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Optimising The Potential of The Terasi Puger No. 1 through The Implementation of Digital Product Management and Marketing

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Abstract

This community service program aims to optimize the potential of MSME Terasi Puger No. 1 in Puger Kulon Village, Jember, through improvements in production management and digital marketing strategies. The program employed a Participatory Rural Appraisal (PRA) approach involving the owner and workers in training, mentoring, and direct implementation. The interventions included the application of lean manufacturing (5S), the development and implementation of Standard Operating Procedures (SOPs) for occupational safety, hygiene, and sanitation, the provision of safety equipment, the introduction of vacuum-sealed packaging with a redesigned logo, and the utilization of e-commerce platforms and social media supported by simple accounting software. The results indicate measurable performance improvements, including the establishment of standardized production procedures, improved organization of raw material and product storage, consistent use of personal protective equipment, and safer workplace conditions. The adoption of airtight packaging enhanced product durability and reduced the risk of contamination during distribution. Marketing performance improved through the activation of online sales channels, diversified packaging sizes (100 g, 0.5 kg, and 1 kg), and expanded market access beyond previous distribution areas that were limited to intermediary-based sales in Jember, Banyuwangi, and Lumajang. In addition, systematic financial recording enabled better monitoring of operational costs and revenues. In conclusion, the integration of clean production management, packaging innovation, and digital marketing strengthened operational efficiency, broadened market reach, and improved business competitiveness, contributing to the long-term sustainability of the enterprise.

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INTRODUCTION

Puger Kulon Village possesses significant maritime potential, which serves as the primary source of livelihood for its residents. Located at the southernmost point of Jember District (Wicaksono, 2020), Puger Kulon is bordered by Grenden to the north, Puger Wetan to the east, the Indian Ocean to the south, and Mojosari to the west. The variability of seasonal and wave conditions—both of which are naturally unpredictable—negatively impacts the stability of the community's income. Most residents of Puger Kulon are engaged in commercial activities, particularly in the production of various seafood-based products. According to Ryanto et al., (2022), one of the most renowned products from this village is *terasi udang rebon* (shrimp paste) produced by Terasi Puger No. 1. Terasi Puger No. 1 is a micro, small, and medium enterprise (MSME) located in Puger Kulon Village, approximately 41 kilometers from the University of Jember.

Local communities have identified a profitable opportunity in the processing of marine resources, exemplified by the production of shrimp paste, a highly valued local commodity. Preserved shrimp product (Schizopodes or Mytilus sp.) that undergoes several stages of processing, including fermentation, pounding, and sun drying (Anrosana et al., 2021). The present study is based on data obtained from surveys and field observations conducted by a research team at the shrimp paste production site located near the mouth of Puger Beach. Observations and interviews were carried out with Hj. Jamilah, the owner, provided detailed information about the production process, which includes the selection of raw materials, cleaning, grinding, mixing with salt, fermentation, molding, drying, and packaging. The workers involved in this process are responsible for sourcing materials, processing them into finished products, and marketing the final goods.

The Terasi Puger No. 1 is owned by Hj. Jamilah was established in 2006. The enterprise employs approximately 10 workers, with a monthly production capacity ranging from 500 to 700 kilograms. The product is sold at a price of Rp. 70,000.00 per kilogram. The production costs include Rp. 25,000.00 per kilogram for raw materials, Rp. 5,000 per kilogram for intermediate materials, and Rp. 20,000.00 per kilogram for labor. It is estimated that the profit gained from this production amounts to Rp. 20,000.00 per kilogram. Terasi Puger No. 1 still relies on intermediaries for product distribution, with its marketing area covering Jember, Banyuwangi, and Lumajang District. Consequently, the profit margin for producers remains relatively low (Baihaqi & Santoso, 2023).

In addition to economic factors, the production process of Terasi Puger No. 1 has been passed down through generations and is still carried out manually using traditional methods. This process consists of several stages, which can be summarized as follows: a) selection of small shrimp; b) drying of the small shrimp for approximately six days under favourable weather conditions; c) grinding of the dried shrimp; d) drying of the ground shrimp; e) a second grinding process with the addition of salt and food coloring; f) moulding of the mixture; g) drying of the moulded shrimp paste; and h) packaging of the final product. Climatic conditions play a crucial role in the shrimp paste production process. Unfavourable weather may prolong the drying period, thereby delaying the overall production cycle. The quality of the shrimp paste largely depends on the thoroughness and consistency of the sun-drying process (Anrosana et al., 2021).

The demand for Terasi Puger No. 1 stems from its function as a culinary condiment that enhances the flavor of dishes through its distinctive pungent aroma and reddish color (Intan et al., 2023). The involvement of the local community in the production process not only creates employment opportunities but also contributes to the growth of the local economy. The distribution process begins with intermediaries who deliver the product to end consumers. Distribution is carried out via land transportation, covering the regions of Jember, Banyuwangi, and Lumajang. The product is simply packaged using paper-like

material derived from oil palm trees, reinforced with additional layers of banana leaves. Terasi Puger No. 1 has the potential to grow through increased production and sales. Several strategic steps can be taken to position shrimp paste as a leading regional product through management and the use of digital marketing strategies. The purpose of implementing community partnership activities is to identify problems and develop strategies for developing Terasi Puger No. 1 through strengthening management and marketing. Good management is expected to enable partners to grow, compete, and increase profits. Massive digital marketing of shrimp paste production is expected to increase shrimp paste sales. Therefore, this activity aims to identify problems and provide solutions through a technological approach to management and digital marketing.

The results of surveys, observations, and interviews at Terasi Puger No. 1 revealed several priority issues. The issues found include management and marketing aspects. In terms of management, there is no system for storing raw materials and finished products. Raw materials are still stored in sacks and piled up haphazardly, which can cause damage to the shrimp paste when conditions are humid. The cleanliness of the shrimp paste production is still not given enough attention, requiring better organization between raw materials and production MSMEs. Terasi Puger No. 1 has not implemented the principles of occupational safety, hygiene, and sanitation in shrimp paste production. The use of Personal Protective Equipment (PPE), such as masks, gloves, shoes, and waterproof aprons, is necessary in the production process. Contamination of production results by waste fluids can cause a decrease in the density and taste of shrimp paste and endanger the cleanliness of the environment and the community (Anrosana et al., 2016).

Marketing issues include the packaging of shrimp paste production using wax paper, which is unsafe and unattractive. Wax paper packaging used when products are shipped long distances is prone to damage and potential contamination by pollutants. Marketing issues in the sales process and financial management still use traditional methods. The sale of shrimp paste through middlemen results in very low prices for MSME owners, which is inversely proportional to the prices charged by middlemen to consumers. Sales transaction records are not controlled, making them prone to losses and hindering growth. Partners who are dependent on middlemen have minimal access to the latest price information, making it difficult for MSMEs to profit from high selling prices.

The proposed solution to optimize the potential of Terasi Puger No. 1 involves the potential of MSME through the application of digital product management and marketing. The implementation of clean production management is achieved through the five aspects of lean manufacturing, which aim to create and maintain a clean and orderly work environment. The application of the 5 aspects of lean manufacturing is able to create and maintain a clean and orderly work environment. The implementation of 5S also supports clean production, reduces costs, increases productivity, and fosters a culture of continuous improvement (Cahya & Handayani, 2022). The 5S aspects include Sort, Straighten, Sweep and Clean, Systemize, and Standardize. The implementation of occupational safety, hygiene, and sanitation principles to maintain the quality of shrimp paste products is another solution that will be applied. Occupational safety and health are very important to maintain good physical and mental conditions for workers. Obstacles during production are caused by workers' lack of knowledge about the importance of safety at work. Ensuring occupational safety, hygiene, and sanitation underscores the importance of following established procedures and standards to ensure the safety and health of workers. The creation of Standard Operating Procedures (SOP) aims to help carry out professional and safe workplace functions (Purwantisari et al., 2021).

The creation of new packaging can maintain the quality and durability of shrimp paste products and serve as a promotional medium. Developing safe and visually appealing

product packaging is expected to enhance consumer appeal, thereby enabling the product to win in a highly competitive market (Soedarso et al., 2023). The packaging also serves as a medium for promoting products directly to consumers (Sularsih et al., 2023). Important aspects to consider in packaging design include functionality, marketing, logistics, and safety (Iswari et al., 2023). The solution to the marketing aspect problem is carried out by implementing a digital strategy with financial cash flow management. Digital marketing that utilizes technological sophistication provides interactive and integrated opportunities that facilitate interaction between producers, market intermediaries, and potential consumers (Hidayati et al., 2023). Digital marketing through the use of Shopee and Tokopedia has a significant impact in reaching a wider consumer base (Diana, 2023). Accessing e-commerce platforms has become a common habit among consumers, and shrimp paste products can reach a wider target market (David et al., 2023).

METHODS

The event was focused on the *Pemberdayaan Kemitraan Masyarkat* (PKM) initiative, with a particular emphasis on the Terasi Puger No. 1 enterprise, which is situated in Dusun Mandaran II, RT 3, RW 8, Puger Kulon, Puger, Jember, East Java. The establishment of the MSME was in 2006, with a workforce of 10. The program is characterized by the implementation of Participatory Rural Appraisal (PRA), a methodological approach that emphasizes the active involvement of Terasi Puger No. 1 in the process of developing their enterprise. The role of the service team is to facilitate the comprehension of management and digital marketing principles by the partner, with the objective of optimizing product sales. The implementation of the program was conducted through a series of educational workshops, encompassing the delivery of informative material, practical sessions, and interactive discussions between the volunteer team and their collaborators. Figure 1 illustrates the sequence of events that constitute the program process.

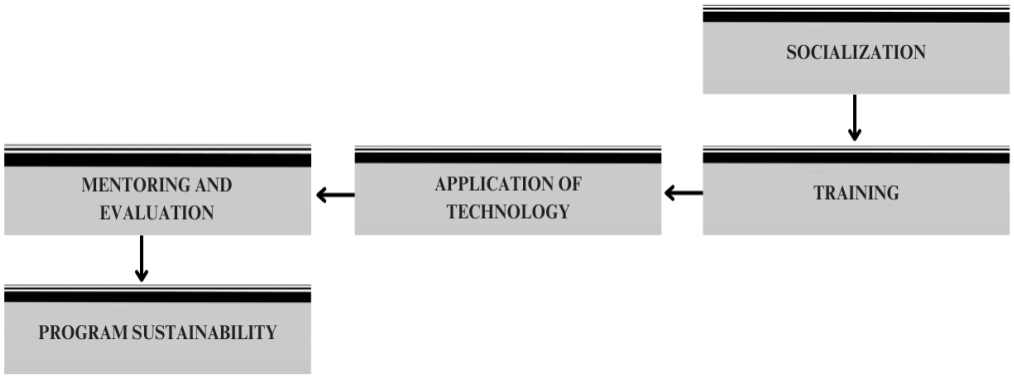

Figure 1 The stages of the program implementation

The implementation stages of the program began with a socialization activity aimed at providing information regarding the program conducted by Terasi Puger No. 1. This activity was intended to improve the partners' understanding and participation in the program that had been developed. Coordination and collaboration with the partners included determining the implementation schedule, preparing equipment and management materials, providing supporting infrastructure and facilities, and developing strategies for digital marketing. The next stage was the implementation of a training program for Terasi Puger No. 1, which aimed to provide knowledge, skills, and capacity building to solve existing problems and to further develop the potential possessed by the enterprise. During

the training activities, the owner and workers were encouraged to actively participate in understanding the material and practicing directly in the field. The training covered two main aspects: 1) the management aspect, including the development of SOP for lean manufacturing, occupational safety, hygiene, and sanitation in the shrimp paste production process, as well as techniques for managing the layout of raw materials, material storage, production outputs, and waste management; and 2) the marketing aspect, including the creation of new packaging using machines to maintain product quality and durability, developing packaging variations and a new logo, as well as digital marketing strategies and promotional activities through social media platforms.

The implementation of the technology within the project was carried out through several stages: first, identifying appropriate solutions to the existing problems; second, optimizing operational efficiency; and third, reducing the workload within the Terasi Puger No. 1. At this stage, the team provided technical assistance to the partner in two key areas: 1) management, which included the provision of digital temperature and humidity meters, smoke detectors, and fire extinguishers (APAR); and 2) marketing, which involved the provision of vacuum sealers and coding machines. Guidance and evaluation were conducted through continuous mentoring, feedback sessions, and assessments of the outcomes of the training program. The service team, acting as facilitators, provided direct guidance in two main aspects. 1) In the management aspect, the activities included implementing SOP for lean manufacturing; applying SOP related to occupational safety, hygiene, and sanitation; ensuring compliance with the use of Personal Protective Equipment (PPE) and hygiene procedures; and operating digital temperature and humidity meters, smoke detectors, and fire extinguishers APAR. 2) The marketing aspect: the activities involved the packaging process, developing packaging variations, creating a new logo based on partner input, and learning photography and videography techniques for producing promotional content for e-commerce and social media platforms. After the completion of these stages, a sustainability strategy was implemented to ensure that the outcomes of the program could be maintained over the long term. The sustainability of the optimization program for Terasi Puger No. 1 was carried out to guarantee that the benefits obtained would continue to have an impact in the future. The strategies adopted included empowering partners, developing collaborations with various stakeholders, and ensuring that the products meet established quality standards through consistent quality control processes. Furthermore, periodic evaluations and adaptive management practices were conducted to continuously improve performance and maintain the relevance and effectiveness of the program.

RESULTS AND DISCUSSION

Implementation of Clean Production through 5 Aspects of Lean Manufacturing

Efforts to improve the quality and competitiveness of MSME shrimp paste products involve implementing an efficient, hygienic, and environmentally friendly production system. One approach relevant to this concept is lean manufacturing (5S). The implementation of the five aspects of lean manufacturing (5S) aims to create and maintain a clean and orderly work environment (Sanders et al., 2016). The implementation of this system is expected to reduce waste and increase productivity. In addition, the implementation of 5S also maintains the quality of shrimp paste and builds a disciplined and sustainable work culture (Sundharesalingam et al., 2020). 5S supports clean production to reduce costs, increase productivity, and develop a culture of continuous improvement (Cahya & Handayani, 2022). The active involvement of workers is crucial for the successful implementation of 5S. The SOP and steps for implementing 5S are shown in Figure 2.

Figure 2 Lean manufacturing aspects (5S)

The application of lean manufacturing aspects includes sort, straighten, sweep and clean, systemize, and standardize. Sort involves removing unnecessary shrimp paste production materials. The impact of the sorting aspect on shrimp paste production is that the quality of the *rebon* shrimp raw materials will be maintained because removing unnecessary materials prevents other materials that are no longer suitable from being mixed in (Purba & Sumartono, 2021). This can also prevent a decline in the quality of shrimp paste due to contamination. Straightening involves organizing and arranging the raw materials and *terasi* production results. This aspect is very important because it makes the production results easier to find and use as needed. The workflow will be more efficient with faster production times, thereby reducing the risk of errors or product damage. Sweep and clean involves cleaning and checking the results and raw materials of shrimp paste production that cause waste. Cleaning and inspection include cleaning the work area and equipment, as well as regularly checking the condition of raw materials and production results. The impact on the product is that the shrimp paste becomes more hygienic and freer from impurities that can reduce its taste and aroma. Regular cleaning can extend the life of production equipment. Systemize means maintaining the shrimp paste production area as a clean and tidy work area. Maintaining the production site creates a healthy and hygienic work environment that can improve the quality of shrimp paste production. The products produced are also more consistent in quality and meet food hygiene standards. "Standardize" means creating a work atmosphere and production workforce that encourages the implementation of methods. The function of standardization in production is to create uniform work rules and habits through SOP. This can make the workforce more disciplined, consistent, and accustomed to working through clear SOP. The quality of the products produced will also be more guaranteed, facilitating quality control and strengthening the product's market image.

Application of Occupational Safety, Hygiene, and Sanitation Principles to Maintain the Quality of Shrimp Paste Products

In the context of shrimp paste production, the implementation of occupational safety and health is important to maintain the physical and mental condition of workers so that the production process runs safely and efficiently. Low worker awareness of the importance of safety at work can be an obstacle during production when work accidents occur. This can also affect the quality of the shrimp paste product. Occupational safety, hygiene, and sanitation requirements emphasize the importance of following established procedures and standards to ensure the safety and health of workers. The creation of SOP aims to help

carry out professional and safe workplace functions (Purwantisari et al., 2021). The implementation of occupational safety involves the use of PPE by workers (Winata et al., 2023). The SOPs and activity plans for implementing the principles at Terasi Puger No. 1 can be seen in Figure 3.

Figure 3 Occupational safety, hygiene, and sanitation principles

The principle of occupational safety emphasizes the importance of protecting workers from accidents and hazards that arise during the production process. In the context of shrimp paste MSMEs, occupational safety is implemented through the use of PPE such as masks, gloves, boots, and aprons, as well as the availability of safety equipment such as fire extinguishers and smoke detectors. This principle not only protects the physical safety of workers but also ensures the continuity of production without disruption due to workplace accidents, as can be seen in Figure 4.

Figure 4 Occupational safety principles

The application of hygiene principles emphasizes the cleanliness of workers and the production environment to ensure the safety and quality of shrimp paste products. Hygiene in shrimp paste production includes practices such as washing hands before work, maintaining the cleanliness of work clothes, and ensuring that production equipment is sterile, as can be seen in Figure 5. Good hygiene practices can prevent contamination of raw materials and final products, thereby maintaining the taste, aroma, and quality of shrimp paste in accordance with food standards (Alvian et al., 2023).

Figure 5 Hygiene principles

Sanitation efforts focus on maintaining a clean production environment in order to avoid sources of pollution and disease. The application of sanitation in shrimp paste production is carried out by maintaining the cleanliness of the floor, storage areas for raw materials, and the management of liquid and solid waste resulting from fermentation. A clean and healthy working environment not only supports product quality but also protects the health of the surrounding community from the negative impacts of production waste, as can be seen in Figure 6.

Figure 6 Sanitation principles

Inspections are conducted regularly by the community service team as a form of evaluation and assistance in the implementation of the program at Terasi Puger No.1. These inspections aim to ensure that all SOPs that have been developed are fully implemented by partners, both in terms of management and marketing. In terms of management, the inspections cover the implementation of lean manufacturing (5S), the arrangement of raw materials, the storage of production results, and waste management. In addition, the team also monitors the compliance of workers in applying the principles of occupational safety, hygiene, and sanitation, including the use of PPE and the cleanliness of the work area.

New Packaging that Maintains Product Quality and Durability while Serving as a Promotional Medium

Packaging is an important element in maintaining product quality and serving as an effective promotional tool. Terasi Puger No. 1 has old packaging that still uses wax paper, which is considered unsafe, easily damaged, and unable to protect the product when shipped outside the region. The creation of new packaging using a vacuum sealer machine is a strategic solution. MSMEs are expected to be creative in the appearance of vacuum sealer packaging with various shapes and materials as a representation of the product inside (Wijaya et al., 2023). The creation of safe and attractive product packaging is expected to win the hearts of consumers, enabling the company to win in a very competitive market

(Soedarso et al., 2023). The packaging also serves as a medium for promoting the product directly to consumers (Sularsih et al., 2023). Important aspects to consider in packaging design include functionality, marketing, logistics, and safety (Iswari et al., 2023). The packaging design for Terasi Puger No. 1 is shown in Figure 7.

Figure 7 New packaging design

The new packaging design for Terasi Puger No. 1 is designed to be more visually appealing, informative, and in line with food safety principles. The packaging design features a new logo and product information that helps consumers understand the quality of the shrimp paste. The shrimp paste is sealed in airtight packaging, making it more durable, hygienic, and protected from dust, moisture, and microorganisms that can reduce its quality. This is very important considering that shrimp paste is a fermented product that is easily affected by moisture and environmental contamination. Airtight packaging also extends the product's shelf life, allowing it to be distributed to more distant areas without reducing its quality.

Figure 8 The new packaging has been sealed using a vacuum sealer.

Implementation of Digital Marketing Strategies with Financial Cash Flow Management

Sales growth is marked by an increase in market share from the marketing process. Cash flow management provides financial data related to the calculation of expenses and income from all MSME operational activities. Digital marketing that utilizes sophisticated technology provides interactive and integrated opportunities that facilitate interaction between producers, market intermediaries, and potential consumers (Hidayati et al., 2023). Digital marketing through the use of Shopee and Tokopedia has a major impact in reaching a wider consumer base (Diana, 2023). Accessing e-commerce platforms has become a common habit among consumers, allowing shrimp paste products to reach a wider target

market (David et al., 2023). Additionally, social media can be utilized to expand networks. The implementation plan for Terasi Puger No. 1 is shown in Figure 9.

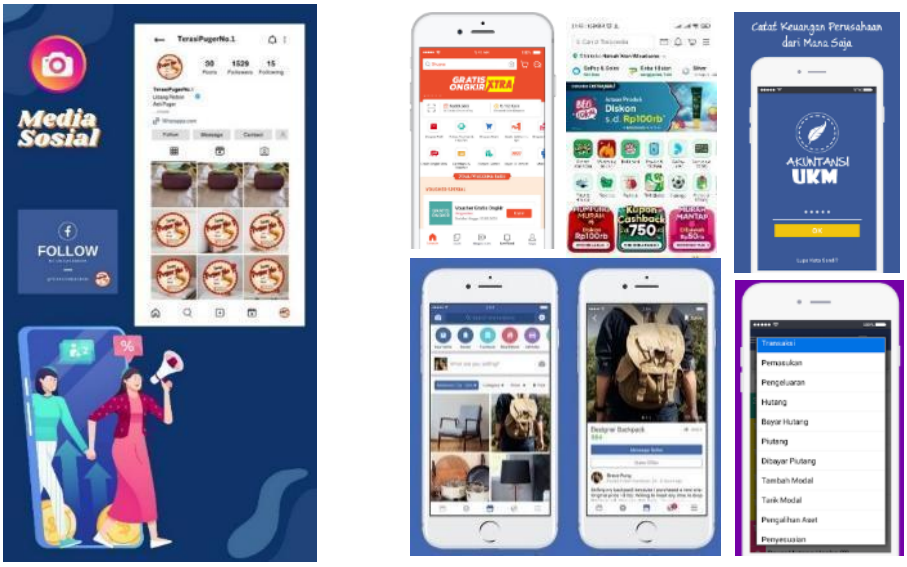

Figure 9 Digital marketing plan through e-commerce, social media, and accounting software

MSME accounting records cash flow, transactions, and the financial condition of small and medium-sized businesses. This system maintains financial order, makes it easier for business owners to measure profits, and reduces the risk of losses. Terasi Puger No. 1 requires structured recording because traditional methods often overlook transaction details. A simple accounting application allows for the recording of sales income, raw material expenses, transportation costs, labor wages, and packaging purchases. Neat recording produces simple income statements, cash flow statements, and balance sheets (Hakiki et al., 2020). Accurate data supports cost control, pricing, and access to financing from financial institutions. MSME accounting provides strategic benefits. Business owners can evaluate the effectiveness of digital promotions, compare sales performance, and objectively assess business development. Sound financial management creates opportunities for increased competitiveness, sustainable growth, and consumer trust (Ernita et al., 2023). Terasi Puger No. 1 has the potential to expand its market through the application of digital marketing. Shrimp paste products, which were previously only marketed through middlemen, can now be offered directly to consumers by utilizing e-commerce platforms such as Shopee and Tokopedia, as shown in Figure 10. The digital storefront displays a variety of packaging (100 grams, 0.5 kg, 1 kg), prices, and complete product descriptions. Secure payment systems and e-commerce logistics support enable the distribution of shrimp paste to reach consumers outside Jember, Banyuwangi, and Lumajang.

Figure 10 Digital marketing through e-commerce and social media

Social media plays an important role as a promotional tool. The Instagram account is used to upload content in the form of photos of products with new packaging, videos of the hygienic traditional production process, and customer testimonials. Informative and interesting content builds a positive image, increases interaction with consumers, and strengthens the identity of Terasi Puger No. 1 as a regional specialty product (Musnaini, 2022).

CONCLUSION

The optimization of Terasi Puger No. 1 is achieved through the identification of managerial and marketing issues and the implementation of a lean manufacturing (5S) approach and integrated SOP. This approach ensures that the work environment is well-organized, safe, and efficient and that product quality is highly reliable. The recent innovation in packaging, incorporating vacuum sealer technology, has been shown to enhance product quality, safety, and durability. Additionally, it has been demonstrated to serve as an effective promotional medium, attracting consumer attention. The implementation of digital marketing strategies, encompassing e-commerce and social media, has been demonstrated to facilitate market expansion, mitigate reliance on intermediaries, and enhance business profitability. The financial management system of MSME is founded on transparent, accurate, and systematic financial data, thereby facilitating the implementation of informed decisions. The subsequent measures to be implemented are as follows: the provision of ongoing assistance, monitoring of adherence to the standard operating procedures (SOP), the development of a range of packaging options, the enhancement of the quality of digital content, the regular evaluation of marketing strategies, and the optimization of financial management. The objective of these measures is to ensure that the Terasi Puger No. 1 is autonomous, competitive, and contributes significantly to the economic well-being of the community in the Puger Kulon. Optimization of Terasi Puger No. 1 an impact on the creation of more organized business management, hygienic and efficient production, higher quality packaging, wider marketing through digital, and more accurate financial management, thereby increasing the competitiveness and economic independence.

CONFLICTS OF INTEREST

The authors declare that there is no conflict of interest.

AUTHOR CONTRIBUTIONS STATEMENT

Forming a team for community service, IW; formulating objectives, S; identifying stakeholders, GN; preparing for community service, MFA; prioritizing issues, G.N; analyzing needs, IW; implementing activities, MFA; training on assessment instrument development, IW; and evaluating the community service, SMS. All authors have read and agreed to the published version of the manuscript.

AI DISCLOSURE STATEMENT

The author used ChatGPT during the preparation of this work for language improvement and clarity of expression. After using the tool/service, the author thoroughly reviewed and edited the content as needed and takes full responsibility for the content of the publication. The authors declare that this research was prepared, researched, written, and edited without the aid of artificial intelligence (AI) techniques.

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