THE EMPOWERMENT OF UMKM BANDENG DURI LUNAK IN SEMARANG BY PRODUCT INNOVATION AND ONLINE MARKETING

Dewi Wulandari, Iffah Muflihati, Arief Rakhman Affandi
Universitas PGRI Semarang

Abstract
Bandeng duri lunak is one of the tasteful typical foods in Semarang that has big enough market potential. There are not much innovations to process bandeng to be processed product food but bandeng duri lunak. Here, by this devotion called PPPUD, we emphasize the increasing of creativity of bandeng duri lunak process and market size in UD Makmur Mandiri and UD Citra Semarang. Some innovations of processed foods of bandeng we applied are otak-otak bandeng, pepes bandeng and tahu bakso bandeng. Otak-otak bandeng is made of ground bandeng with some rempah spices. In process of pepes bandeng, of course we use rempah spices but we don’t use fresh bandeng. We use bandeng duri lunak. And the last, tahu bakso bandeng, mostly is alike another kind of tahu bakso we’ve known, but here, we use bandeng as the main ingredient. Beside the innovation we also concern about the marketing. To increase the quality of marketing, we did online marketing via social media such as facebook and instagram and also via online marketplace such as bukalapak and shopee.

Keywords Bandeng, Innovation, Market, Online, UMKM

INTRODUCTION
Bandeng is one of the most importance commodities and potential enough to developed. Beside high in protein, bandeng is very adaptable even in unstable environment. Because it’s tasteful, bandeng is high enough in demand. Although it has many primacies, of course like another kind of fish, bandeng can be easily rotten by microorganism activity because it contains much enough water.

Semarang is one of the capital cities in Central Java with the iconic typical food, bandeng duri lunak, that is produced by many UMKM in this city. Some of them are UD Makmur Mandiri and UD Citra Semarang. They are located in Purwosari, Tambakrejo, Gayamsari, Semarang. The amount of bandeng needed per day to be processed become bandeng duri lunak is about 50 kg that can be found in Rejomulyo traditional market.

For all this time, processed product food made of bandeng that is produced by those two UMKM is only bandeng duri lunak. They don’t prioritize another kind of innovation of bandeng yet. Whereas, bandeng is potential enough to be processed become processed product food. It’s shown by high demand in market. Bandeng should be can be processed become another
processed product food so that consumers can be more interesting.

Those two UMKM only sell their product if they receive orders or by entrust some stores which sell many kind of souvenirs or typical foods. Online marketing is not used yet whereas we all know it’s promising enough. Then through this program, we increase the creativity those two UMKM by making them become producers who do some innovations in processing and marketing.

In this program, we arrange the planned steps. The steps of this program is shown in picture 1.

RESULT

From the stages of activities we did, we get some results, they are

1). Coordination with Partners

Coordination with partners is held to discuss about product innovations that will applied. Based on the result of coordination with partners, we make some deals, they are

a. Make innovations product otak-otak bandeng, pepes bandeng and tahu bakso bandeng
b. Run online marketing via social media facebook and Instagram and via marketplace bukalapak and shopee

Of course our team design the guidance to make those deals come true.
2) Making of Otak-otak Bandeng

Otak-otak bandeng is made by grinding skinless and boneless bandeng using meat grinder. The others ingredients are eggs and bread crumbs to form the firm texture. Some rempah spices are used such as garlic, candlenut, pepper and salt. This product is sold more expensive than bandneg duri lunak because the processes are more complicated. Compare with bandeng duri lunak, otak-otak bandeng is more tasteful.

3) Making of Pepes Bandeng

Pepes bandeng is the most tasteful product because we use so many kinds of rempah. Besides a lot of rempah used, we also use banana leaf to wrap it. rempah we use are garlic, red chili, candlenut, turmeric, red onion, salt and pepper. Next, all those spices are ground and then wrapped onto bandeng. Before we steam it, we wrap it by using banana leaf. This food is really delicious and spicy.

4) Making of Tahu Bakso Bandeng

In UD Makmur Mandiri, tahu bakso is already produced. However, they use ground beef to fill tahu. Then our team offer them to use ground bandeng as the filling. The processes are similar with usual tahu bakso, here just we use ground bandeng with some spices such as garlic, salt and pepper.

5) Online Marketing

UD Makmur MAndiri and UD Citra Semarang sell their product by entrusting souvenirs and typical food stores, waiting orders and consumers come to their production house. Online marketing is not used yet. Through this program, online marketing is now success applied via facebook, instagram anad marketplace Shopee. Several times after accounts been
made, some orders are found. Here, we guide them in making accounts, receiving orders, packing and shipping the orders. We also guide them how to take the interesting product pictures.

CONCLUSIONS

From the stages of these steps in this program, we can draw some conclusions.

1) UD Mandiri Makmur and UD Citra Semarang as the producers of bandeng duri lunak are success in developing the innovation of the processed product foods. Some innovations are otak-otak bandeng, pepes bandeng and tahu bakso bandeng

2) Online marketing is applied by making facebook, instagram and shopee accounts then running them.

REFERENCES

