

Economic Activities of *Klepon Buntut* Bukhari

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ABSTRACT

This article discusses the economic activities of *Klepon Buntut* Bukhari business owners in Jawa Village and Sekumpul Village. This research was conducted to describe the economic activities of *Klepon Buntut* Bukhari business actors with an in-depth discussion on distribution activities. Jawa Village RT 01 RW 05 and Sekumpul Village RT 01 RW 01 became the research locations. Qualitative approach with descriptive method with data collection through observation, interviews and documentation. Data analysis by detailing, expressing and verifying data. Data validity using extended observation, member check, and triangulation of sources, techniques and time. The results of the study state that the economic activities of Buntut Bukhari *Klepon* business actors with production activities in general in the form of preparation and making *Klepon* and consumption activities with *Klepon* consumers from road users with most of the teenage and adult age groups, while *Klepon* distribution activities are carried out by visiting road users directly and by setting up stalls on the side of the road with the aim of distributors to make it easier for consumers to get *Klepon* and for distributors for daily needs.

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1. INTRODUCTION

Economic activity is an activity carried out with the intention of meeting daily needs. Economic activities are carried out to achieve the goals and interests of an individual or group to improve their lives. Individuals or groups due to various needs and have efforts to fulfill them in ways that are carried out based on each for their needs with economic activities that are carried out (Norseli et al., 2023). Economic activity is divided into three activities, namely production, distribution and consumption activities. Production activities are related to adding use value to an item which is influenced by location, labor and expertise (Rahmadhani, 2021), while distribution activities are activities to distribute goods from makers to users through distributors with the aim of making it easier to obtain goods or services (Swastha & Irawan, 2008), and consumption activities with activities to reduce or spend the benefits of an item to meet the needs of its users (Maharani & Hidayat, 2020).

Communities in Jawa Village and Sekumpul Village utilize the suburbs as locations for carrying out economic activities. The suburbs, which are easy to reach, make people carry out economic activities to meet their daily needs, including in the culinary field and one of them is by offering klepon (Abbas et al., 2022). Klepon is a traditional food made from glutinous rice flour, liquid brown sugar, and grated coconut which is usually made into balls and klepon is one of the traditional foods in the community (Pramayasa et al., 2022). One of the famous *Klepon* is *Klepon Buntut* Bukhari with a shape that distinguishes it from other *Klepon*, namely its imperfect shape into balls and forms a tail (Sari et al., 2024). The economic activity of *klepon Buntut* Bukhari with klepon distribution activities is promising because *Klepon* is a well-known traditional food product and has its own characteristics from other *Klepon*.

Buntut Bukhari's klepon economic activity with distribution activities takes place to sell and offer klepon to consumers on the outskirts of Martapura city roads. Bukhari's *Klepon Buntut* became a famous klepon by the public and was covered and made news on the liputan6.com page (Subiyakto et al., 2022). Based on the news, it is mentioned that klepon which is a small round green food and outside there is coconut with a selling price at the time of the time at a price of Rp. 4000 and when in the afternoon the trader sells it at a price of Rp. 2000 this is because of the *Klepon* that is sold must run out, and the ingredients of the *Klepon* that cannot last for a long time (Widhianingrum, et. al., 2024).

The difference in prices sold by *Klepon* distributors between morning and afternoon is up to 50% between the price in the morning and the price in the afternoon. This is also reinforced by researchers conducting an interview directly with one of *Buntut Bukhari's Klepon* distributors on September 1, 2023, based on the results of the interview that the price of one box of *Klepon* at that time is Rp. 5000 and is usually sold in the form of one plastic with two boxes for Rp. 10,000 in the morning and when the afternoon approaches and there are still many boxes still available, the price will be cut to 50% if indeed in the afternoon there are still unsold *Klepon*. The ways and plans of klepon distributors in selling *Klepon* need to be known so that it can be a reference when people want to carry out economic activities. This article aims to describe the economic activities of *Klepon Buntut* Bukhari business actors in Martapura Sub-district with an in-depth discussion of distribution activities.

2. METHODS

A qualitative approach was used in this research with the intention of describing the actual situation related to the economic activities of Buntut Bukhari *Klepon* business actors in Martapura District. A qualitative research approach is an approach used by researchers to study real conditions and objects (Sugiyono, 2019). The method used with the descriptive method to explain based on the speech, writing, and behavior of informants who provide data on the economic activities of Bukhari's *Klepon Buntut* business actors. This research was conducted on September 1, 2023 - March 10, 2024. The subject of this research is the distributor of Bukhari's *Klepon Buntut*. The research instruments were observation guidelines, interview guidelines, recording devices and documents. Data collection using observation, interviews and documentation with primary data from observations and interviews and secondary data obtained from documents. Data analysis using the Miles and Huberman model with three stages, namely detailing, narrating and verifying data (Murdiyanto, 2020; Sugiyono, 2019). Detailing or data reduction is done by eliminating data that is not in accordance with the objectives, expressing data in the form of descriptions equipped with images and verifying data by drawing conclusions based on the data that has been obtained. The validity of the data that has been obtained is used by extending observation on February 22 - March 10, 2024, member check with activities to recheck the data that has been obtained and ask other informants from previously obtained data and triangulation consisting of source triangulation with different informants, triangulation techniques with observation, interview and documentation techniques and time triangulation which is carried out in the morning with time between 09.00 - 12.00 and afternoon 15.00 - 16.30.

3. FINDINGS AND DISCUSSION

A The economic activities of *Klepon Buntut* Bukhari business actors in Jawa Village and Sekumpul Village were carried out by informants, namely Mr. Muhammad Noor Faizi, Mrs. Syarifah Lamsari,

Mr. Bahriansyah and Mrs. Yuliana. The production activities of *Klepon Buntut* Bukhari took place in the production house in The Sekumpul Garden complex, on Sekumpul Raya Muhibbin Raya, North Banjarbaru District, Banjarbaru City, South Kalimantan. Economic activities carried out by individuals and groups with production, distribution and consumption activities are carried out with the intention of continuing life (Rifani et al., 2022) Production activities are carried out with the intention of meeting needs and also require other parties to carry out production activities (Kusuma, 2023). In production activities, an item that has been given a treatment of its usefulness will increase if the usefulness of the item has increased (Hadi et al., 2022). In general, *Klepon* production activities are carried out by preparing in advance ingredients such as suji leaves as *Klepon* coloring, glutinous rice flour, brown sugar as the contents of klepon and grated coconut that has been steamed with the intention of making it longer and not stale quickly. Prepare the contents of the *Klepon* with brown sugar which is given a little water to make it a little mushy, also prepare the *Klepon* dough from glutinous rice flour and colored with suji leaves. The *Klepon* that has been given the filling is put in the steamer and after cooking mix it with grated coconut. Once combined, the klepon is ready to be served and sold by distributors (Syaharuddin, et. al., 2024).

Economic activity with consumption activities where consumption is carried out by a person by spending the use of these goods to meet the daily needs and needs of users or consumers (Sahib et al., 2022), consumers of *Klepon Buntut* Bukhari are not only from Banjar Regency but also other districts or cities that cross the road in front of the Pancasila mosque, Sekumpul Village and in front of the Java Village police post. The consumers of Bukhari's *Klepon Buntut* also vary in age from children to adults, and when researchers observed most of the klepon consumers were teenagers and adults who passed the road in front of the Pancasila mosque in Sekumpul Village and in front of the Jawa Village police post. Production and consumption activities are not discussed in depth by researchers because they are the limitations of researchers in this study, and will discuss in more depth and focus on the distribution activities of *Buntut Bukhari klepon*.

Economic activities with distribution activities are channeling goods from producers to users by maintaining the quality of production to consumers and maintaining price stability with an agreement with the business owner (Sari, 2022; Yulia et al., 2022). The klepon distribution activity started from observations made by researchers on September 1, 2023, there are distributors of Buntut Bukhari klepon food that people do to make ends meet. The klepon distributors conduct their activities by selling klepon on the roadside in front of the Pancasila Mosque in Sekumpul Village and in front of the Jawa Village Police Post. These klepon distributors are active in promoting klepon to consumers passing by. They sell to those using cars and motorbikes when the red light has arrived and when the light is green they pull over on the shoulder of the road and also while selling klepon back to road users. *Klepon Buntut* Bukhari is a klepon that characterizes Banjar Regency because it has a small shape and is not perfectly round. *Klepon Buntut* Bukhari is so named because its shape is not perfectly round, which distinguishes it from other klepon, with corresponding data from observations and interviews with informants.

Pictures 1. *Klepon Buntut* Bukhari with a shape that is not completely round and is characterized



(Personal document, February 2024)

The price of one box of klepons is sold to klepon consumers for Rp. 5,000 which was previously purchased from the manufacturer at a price of Rp. 3,500 and they sell it in one package containing two boxes sold for Rp. 10,000 with a profit from each box of Rp. 1,500 and one package is Rp. 3,000 per day carrying a range of at least 50 boxes, which can be more or less depending on the wishes of the business

owner in providing the number of boxes to be sold to distributors. Meanwhile, Klepon payments made by distributors to business owners are made after the end of sales activities to consumers.

Buntut Bukhari klepon distributor carries out klepon distribution activities to consumers with the aim of making it easier for consumers to get klepons, which is in line with the aim of distribution to distribute goods, in this case klepons, from producers to customers with the aim of achieving a common goal of meeting needs that can be met. and make it easier for customers to get the goods they want (Swastha & Irawan, 2008). The purpose of the economic activity of klepon distribution activities is for daily sustainability, especially to meet the needs of both individuals for themselves and groups for their respective families. This goal is in line with the goal of economic activities carried out by individuals and groups, explaining that the activities they carry out are to achieve the goals and interests they want to achieve with the aim of improving prosperity and meeting the needs of daily life. Meanwhile, there is no definite way to measures welfare, but sometimes welfare is determined by enjoyment or satisfaction, which can be achieved with economic activities (Hasanah et al., 2021).

Buntut Bukhari klepon distributors carry out distribution activities in front of the Pancasila mosque in Sekumpul Village and in front of the police post in Java Village at ± 09.00 – 17.00 WITA and also when they run out they (distributors) go straight home and if there are still any from the distributor who other than stock klepon, they (distributors) continue according to the wishes of the distributor if they want to help other distributors. Distributors choose the location because the location is a strategic location because many road users pass through the road, including cars, motorbikes and pedestrians, another reason is because the location is close to a major road, so it is easy to access. in front of the Pancasila mosque and the police post which many road users pass by so it is also easy for them to get this klepon. There are two ways for distributors to offer klepon, namely by directly visiting road users who pass through the road, whether they are car users, motorbikes or pedestrians who pass by that location, another reason is also because the location is close to a major road, So it is easy to access in front of the Pancasila Mosque and the police post which many road users pass by so it is also easy for them to get these klepons and set up stalls on the side of the road on which baskets containing klepon packages and umbrellas are used as shelter for klepon distributors in front of the police post. in Java Village. They bought these goods personally, while the business owners only provided banners to identify the klepon and the klepon food products as well (Pradana, et. al., 2024).

Pictures 2. Distributor offers klepon directly to road users



(Personal document, February 2024)

Pictures 3. Distributors offer klepon to use stalls on the side of the road



(Personal document, December 2023)

Economic activity by discussing distribution activities in the form of offering klepons, before being offered they are first taken to producers and business owners and there are also distributors who are delivered directly by the business owner, this depends on the distributor whether they want to take it directly or have it delivered. The distribution channel for this klepon economic activity is an indirect distribution channel, where there are distributors, in this case retailers, who take wages from selling klepon (Santosa, et. al., 2024). Distribution channels are interpreted as the methods and systems used in the distribution activities of goods or products to distribute them to consumers so that consumers feel satisfaction in using the goods or products and make it easier to obtain the goods or products (Laksono, 2017). Based on this, based on the channels used for economic activities, there are several alternatives that sell products as in the alternative distribution channel scheme according to (Swastha & Irawan, 2008) as follows:

- 1) Manufacturer - User, in this alternative the producer directly distributes the goods or services either directly to the home of the consumer who buys directly from the producer.
- 2) Manufacturer – Retailer – User, in this alternative the distributor, in this case the retailer, directly purchases goods from the producer and distributes them to users by organizing retailers.
- 3) Manufacturer – Wholesaler – Retailer – User, in this alternative, the manufacturer does not handle the transportation of goods on the contrary, they only help sell goods or services to wholesalers in large quantities. Consumer purchases can be added by retailers and serving retailers.
- 4) Manufacturer – Representative – Retailer – User, in this alternative the agent with an intermediary, ensures that sales are made to the retailer before to the user.
- 5) Manufacturer – Representative – Wholesaler – Retailer – User, in this alternative, the representative through an intermediary conveys the product or service to the wholesaler, and then resells it to the retailer and to the user.

So the distribution channel is implemented indirectly, because there are intermediaries from producers to consumers. The intermediaries here are referred to as retailers. Retailing is a business carried out by a person or group in distributing goods to consumers for individuals or with business partners (Swastha & Irawan, 2008). The klepon distributors here are retailers and they distribute these klepons as a form of collaboration with business owners and some of the klepon distributors use auxiliary places such as tables so that they are easily available to consumers and the alternative used in economic activities, in this case the distribution activity is alternative number 2 with activities from producers to retailers and to consumers.

4. CONCLUSION

Aktivitas ekonomi dari *Klepon Buntut Bukhari* dengan aktivitas produksi yang secara umum The economic activities of Buntut Bukhari klepon include production activities which generally discuss the preparation of materials and manufacture of klepon as well as consumption activities where consumers are road users with a variety of ages from children to adults. The main and in-depth discussion is the distribution activities of the Buntut Bukhari klepon business which are carried out by distributors to complete the necessities of life for themselves and their families. Buntut Bukhari klepon distributor starts distributing to consumers at ± 08.00 - 17.00 WITA according to their wishes and from the stock of klepons they carry. Distributors are assisted by those closest to them such as husband, wife and children. The reason why the Buntut Bukhari klepon distributor carries out klepon distribution activities is because the location is strategic, busy with road users and the ease of reaching consumers. Distributors offer klepon by going directly to consumers and setting up stalls. The channel used in klepon distribution is indirect distribution with an intermediary, namely a klepon distributor. The price that will be distributed to consumers is the price that has been previously agreed so that it is mutually beneficial. Klepon is taken by the distributor before starting to distribute it to consumers. Distributors distribute their products directly to road users, which is their specialty and set up stalls to help consumers.

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