

Branding Strategy to Increase Sales of Products from Palm Trees in the Bojong Hamlet, Sukabumi Regency

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ABSTRACT

Ant sugar is processed from sap which has a longer process than palm sugar. Ant sugar itself is one of the preparations from the palm plant which is processed by residents of Bojong Hamlet, Cicadas Village, which is used as a livelihood for residents for their daily needs. The existence and position of these products are still not competitive, they are not well known and their sales are very minimal. On the other hand, Bojong hamlet residents also experience difficulties in producing, innovating and marketing properly. The purpose of this research is to make raw material products, product innovation, and product sales in local and international markets, so that products in Bojong Hamlet can increase and be able to compete with other similar products in the market. The method used in this program is to provide education to sugar palm farmers about the uniqueness of packaging, taste innovation and making attractive packaging and marketing. While conducting the education, the results were obtained, namely the interest of the people of Bojong Hamlet, Cicadas Village, to innovate in product development, packaging innovation and attractive sales.

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1. PRELIMINARY

Dusun Bojong is one of the hamlets which is located on the border between provinces, namely West Java and Banten. More precisely, this hamlet is located in Cicadas Village, Cisolok District, Sukabumi Regency, West Java Province. Farming is one of the livelihoods in this hamlet. One of the agricultural products of this hamlet

community is the Enau (Aren) plant [1]. Aren is a tree that comes from the palm family which has the potential to have a high selling price and can survive in conditions in tropical countries such as Indonesia [2]. Sugar palm plants have their own uniqueness, which is able to live in every type of soil, such as calcareous soil, sandy soil and clay soil, but this tree cannot survive in soil with high levels of acidity. In Bojong

village, palm trees produce two products, namely kolang kaling and ant sugar. This ant sugar is a processed product from palm sugar which comes from palm sap water which has been cooked until the water content is reduced to <6%. With the condition that the water content has become 6%, when the palm sap water is cold, it will harden into palm sugar. In order for palm sugar to become ant sugar, it is necessary to carry out the grinding process and continue with the opening process [3]. In an effort to produce kolang kaling products that are ready for consumption, the people of Bojong Village, as the producer, carried out a series of methods, starting from boiling kolang kaling, peeling, flattening to soaking kolang kaling for 7 days.

Palm sap is the essence of the palm plant which the community collects as raw material for making ant sugar which is collected using bamboo which is stored under the shoots [1]. The sap is collected and the boiling process is carried out on a large pan with a continuous fire until the sap water becomes thick which is what local residents call "wedang". After the process of cooking the palm sap water until it turns into wedang, then the result is boiled again so that it thickens. The lump is stirred while cooling until it expands and recedes. After the wedang sap is turned into sugar, it is then crushed using a coconut shell so that the sugar becomes crystals [3].

In the field of economic development in Bojong Hamlet, Cicadas Village, the community is not yet aware of the many innovations that can be developed from palm sugar besides ant sugar and kolang kaling which are sold as raw materials. This is a highlight for innovating products from ant sugar and kolang kaling so as to make products ready to sell and attractive. One of the efforts to increase the selling value of sugar palm products such as ant sugar and fro can be obtained by processing them into the best products.

Even though the activity of making and selling products from palm plants such as ant sugar and kolang kaling has been carried out for quite a long time, these

activities have not been able to provide welfare evenly to the people of Bojong hamlet, Cicadas village, and most of the residents around Bojong hamlet are still in a position relatively weak economic conditions. One of the program activities carried out is to find solutions to public complaints so that they can provide answers to problems that occur in the process of producing sugar palm products which are reprocessed to produce innovative products that reach the marketing stage to consumers.

2. LITERATURE REVIEW

Branding and product packaging are the main objectives in this activity as part of the efforts of researchers and the people of Bojong village, Cicadas village, to increase the competitiveness and attractiveness of consumers to the products produced, so that the existence and position of these products influence the selling points and business networks which will be wider.

2.1 Design Thinking

Design Thinking is very useful in solving problems that are not clear by doing *reframing* problems in human-centered ways, generate multiple ideas in brainstorming, and adopt a hands-on approach to prototyping and testing. Design Thinking also involves ongoing experimentation: sketching, prototyping, testing, and trying out different concepts and ideas [4].

2.2 Brands

Brands has various meanings [5]. Brands can provide a difference between one product and another and provide a value to a product [6]. The purpose of creating a brand is as an effort to convince potential buyers about the advantages or advantages of quality standards, reliability, social status, value and safety of a product [7]. Branding is an activity of promotion, publicity, or advertising. In general, branding can be interpreted as a way for product or service owners to be seen by consumers, which includes product packaging,

giving logos, names, product or service identities by creating brand awareness and creating a positive brand attitude and image so that it can be achieved after going through various ways such as packaging, introduction and design of a product [8].

2.3 *Brand and Packaging*

Products produced from palm trees in Bojong Hamlet do not yet have attractive labels or brands and packaging. So far, the product has only been packaged using the leaves of the palm plant itself. By having a brand or label, a product is declared to have an identity [9]. Brand is an identity or sign of a product or service [10]. With a label or brand, buyers can easily choose the product or service [11]. Apart from labels or brands, packaging also plays an important role in the appearance of a product or service. According to Irrubai in his research [12] Packaging is a series of ways carried out by a company in an effort to provide information related to goods or services to its consumers. Packaging is an effort created by business actors as a way to maintain brand equity in order to increase sales [13]. Through the procurement of packaging, it is hoped that it can attract more interest and influence consumers in choosing the products they will use. Good and attractive packaging can also provide a good image of a product in the eyes of consumers [14]. Especially for new products, good and attractive packaging is needed so that the product stands out or stands out [15]. Apart from using appropriate and supportive packaging, there are other things that also play an important role, namely the marketing of fro and palm sugar. Through good packaging and marketing of kolang kaling, it can deliver products from producers to users or consumers and can provide indications of changes in the level of supply and demand to consumers and of course can increase product sales.

3. METHOD

The data collection method used in this activity was to conduct a direct observation of the production of fro and ant sugar. After finding the data, it is then followed by analyzing and forming a solution that is based on a design thinking consensus. Furthermore, after the activities were carried out, a review was carried out in order to be able to find out the market conditions in a simple way around the community members to find out buyer responses regarding products that had gone through the branding process (packaging and labeling) that had been carried out. This process was carried out for 21 days, from 8 March 2022 to 29 March 2022.

4. RESULTS AND DISCUSSION

The results of this palm tree consist of sugar ants and fro. The processing process is still relatively simple. This is because the process still uses simple equipment, and is not supported by renewable technology. The product that was socialized in this activity was a combination of typical natural products from the village, namely palm sugar, and fro mixed with additional ingredients such as coffee and pure milk (coffee and fro sugar ants).

In the first stage, the weekly process is carried out, the aim is to make it easier when the flower stalk is shaken. Another goal is to break the flowers and tap water (sap) to flow smoothly. Once ready, the stalk is sliced so that the nila water comes out and is collected in a bamboo shelter or commonly called lodong. The next process is to cook the sap water itself over the stove and cauldron and then stir it periodically for about 4 hours slowly the water content of the sap itself begins to decrease. Entering the final stage, the sap water thickens, at this stage the cauldron is removed and cooled for about 20 minutes. After chilling, stir continuously until it forms crystal grains. In the final stage, the sugar is dried in the sun. This process can be said to be the process of making traditional sugar.

In the early stages of harvesting kolang kaling, the palm fruit is picked first, after that the fruit is boiled so that the skin of the palm fruit is easy to peel, after peeling the seeds are taken and flattened so that the seeds are oval in shape. In the final stage, the seeds that have been flattened will be soaked for one week so that the seeds swell before they are ready to be consumed.

Coffee and fro sugar ants

At the beginning of production, the raw materials that are all ready (cooked) are made into liquid ingredients except fro and fro which are only made with small pieces. The coffee used is coffee product from UMKM Lentera_Corp, Coffee which was originally powdered was brewed first using hot water of approximately 90oC, because it uses simple equipment, the way to know that the water has reached 90oC is seen from the first time the water boils. Then ground coffee is mixed with the water and stirred.

After the coffee is dissolved, let it stand until it cools so that the coffee grounds have fallen off (separated). The comparison used is 1:7 (1 gram of coffee 7 ml of water). Then, make liquid palm sugar from palm ant sugar using hot water and then dissolve it using a 1:1 ratio (1kg of ant sugar and 1,000 ml of water) after all the ingredients are ready, then the process of making coffee and fro sugar ants is ready to be done. In the first stage, put 30 ml of liquid sugar in a 10 oz plastic cup, then add 100 grams of thinly sliced fro and fro, then add 100 ml of pure liquid milk, and lastly add the coffee that was brewed earlier as much as 70 ml. After mixing all the ingredients, the cup is sillered.

The siller used is also a simple siller made by yourself using wood and heat from iron. Lastly, the product identity label was added to make it more attractive. then add 100 ml of pure liquid milk, and finally add 70 ml of coffee that was brewed earlier. After mixing all the ingredients, the cup is sillered. The siller used is also a simple siller made by yourself using wood and heat from iron. Lastly, the product identity label was added to make it more attractive. then add 100 ml of pure liquid milk, and finally add 70 ml of

coffee that was brewed earlier. After mixing all the ingredients, the cup is sillered. The siller used is also a simple siller made by yourself using wood and heat from iron. Lastly, the product identity label was added to make it more attractive.

Implementation of this outreach activity was carried out after field research. In the process of this socialization activity, palm sugar and fro palm sugar home industry players were informed about the importance of using packaging, labels and also product development. Through identity procurement, the product will be very easily recognized by consumers and it is also hoped that it will be able to provide more added value to the product as well as consumer purchasing power.

The socialization activity consists of several stages including:

1. Coordination with Partners

Before this socialization activity was carried out, first coordination was carried out with the Cicadas village of Sukabumi Regency. As a result of this coordination, he is allowed to carry out real work lecture activities and also socialization based on a predetermined schedule. Then coordinate with community leaders in Bojong village, this process is carried out face to face at the Bojong village mosque. In carrying out its activities, it tries to help MSME actors improve innovation and add insight into branding in order to maximize a brand in the marketing process.

2. Preparation of Materials

At this stage the material preparation activities were made by a team carrying out studies from various reference sources related to innovation and branding. The stage for compiling this material starts from the first day of carrying out real work lecture activities so that it can be used during socialization activities.

3. Implementation of the Work Program

This socialization activity was carried out at the Bojong village mosque, it is hoped that this activity can add insight into

innovation and knowledge about product branding. This socialization activity was attended by 120 participants consisting of committee members, village officials, elders, and also residents of Bojong village. Furthermore, question and answer activities and discussions were held with the participants which were packaged into Focus Group Discussion (FGD). The results of the process of this socialization activity show that some MSMEs experience obstacles and ignorance when they want to develop their own products and product branding. In addition, there are a number of MSMEs that experience difficulties in developing marketing activities.

This outreach activity educates MSME players to be more innovative in creating a brand identity. Besides that, this socialization activity can strengthen the relationship between home industry players. This is shown by the liveliness of the socialization participants when discussing in the forum.

The results of this socialization activity showed that the response from home industry players gave an assessment of this socialization activity which was very positive and also encouraging. Besides that, it can add insight and direct practice to home industry players in making an innovation so they can build a brand identity for their own products.

4. In the final stage

A survey was conducted to find out the response of MSME players after

innovation and branding. Based on the results of a survey conducted, 70% are more interested in innovation and brands. Therefore, it can be said that this innovation and branding has received a positive response from the public.

5. CONCLUSION

1. This socialization activity was aimed at residents of Bojong hamlet, Cicadas cisolok Sukabumi village, related to branding (packaging and labeling) and marketing, which were completed well and ran smoothly, then the activity was followed by the enthusiasm of the participants.
2. With the existence of socialization activities aimed at residents of Bojong hamlet, Cicadas Cisolok Sukabumi village regarding the creation of a brand which includes packaging and product labeling and the marketing process can increase public awareness regarding the importance of branding. In addition, branding has the potential to provide added value from kolang kaling and ant sugar and can attract more consumers to choose products from Bojong hamlet.

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