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Economic Activities of Kelakai (*Stenochlaena Palustris*) Chips to Support the Family Economy in Anjir Pasar Village

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ABSTRACT

This article discusseswhat are the economic activities of the Kelakai (Stenochlaena Palustris) Chips Business in Anjir Pasar Village.StudyThis was done to describe the economic activities contained in the kelakai (Stenochlaena Palustris) chips business to support the family economy. The Anjir Pasar Village area was the location for this research. The method used in the research is a descriptive method, namely observation, interviews and documentation in obtaining data. The data analysis used was data reduction, presentation and verification as a conclusion. Testing the validity of the data in this research was carried out by triangulating sources, techniques and time. The research results show that the economic activities in kelakai chips are production, distribution and consumption. Production to make a kelakai plant into kelakai chips. Distribution as a distributor of kelakai chips to consumers. Consume as a casual chips connoisseur. The economic activity that occurs in kelakai chips can produce a source of income which can support the economy of the business owner's family and their team. These activities can be a source of income that supports the economy of the business owner's family and their team.

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1. INTRODUCTION

People's lives cannot be separated from economic activities to continue their lives, with economic activities so that they can generate sources of income to meet their daily needs now and into the future. Individual life today always experiences movement, because life continueswalkprogress, therefore to maintain his life he must carry out economic activities related to other individuals and the potential of natural resources, so it is said that this individualnamedsocial beings. Sources of income require business, perseverance and determination because life will continue, therefore, for

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survival, economic activity is needed. Economic activity plays a very important role in human survival. Economic activity is a community activity that is supported by certain motives based on life and family needs that utilize natural potential (Widyaningrum, 2018)

Based on observations in Barito Kuala Regency, Anjir Pasar Village regarding the kelakai chips business, there is a home-based business that uses kelakai plants to make snacks today. Kelakai in scientific languange is Stenochlaena Palustris. Namely the Kelakai Chips business "Basecamp Story". Kelakai Chips are still minimal to be used as an innovative product by the community due to lack of training in developing this business (Resviya dkk., 2022). The potential of kelakai plants in the Anjir Pasar Village area is very supportive because it is easy to find these wild plants because the land in Anjir Pasar Village includes peat swamp soil so it is very easy for kelakai plants to adapt. Based on theory, the Anjir Pasar Village area includes peat swamp soil, kelakai plants are very fertile and is easy to adapt when the land is swampy, where kelakai plants also grow and develop more easily (Nisa, 2020).

The Kelakai plant is a snack innovation nowadays because it is to introduce to the outside community that Anjir Pasar Village also has a typical snack that utilizes the potential of its natural resources, as well as this kelakai plant.minimumto be managed as a food innovation in modern times because usually the people of Anjir Pasar Village only use kelakai plants as vegetable soup or just plain fried, therefore Mahdalina developed a kelakai leaf processed chips business so that kelakai plants can be known by the people of Anjir Pasar Village and outside the village Anjir Market (Mahdiyah dkk., t.t.).

Economic activities that humans often carry out are buying and selling activities in the form of goods or services. In particular, the creation of goods is a production activity that must go through several stages in the form of a manufacturing process, namely production to distribution activities. Distribution activities are activities that send goods into the hands of consumers (Karundeng dkk., 2018). Distribution activities are said to be a process activity of intermediary goods and services to consumers based on the user, when and when the goods or services are needed (Daniel dkk., 2021).

Economic activities are important to be carried out because through economic activities, people can meet their needs. Therefore, this study aims to describe the economic activities that exist in the cassava chips business to support family economy in Anjir Pasar Village.

2. METHOD

This research uses a qualitative approach which can describe in-depth observations regarding economic activities in kelakai chips in Anjir Pasar Village. Approachqualitativeis an approach that explores the problems or facts that occur ((Semiawan, 2010) (Yusanto, 2020). Qualitative research methods to reveal the truth about events that occur can collect data through a descriptive approach. With a descriptive approach, researchers can explain based on observations made in Anjir Pasar Village to observe how kelakai plants are made into kelakai chips. Research subjectthat is Mahdalina business actors and their teams and consumers. Research instruments are carried out to collect and reveal research data based on actual conditions. Research as a key instrument or key in this research was carried out by the researchers themselves. Researchers are tasked with limiting the problem, determining the focus of the problem, and creating observation and interview guidelines.Data collection techniques use observation, interviews and documentation.

The data analysis used in this study is the Miles and Huberman interactive model, which consists of three analysis steps: data reduction, data presentation, and data verification (Nugrahani, 2015) (Farida, 2014). Data reduction was carried out by transcribing the interview results from the recording form into a written form, which was then reduced according to the required data. The next step, data presentation, was carried out using narrative text and a description of the economic activities of the cassava chips business to support the family economy in Anjir Pasar Village. The next stage is conclusion drawing (verification) to answer the research questions. Data validation was

carried out by source triangulation by asking the same thing to several different informants and triangulation by using interview, observation, and documentation techniques regarding economic activities in the cassava chips business to support the family economy in Anjir Pasar Village.

3. RESULTS AND DISCUSSION

Economic activities contained in the kelakai chips business in Anjir Pasar Village made by business actors, namely Mahdalina and her team, to generate income by exploiting the potential of the kelakai plant as a snack that can be enjoyed by everyone. The existence of these kelakai chips creates 3 economic activitiesinside itthat is:

a. Production

Kelakai is a fern and has a height of 10-50 cm and has rhizome roots and the growth of kelakai is very easy and quickly adapts to the surrounding environment, kelakai grows well when in wetlands. The kelakai plant is easy to grow and adapts quickly to the Anjir Pasar Village area, Barito Kuala Regency. The establishment of the kelakai chips business in Anjir Pasar Village, Barito Kuala Regency, initially the popularity of the kelakai plant was only used as a vegetable complement in the community, over time the popularity of kelakai had an impact on consumer demand so that the kelakai plant could be developed by the community as a snack, namely kelakai chips (Mahdiyah dkk., t.t.).

Production is the initial activity that needs to be carried out in creating a product to meet life's needs (Misbahul Ali & Nura Widani, 2020). Production is a human activity related to other humans who create a product that utilizes natural potential to meet their living needs. An area definitely has various kinds of natural potential that can be utilized by humans, especially plants. There are plants that live in the environment around humans that can be used as snacks and can be eaten as food

The Kelakai Chips Business in Anjir Pasar Village is a type of home business that uses kitchen equipment such as large bowls, bases, stoves, frying pans, pestles, spinners to reduce the water and oil in the kelakai chips so that they are crispy for consumption. The kelakai leaves that will be used must be young leaves that are red or light green in color. Then prepare the general ingredients, namely kelakai leaves, rice flour, coconut milk, garlic, coriander, candlenuts, galangal, chicken eggs, lime water and flavorings. Then it is processed by mixing the ingredients described previously based on the recipe.

Based on interviews, as Mahdalina (24) as the owner of the Kelakai chips business said, giving the benchmark for Kelakai chips, you can't make the dough just any way, there are special ways to make Kelakai chips so that they have a delicious taste in them, namely when making the dough you have to little by little so that the mixture is neither too thick nor too runny. Don't forget to add lime water to the kelakai chips dough, this is what makes the kelakai chips crispy.

The mixture has been filled with spices and then the method of making Kelakai Chips must be done in an orderly and careful manner and in a closed space so that it is not exposed to the wind outside, thus producing tasty and crunchy Kelakai chips. Based on the interview above, the processing stage of this processed kelakai leaf chip food is very simple, namely with the following process:

1. 3 bunches of Kelakai plants, then clean and take the young leaves, the characteristics are pink and light green, the texture is a bit weak
2. Prepare the ingredients to make the kelakai chips seasoning, namely, grind 1 piece of garlic, 50 grams of coriander, 6 candlenuts, 2 pieces of galangal, 1 chicken egg, rice flour500gr,royco3 tbsp, 1 package of coconut milk.

3. Crush the garlic, coriander, candlenuts and galangal then place them in 500 gr rice flour, then add 1 chicken egg to the container where the ingredients have been mixed.
4. Put enough water into the container providedmixedthese ingredients as well as 5 tbsp lime water.
5. Set the mixture to combine with the water, then add the kelakai leaves to the mixture.
6. Add cooking oilinto thefrying pan, then heat until steam appears on tophis table.
7. Put the kelakai mixture into a heated frying pan with cooking oil.
8. The kelakai dough that has floated to the top is necessarylifted, don't take too long or it will get hard
9. Afterdrainedthen put it in the spinner machine. After the oil is in the kelakai chips, then prepare the packaging, but first weigh it first, then put it in a 60 gram packing, then glue it with a fresh machine so that the kelakai chips last.

The final stage in the production process is the packaging stage. Packaging plays an important role in attracting consumers as well as improving product quality and maintaining a long shelf life (Indraswati, 2017). Packaging is a place that is used to package a product which is packaged with a label and information on the packaging. Business actors change the packaging to be nicer and thicker so that the kelakai chips can last a long time in the packaging by adding food preservatives. Packaging kelakai chips using a standing pouch that already has the kelakai logo. A logo is an image characteristic that depicts an identity and image for a product's identity that is displayed to the public through written elements and image elements. Kelakai Chips packaging to make it safer uses plastic packaging adhesive to increase the safety and suitability of the product to be marketed to the public. Packaging is a container in the form of the final packaging process to increase the value and function of a product.

2. Distribution

Distribution is an institution that markets products from producers to consumers. Distribution is an activity that plays an important role in supporting business progress. Products that are well managed will be easily accepted by the market. Therefore, starting from price, quality and product ownership, it is very important in entering the product into the market. The main task of a business owner is to find a strategic place or the right helping hand in distributing the product. If a product with the best quality is not introduced to the world of society, it will also be difficult to develop, so business owners must have a good marketing strategy.

The distribution process used by business owners must make systematic plans so that the product can be carried out in an organized and planned manner. This planning takes the form of planning to place it in a strategic place so that the product reaches consumers so that the distribution of the product becomes wider and can be known by many people. The way goods are distributed is carried out with the aim of spreading them widely in society. The kelakai chips business "Basecamp Story'" carries out direct distribution, as Mahdalina (24) as the business owner, (Interview 25 October 2022).

"When we first introduced kelakai chips, we were still in our neighborhood, so we didn't dare to put them up yetin store, then the Kelakai Chips Business in Anjir Pasar Village is supported by the Village Head, for example there is an important activity in Barito Kuala Baru Regency that he brings, so that many people know that Kelakai Chips are a typical food from Anjir Pasar Village. The age of technology is developing rapidly and it is very easy to recognize Kelakai Chips in the world of social media such as Whatsapp and Instagram. Then there are plans to put it in modern shops such as Alfamart with new packaging, whereas in shops it is usually put in the old packaging).

Based on the results of the interview, distribution of kelakai chips products "Basecamp Story"' in Barito Kuala Regency in Anjir Pasar Village. "Basecamp Story"' kelakai chips currently requires systematic planning so that the spread of the kelakai chips business can be known by the community in Anjir Pasar Village and the community outside Anjir Pasar Village so that product sales can be widely and well known, where the distribution channels are as follows: a. Direct Distribution Channel

The form of distribution channel implemented by kelakai chips business actors is the distribution channel from business actors to consumers without going through intermediaries. Manufacturers can sell the products they produce through kiosksBasecampStory. Business actors can interact directly with consumers, this is the main thing that is maintained byMagdaleneas a business actor in dealing with consumers so that they become permanent consumers.

Introducing the surrounding environment, namely PKK women offering directly to the local community contemporary snacks from kelakai plants which are made into kelakai chips. When consumers want to buy kelakai chips, consumers have ordered well in advance so that when consumed the kelakai chips taste fresher, tastier and crunchier, consumers can pick up the kelakai chips directly at the location or have them delivered by courier. Business actors also carry out direct distribution, namely promoting kelakai chips products through social media. so that it can be widely known by people outside Anjir Pasar Village.

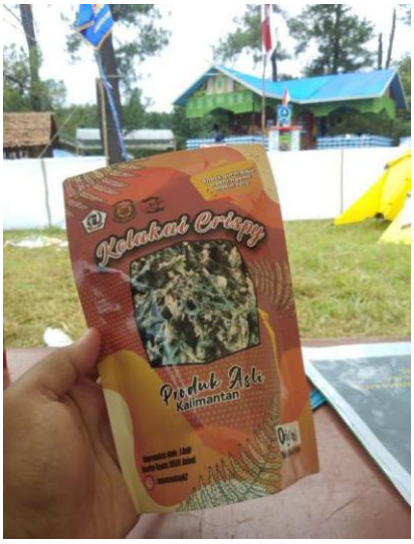

Figure 1. Kelakai chips
(Personal Document, December 2022)

b. Indirect Distribution Channels

Based on interviews, business actors have not fully implemented indirect distribution channels because they are still focused on increasing direct distribution sales, aka directly facing consumers. Business actors will make plans to carry out indirect distribution, namely opening resellers and introducing them to communities outside Anjir Pasar Village as well as placing kelakai chips products in snack shops in Banjarmasin, namely Toko Andalas on Jalan Perintis Independen No. 12, RT 22, Pasar Lama, Central Banjarmasin District, South Kalimantan.

3. Consumption

The kelakai chips business "Basecamp Story"' can be consumed by various ages starting from children, teenagers and adults and can be consumed at various events because of its crunchy texture and delicious taste which makes kelakai chips the right choice to be used as a snack, these kelakai

chips include snacks that have a savory taste and are eaten very crunchy and are suitable for consumers to use as regular snacks. Consumers or customers are attitudes that make purchasing decisions about a product or item, when purchasing an item, think first about the price, quality, function or usefulness of the item (Sudirman dkk., 2020).

Business actors are trying to introduce kelakai chips products to the outside community so that they can be known by many people. When consuming "Basecamp Story"' kelakai chips, they do not only come from local communities but also from outside communities such as Banjarmasin, Marabahan, Palangkaraya. These consumers buy kelakai chips via WhatsApp and come directly to their house, then when the kelakai chips are finished, they can be packaged and then sent viaJnEto get to the destination area.

Kelakai chips themselves include processed food from the kelakai plant which is mixed with dough to make chips that have their own distinctive taste. Consumer needs in a purchased product are also regulated by the Consumer Protection Law no. 8 Article 4 of 1999 which regulates the rights and obligations of consumers in transactions, including the right to obtain comfort, security and safety when consuming certain products or goods, the right to obtain correct and honest information from business actors, the right to complain, the right to be served , the right to receive compensation for certain reasons, and the rights regulated in other laws. Consumer obligations are also regulated by Article 5 of Law no. 8 of 1999, namely the obligation to read the information instructions on a product or item, act in good faith, and pay according to the agreed transaction agreement (Yuniarti dkk., 2020).

The kelakai plant growing in the Anjir Pasar Village environment is very strategic and easy to find because it can grow well because the land in Anjir Pasar Village includes peat swamp soil. The people there use kelakai forconsumed, because the benefits of kelakai are very good for humans, one of which is health. One of the benefits of the kelakai plant is that it is used as a medicine for diarrhea and a fever reliever. Dayak people believe that it is used as a blood-boosting medicine, namely from the leaves (Nisa, 2020).

Kelakai chips are not fried repeatedly in oil, because this will result in an increase in cholesterol levels in the blood (Sopianti dkk., 2017). It could be said that kelakai chips don't use too much oil, when they are fried using cooking oil, thendrainUse a spinner to filter and separate the cooking oil from the kelakai chips. Based on an interview with Viona (23) as a consumer of Kelakai chips (March 14 2023). When consumed it tastes delicious and crunchy and makes you in a good mood.

This kelakai plant has been innovated to become a modern snack today, the benefit of which is to become kelakai chips. Kelakai chips are made to be consumed by people of all ages, then they are made well starting from paying attention to the oil, the content inside, because these kelakai chips are without excess oil because before they are put into the packaging, they have to be filtered using a spinner so that when they are put in the packaging they are not oily at all. very. Thus, these kelakai chips are very healthy to consume.

4. CONCLUSION

The economic activities of the Kelakai Chips Business in Anjir Pasar Village are multifaceted and contribute significantly to the local economy. The production process involves transforming kelakai plants into flavorful kelakai chips, showcasing the ingenuity and craftsmanship of the local community. As distributors, the business plays a crucial role in ensuring that the delicious kelakai chips reach consumers across various regions, fostering economic transactions and connections. Consumers, ranging from casual chips connoisseurs to dedicated fans, actively participate in the economic cycle by enjoying and supporting the product. Beyond the immediate economic impact, the thriving Kelakai Chips Business generates a sustainable source of income for the business owner's

family and their dedicated team. This economic stability not only enhances the well-being of the immediate stakeholders but also contributes positively to the overall economic landscape of Anjir Pasar Village. The interconnectedness of production, distribution, and consumption creates a dynamic economic ecosystem, underscoring the resilience and importance of local enterprises like the Kelakai Chips Business.

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