.**

The output target for Micro Enterprises is the aspect of increasing marketing traditional cake products with an emphasis on making attractive packaging, selecting the right raw materials in cake making, and adding product variants that can meet market demand. Traditional cakes are daily snacks that are most liked by the community, both upper, middle and lower classes and do not depend on certain age groups.

Indonesian people in general really like traditional snacks compared to modern cakes such as: cakes (pastries), cakes, etc. The existence of traditional cakes is very helpful for the community in meeting the nutritional intake of foods other than rice, especially cakes that are clean and healthy and inexpensive because they are in accordance with the conditions of the Indonesian economy, most of them are in the lower economic class. Therefore, traditional cake snacks have a very good market to develop, especially in villages throughout Indonesia.

Table: Process Production  
Condition Existing and Target/Hope

Condition existing/actual	Target/Hope
1. Not yet understand how to create attractive product packaging to be marketed.	1. Expected after training and escort can understand how to make attractive packaging to market.
2. Not yet understand how to choose good raw materials to use in making products.	2. Expected after training and escort can understand how to choose good raw materials to use in making products.
3. Do not understand how to add product variants that can meet consumer demand.	3. It is hoped that after training and mentoring can understand how to add product variants that can meet consumer demand.

## **B. IMPLEMENTATION METHODS.**

Solutions offered to solve problems priority partner by Specific, concrete which agreed together Among proposer and partner is as following.

For improve the development of the traditional cake business "Laris" , conducted activity which includes: lectures, discussions, simulations, demonstrations, and mentoring.

## **C. DISCUSSION ON BUSINESS DEVELOPMENT**

### **Packaging Development**

In general, packaging is understood as a container or wrapper that is useful for preventing or minimizing the occurrence of damage to the packaged goods. For many cakes/traditional snacks, packaging is a problem in the modern era. There is an assumption that this traditional cake is not cool because it is easy to find in traditional markets, packaged as simple as possible without good packaging. The packaging seems cheap and is identified with slums, unhygienic, impractical. This connotation of cheap goods makes traditional cakes have a market that cannot reach a wider market or become a typical product of a region. Indeed, the market has begun to find various traditional cakes which generally appear with strong brands, but in many areas they are still in the form of packaging that does not different from decades ago.

For wider marketing access, this becomes a problem. And a similar condition also occurs in East Java, especially the traditional cake "Laris" which is the location of this service. The economic potential of this traditional cake

business is still small and the packaging of the traditional cake is still very simple, the added value that should be presented when the cake is packaged better is lost.

For cake products or snacks made by factories, good and unique packaging is not a big problem. Its skilled design capabilities and capacity to make packaging available around the clock. Things are different when it comes to traditional products, one of which is traditional cakes. It is not uncommon to find these cakes, which may taste much better than those made in the factory. Meanwhile, if we look far ahead, traditional cakes are part of Indonesia's diversity which is born from various geographic areas of people's lives, cultures, customs, and traditions that differ from one another. In the traditional food is implied a long history of a society by sharing the image of other cultures and the construction value of the local community.

Table: Traditional Cake/Food Packaging.

Packaging Material	Packaging Form
Banana leaf	Pincuk' Takir Fold. Selontongan.
Coconut leaves/palm	The diamond. 2.....Trumpet.
Plastic	Pockets/cretekan. Mica Box.
Paper/cardboard	Box. Round. Cone.

The Table shows the various packaging for traditional cakes/snacks that are around us, especially in traditional snack centers throughout Indonesia, especially the island of Java. The "selling" traditional cakes at Menur Pumpungan can take advantage of the types of raw materials available to increase the economic value of their products through the development of their packaging.

#### **Selection of Raw Materials**

Raw materials are the main ingredients for making products, where their presence greatly determines the quality of the products they make. To make a product, in the selection of raw materials, an appropriate action is needed in determining the results maximum through several assessment criteria, including: color, odor, humidity, and appearance and no less important is the period of use / expiration.

In increasing high-quality production, of course, the selection of good raw materials will not be separated. Good raw materials are raw materials that can provide good taste, attractive appearance, durable products so that they can provide economic value as expected.

Table: Types of Raw Materials for Cakes/Traditional Snacks.

Raw Material Type	Price
9. Twin Chakra Wheat Flour 1 kg	IDR 13,000,-
10. Rose Brand Rice Flour 1 kg	IDR 12,000,-
11. Rose Brand Glutinous Flour 1 kg	IDR 20,000,-
12. Tapioca Flour Cap Pak Tani 1 kg	IDR 15,000,-
13. Deli Balls Corn Flour 1 kg	IDR 22,000,-
14. Garut Circle Organic Flour 1kg	IDR 60,000,-
15. Hunkue Crown Tortoise Flour 120 grams	IDR 2.500,-
16. Mama Likes Panir Flour 1 kg	IDR 50.000,-

The table shows the types of raw materials for traditional cakes on the market at various prices according to current market conditions. Traditional Cake “Laris” Menur Pumpungan can choose several flour raw materials according to what is needed in making traditional cakes.

Table: Traditional Cake Auxiliary / Auxiliary Material.

Auxiliary/Auxiliary Material	Price
Sugar My Sugar 1 kg	IDR 14,500,-
Brown Sugar 1 kg	IDR 12,000,-
Palm Sugar 1kg	IDR 30.000,-
Dolpin Kitchen Salt 1 kg	IDR 10,000,-
Chicken eggs	IDR 26.000,-
1 Can Flag Cap Liquid Milk	IDR 15,000,-
Liquid Chocolate Cans Flag Stamp	IDR 13,000,-
Messiah Ceres 1 kg	IDR 60,000,-
Butter Loss 1 kg	IDR 20,000,-
Wrapped Craff Cheese	IDR 20,000,-
Baking Soda / Baking Soda 1 Ounce	IDR 38.000,-
Bottle of Butterfly Food Coloring	IDR 5,000,

The table shows some of the auxiliary materials used by traditional cakes “Laris” in producing traditional cakes. Auxiliary ingredients are cake-making ingredients that are no less important than the main raw materials because without these auxiliary materials, the results of traditional cake products cannot produce a cake product as expected, namely: good taste, attractive appearance, fragrant and durable .

#### **Development of Traditional Cake Variants**

The development of traditional cake varieties is an activity that must be done. This is done by every cake entrepreneur, both traditional and modern. An effective variant developer is the development of variants based on consumer demand which includes: cake shape, color, appearance, and taste.

Many cake variants will provide benefits for entrepreneurs because it will increase sales, this happens because consumers will get many choices according to the tastes they want. The traditional cake micro business "Laris" has now developed its product variants, which previously only amounted to 8 variants after the business development carried out by the service team developed into 12 variants. Here are some variants of traditional cakes and their recipes suggested by the service team: chicken carrot spring rolls, serabi solo, palm sugar diamonds, putu ayu, cucur cakes, bikang, sticky sticky rice cakes, mud cakes, shredded chicken solo sausage.

**The perceived benefits of the traditional cake micro business "Laris"**

1. Developing Packaging.
  - Cake products will look more attractive.
  - Can help promote consumer cake products.
  - Easy to carry and store as souvenirs.
  - Cake products will be more durable / not stale quickly.
2. Developing Raw Materials.
  - Improve the quality of cake products made.
  - Can save the use of raw materials.
  - Adding product variants using different raw materials.
3. Develop variants of cake products.
  - Procurement of raw materials is easier because it is oriented to the use of raw materials that are easy and widely available in the market.
  - Save the cost of procurement of raw materials.
  - Cake products are more in demand by consumers because of the many choices.
  - Market share will expand.
  - Increase profits because orders definitely increase. - Consumers will be more loyal.

Table: Business Development Condition

Before Development	After Development.
1. Not yet understand how to create attractive product packaging to be marketed.	1. Already understand how to make attractive product packaging to be marketed.
2. Not yet understand how to choose good raw materials to use in making products.	2. Already understand how to choose good raw materials to use in making products.
3. Do not understand how to add product variants that can meet consumer demand.	3. Already understand how to add product variants that can meet consumer demand.

From the results of business development, it turns out that there are significant changes to the sales performance and profits of the traditional cake "Laris" in Menur Pumpungan, these changes can be seen from:

1. The addition of the use of the form of the packaging, which previously only used banana leaves and plastic, has now developed into models and materials made of paper.
2. There is an increase in the use of raw materials which previously only used ingredients from flour and now it has not developed only flour but rice and glutinous rice.
3. There are additional product variants offered to the market which previously only amounted to 8 variants, but now have increased to 12 variants and in the near future will increase according to market demand.
4. Micro Business "Laris" has utilized various packaging, raw materials and product variants that are around the place of business even if necessary from remote areas to improve product sales performance.
5. With the development of this business, of course, it requires skill and perseverance if you want maximum results, additional funds are also needed for the procurement of equipment and raw materials.
6. There are several things that must be owned by the Traditional Cake Business "Laris" in running its business. For this reason, it is necessary to maintain good attitudes and behavior in business, be friendly in speaking to buyers and do not lie about the product, say it is of good quality but bad, say that if there is an order it will be served quickly but in reality it is slow and as much as possible should partner with various couriers who such as Gojek Food, Grapp Food and others, of course, the trustworthy ones are chosen.

#### **D. CONCLUSION**

From the results of the development of the Traditional Cake Business "Laris" it can be concluded as follows:

1. Maintain attitudes and behavior in serving consumers, don't lie about the product, say it's good quality but bad, say it's an hour to arrive but in fact it's only 5 hours before it arrives, and must partner with a reliable courier.
2. Using attractive traditional cake packaging so that it can create purchase interest from consumers.
3. Using good quality raw materials and not cheap origin which results in less quality end products.
4. By always developing traditional cake variants, it will attract consumers to always be loyal to the "Laris" cake because there are many choices to buy and also there will never be boredom. media
5. By always developing the business in terms of packaging, raw materials and adding product variants, it will bring success in the business, both in the short and long term.

#### **Suggestion**

- 1 It is necessary to continue to encourage efforts to change attitudes and behavior for the better in running the business.



- 2 Always updating changes in packaging, raw materials and product variants that can meet consumer demand and wherever possible may always follow the development of technology in the field of traditional cake business.
- 3 To be successful in developing a business, it is necessary to be supported by others, for example: developing human resources, developing production, developing finances and others.

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