

# STRATEGY FOR SALES AND PROCESSING JACKFRUIT INTO INNOVATIVE CHIPS AS AN EFFORT TO IMPROVE THE ECONOMY OF THE COMMUNITY IN GAMPONG LAMBHUK, BANDA ACEH CITY

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Received : 05 February 2026

Accepted : 01 April 2026

Revised : 15 February 2026

Published : 11 May 2026

## Abstract

This product not only has a longer shelf life but can also be developed with various flavors and attractive packaging, thus offering potential for penetration into both local and national markets. The innovative strategy of processing jackfruit into chips is expected to provide economic benefits to the people of Gampong Lambhuk. By empowering small and medium enterprises (SMEs) and involving the community in production, marketing, and distribution, this product is expected to create job opportunities, increase income, and strengthen the local wisdom-based economic sector. According to Philip Kotler and Kevin Lane Keller in their 2019 book "Marketing Management," a sales strategy is an integral part of a marketing strategy that focuses on planning and implementing activities to promote and distribute products or services to target customers. This strategy includes determining target markets, developing effective sales approaches, selecting appropriate distribution channels, and implementing promotional techniques designed to achieve sales objectives.

***Keywords: Developed , Jackfruit , Empowering , Strengthen , Approaches and selecting appropriate .***

## INTRODUCTION

### Background of the Activity

Lambhuk Village, located in Banda Aceh City, has significant potential to boost the creative economy for lower-middle-income communities, improving their income and well-being. Jackfruit is a leading commodity abundantly found in this area. Jackfruit has high nutritional value and can be processed into various economically valuable food products. However, jackfruit's use has been limited to fresh consumption or simple preparations such as kolak (combo) and dodol (sweetened coconut milk), which have a short shelf life and provide little added value to the community. To increase the value of jackfruit, an innovative and rare ingredient in the Indonesian food industry, innovative and sustainable processing strategies are needed. One potential solution is to process jackfruit into innovative chips. This product not only has a longer shelf life but can also be developed with various flavors and attractive packaging, thus offering potential for penetration into both local and national markets. An effective sales strategy is also a key factor in this product's success. By utilizing digital technology, product marketing can reach a wider market, both locally and nationally. Furthermore, a community-based approach and collaboration with micro, small, and medium enterprises (MSMEs) can accelerate product distribution and increase competitiveness in the market. Therefore, research and development of sales strategies and innovations in processing jackfruit into chips are necessary to improve the economy of the Lambhuk Village community. This program is expected to provide long-term benefits, both economically and socially, as well as business sustainability for the local community. In this context, sales strategies focus not only on increasing sales volume but also on building long-term relationships with customers, deeply understanding their needs and preferences, and adapting to changing market dynamics. Promotion is one of the factors influencing purchasing decisions. Through promotion, a business can provide consumers with information about the products it creates. Promotion through social media has become a primary requirement in today's world, as everyone relies on and cannot be separated from their smartphones. Promotion is now effectively using social media because businesses need effective marketing tools to expand their market share. Social media, as

a marketing tool, is inherently linked to marketing communications.(Puspitarini & Nuraeni, 2019).Promotion through TikTok is effective because the platform allows direct interaction with consumers, rapid information dissemination, and the ability to create engaging and shareable content. This makes TikTok a powerful tool in modern digital marketing strategies (Hartanto, 2023). Social media, particularly TikTok, has become a strategic platform for marketing products or brands within easy reach of consumers. Promotion through TikTok is considered a step forward for sellers.

**Purpose of Community Service** The aim of community service activities is to improve the sales strategy and processing of jackfruit into innovative chips as an effort to improve the economy of the community in Lambhuk Village, Banda Aceh City.

**Benefits of Activities** The benefits of this activity are expected to be useful for Lambhuk village residents, who want to develop a jackfruit chips business, are understanding sales strategies to increase household income and are expected to contribute to the development of marketing management. This contribution will broaden their understanding that achieving high purchasing decisions requires management to employ various methods.

## LITERATURE REVIEW

**Community Service Activity Techniques** This community service activity was carried out to help how to implement the Sales Strategy and Processing of Jackfruit into Innovative Chips as an Effort to Improve the Community's Economy in Lambhuk Village, Banda Aceh City, which can provide benefits to utilize local wisdom to increase income for the Community. This community service activity also involved the Community in Lambhuk Village, Banda Aceh City as a form of actualization of the Tridarma of Higher Education carried out by lecturers and students at the Faculty of Economics, Muhammadiyah University of Aceh.

**Stages of Community Service Implementation** This community service activity is carried out with the following implementation stages:

- 1) General understanding and knowledge regarding creative strategies to produce products with innovation and local wisdom.
- 2) General understanding and knowledge of how to sell.
- 3) General understanding and knowledge of utilizing housing business opportunities.
- 4) Knowing how to read market opportunities that are popular among the wider community.
- 5) Simple techniques and knowledge in the field of marketing management that can be applied to every business opportunity.

**Target of Community Service Activities** The target of this community service activity is the community in Lambhuk Village, Banda Aceh City, This innovative Jackfruit sales and processing strategy training to improve the community's economy in Lambhuk Village, Banda Aceh City, can be done by anyone who has a strong interest in improving the condition of household profits and income, especially for people who use their free time. The Lambhuk community, Banda Aceh City, is the target of this community service activity to play a productive role in managing household profits and finances by utilizing expertise in producing products, selling and marketing Jackfruit chips.

## RESULTS AND DISCUSSION

**Results of Community Service Activities** Overall, this community service activity went well and according to the plan developed by the team of lecturers and students from the Faculty of Economics, Muhammadiyah University of Aceh. The final result achieved by the program's implementers was the provision of skills development training for the Lambhuk Village community in Banda Aceh City., for all Gampong Lambhuk, Banda Aceh City to improve the ability of the house without having to spend a lot of capital just by using the social media of each community and can improve the household economic system of all Gampong Lambhuk, Banda Aceh City communities who are involved in this service.

**Evaluation of Community Service Activities** Evaluation of this community service activity is expected in the future, especially for the community. The community in Gampong Lambhuk, Banda Aceh City, can develop skills in making products and selling products through social media, thereby helping them build a better household economy by utilizing the skills they have.

**Follow-up Plan** The follow-up plan for this activity is to provide more in-depth consulting and training services regarding techniques in the Sales Strategy and Processing of Jackfruit into Innovative Chips as an Effort to Improve the Economy of the Community in Gampong Lambhuk, Banda Aceh City.

**Activity Output Targets** The output targets of community service activities in Lambhuk Village, Banda Aceh City include:

- ❖ Able to produce production and promotional personnel who are competent in their expertise

- ❖ Able to manage household finances by utilizing the skills they currently have
- ❖ Sinta 5 journal output on Community Service Journal

## CONCLUSION AND SUGGESTIONS

**CONCLUSION** The conclusion that can be drawn from this activity is that Training on Sales Strategy and Processing of Jackfruit into Innovative Chips as an Effort to Improve the Economy of the Community in Lambhuk Village, Banda Aceh City to improve the household economy, there are various benefits, including:

- 1) Creating new jobs for the community in Gampong Lambhuk, Banda Aceh City
- 2) The community in Gampong Lambhuk, Banda Aceh City can generate economic income by utilizing the new skills they have.
- 3) No need to spend a lot of capital to get big income
- 4) This activity has flexible working hours so that the activity participants can easily arrange their working hours.

**SUGGESTIONS** Some suggestions that are expected for future activities are as follows:

- 1) It is hoped that the Lambhuk Village community in Banda Aceh City who wish to master production and promotion skills will frequently undertake independent and group training so that they can master these skills well.
- 2) Hopefully this activity can be implemented periodically so that it can help people in managing their household economy well.

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