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OPTIMIZATION CAPACITY DIGITAL PRODUCT PRODUCTION AND MARKETING DEVELOPMENT ONION CHIPS AT THE MOM4G KITCHEN UMKM

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Abstract

Dapur Mom4G is a small and medium-sized enterprise producing onion chips, with production capacity that has increased following the implementation of a cutting machine in a previous activity. However, the increased production capacity needs to be supported by more effective production workflow management and digital marketing development so that the available production capacity can be utilized more optimally. This community service activity aims to optimize production capacity and develop digital marketing for onion chip products at Dapur Mom4G. The implementation methods included identification of the partner's conditions and needs, training, production workflow optimization, digital marketing development, mentoring, and evaluation. Production optimization was carried out through workflow arrangement, task distribution, and process management from cutting, frying, cooling, to packaging. Meanwhile, digital marketing development was conducted through the creation of photo and video content, preparation of product information, and mentoring in digital media management. The results showed that the partner's ability to manage the production workflow and utilize the available production capacity improved. In terms of marketing, the partner was able to prepare and manage promotional content and utilize digital media to expand market reach. The activity indicates that production process optimization combined with digital marketing development can support more structured and sustainable business management at Dapur Mom4G.

Keywords: MSME, onion chips, production capacity, digital marketing, Dapur Mom4G.

1. INTRODUCTION

Micro, Small and Medium Enterprises (MSMEs) are one of the part important in activity economy society [1] . The development of MSMEs is not only determined by ability produce products , but also by capabilities manage business processes and reach out consumers [2] . In business food processing , improvement ability production need followed with management adequate marketing so that the product is produced can absorbed by the market [3] .

Development digital technology provides opportunity for MSMEs to expand marketing without only depends on sales in a way directly . Social media and various digital channels can used For introduce product , deliver information to consumers , building communication with candidate buyers , and expand market reach . However , the use of digital media by MSMEs is not Enough only with own social media accounts . The perpetrator effort is also necessary own ability in make content , convey information products , managing digital media in a consistent , and connecting activity promotion with availability product [4] .

Problems This was also found at the Dapur Mom4G UMKM in Medan City. Dapur Mom4G is a business House stairs managed by Mrs. Annisa Febriani together husband since 2015 and produce chips onion . Product chips onion

Mom4G Kitchen has potential For developed as product food processed foods and souvenirs typical of Medan. Along with development business , needs to improvement capacity production and expansion marketing become the more important [5] .

In the activity development previously , one of problem main Mom4G Kitchen is in the form of limitations of the cutting process has handled through implementation machine cutter chips onion . Application the give change to capacity production . The previous capacity around 80 kg per day increase become around 130–150 kg per day . Cutting time also experiences change from about 4–5 hours per day to 1.5–2 hours per day .

Improvement the show that ability production Mom4G Kitchen has experience development . However , the increase capacity production cause need new in management effort . Ability produce product in amount more big need followed with more efficient work process settings effective for improvement capacity the can utilized optimally . In addition , the capacity more production big need support capable marketing introduce product to consumer in greater reach wide .

In this aspect marketing , Mom4G Kitchen previously Still more Lots depend on marketing conventional . Condition the cause utilization capacity production that has been increase Not yet fully supported by expansion channel marketing . In the activity previously , partners has introduced with digital media and able to make content promotion simple , utilizing social media , and using marketing websites product . However , the ability the Still need developed so that digital media does not only used as means display product , but can become part from activity marketing carried out in a way more directed and sustainable [6] .

Based on condition mentioned , there are two problems the main thing that becomes base activity this . First , the increase capacity production Not yet fully followed with optimization production process management **.** Improvement capacity from around 80 kg to 130–150 kg per day need arrangement channel more work good for the cutting , processing , packaging and finishing processes product can walk in a way balanced . Without good process management , improvement ability in one stages production Not yet Of course produce improvement performance business in a way overall .

Second , marketing product Not yet develop comparable with ability production . Previous marketing more Lots done in a way conventional own limited reach , while ability production Already increasing . The use of social media and websites is also still need developed , especially in matter manufacturing content , delivery information products , and digital media management consistent . Thus , it is necessary development digital marketing that can support expansion information products and open opportunity range more consumers wide .

Problems the need solutions that do not Again focused on procurement technology production , but on optimization utilization capacity production that has been available and development digital marketing **.** In aspect production , solutions done through mentoring management channel work and utilization capacity machine optimally , so that improvement ability production can followed with more work processes orderly and efficient . In this aspect marketing , solutions done through development ability partners in make content promotion , managing social media , utilizing websites, and compile information products that can used For support activity marketing .

Approach the expected can connecting two abilities important in development Mom4G Kitchen , namely ability produce products and capabilities reach the market **.** Improvement capacity production give opportunity for partners For provide product in amount more big , whereas digital marketing becomes means For expand delivery information product to candidate consumers . Thus , optimization production and development marketing No viewed as two separate activities , but as interconnected parts support in development business .

Based on description said , the activities This aim For optimize capacity production and development digital product marketing chips onions at the Mom4G Kitchen UMKM **.** In general special activities directed For increase ability partners in managing the production process after improvement capacity as well as increase ability partners in utilizing digital media to promotion and expansion marketing product .

Activity This give benefit for UMKM Dapur Mom4G in optimize capacity production that has been available through arrangement channel Work more production effective and orderly . Optimization the expected can help partners utilise capacity production in a way more maximum as well as guard smooth start process from cutting , frying , cooling until packaging product chips onions . In addition , the activities This help increase ability partners in utilizing digital media as means marketing through manufacturing content promotion , social media management , and delivery information product in a way more attractive and consistent . Development digital marketing expected can expand range marketing and opening greater market opportunities wide for product chips onion Mom4G Kitchen .

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2. IMPLEMENTATION METHOD

Activity devotion to community at the UMKM Dapur Mom4G implemented through stages identification conditions and needs partners , training , implementation and optimization of production processes , development digital marketing , mentoring , evaluation as well as program sustainability . Activities This is action carry on from implementation machine cutter chips onions in activities previously . Therefore that , activity No Again focused on design get up machine , but directed at optimization utilization capacity production that has been available as well as development digital marketing to increase ability production can balanced with expansion market reach . In terms of detailed , stages activities carried out can seen in Figure 1.

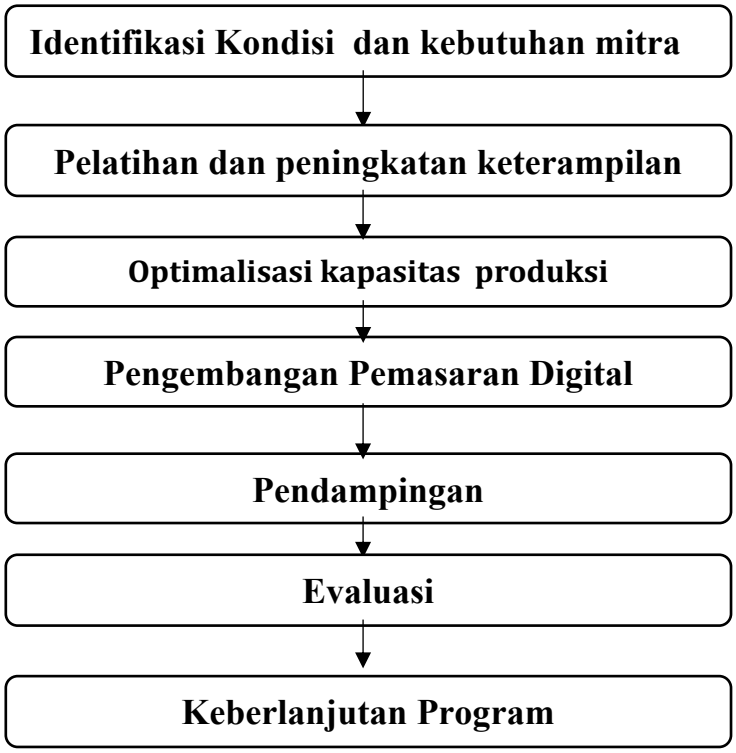

Figure 1. Implementation Method Activity

Information :

a. Identification Partner Conditions and Needs

Stage beginning done through observation and discussion with Mom4G Kitchen MSME manager for know condition production and marketing after use machine cutter chips onion . Identification focused on utilization capacity production , flow Work after the cutting process , division work , as well as obstacles that still exist faced at the stage frying , cooling , and packaging . In this aspect marketing , identification done to social media usage , availability content promotion , delivery information products , as well as pattern management digital marketing that has done by partners .

Identification results used as base in determine form appropriate mentoring and training with need partners .

b. Training and Improvement Skills

Training implemented For increase ability partners in manage production and marketing processes in a way more optimal. Training includes :

1. Management channel production For adapt stages cutting , frying , cooling , and packaging with capacity available production ;
2. arrangement distribution work so that the production process can walk more orderly and efficient ;
3. management products and packaging processes so that the product Ready marketed in appropriate amount with capacity production ; and
4. manufacturing content digital marketing in the form of photos , videos, information products and materials promotions that can used on social media .

Training done through delivery materials , discussions , demonstrations , and practice direct together partners .

c. Optimization Capacity Production

Optimization production done with utilise machine cutter that has been available and repair management channel Work production . Focus activity not in the making technology new , but on how capacity production that has been increase can utilized in a way maximum .

Optimization done through arrangement order work , division task power work , settings time at each stages production , as well as adjustment capacity between the cutting , frying , cooling , and packaging processes . With the arrangement mentioned , it is hoped that No happen imbalance interprocess that can cause accumulation material on one of the stages production .

At the stage this is also done mentoring to partners For apply pattern more work regular so that improvement capacity production can maintained and utilized For fulfil market demand .

d. Development Digital Marketing

Development digital marketing is done For increase ability partners in utilizing digital media as means promotion product chips onion Mom4G Kitchen . Activities covering manufacturing and development content promotion , recruitment product photos and videos , compilation information products , as well as social media management in a way more consistent .

Accompanied partners in determine material that can published , such as information products , production processes , advantages products , activities business and content promotion . In addition to social media , information products are also directed For displayed through existing digital media owned or used by partners so that candidate consumer can get information product with more easy .

Development digital marketing is directed towards partners No only capable make content , but also able to manage and update content in a way independent after activity finished .

e. Mentoring

Mentoring done after training and implementation activity For ensure knowledge and skills provided can implemented by partners . Mentoring covering monitoring channel production , distribution work , utilization capacity production , manufacturing content , as well as digital media management .

Implementation team give direction and help partners if found constraint in implementation results training . Mentoring is also provided For push partners to be able to running production and marketing processes in a way independent .

f. Evaluation

Evaluation done For know change condition partners after activities . Evaluation of aspects production done with compare condition capacity production , processing time , distribution work , and smoothness channel production before and after optimization . In the aspect marketing , evaluation done to ability partners in make content , managing social media , delivering information products , and utilize digital media as means promotion . Evaluation results used For know level achievement activity as well as change ability partners in manage digital production and marketing .

g. Program Sustainability

The sustainability of the program is directed at the ability of Dapur Mom4G MSMEs to continue management production and marketing in a way independent . Partners are expected capable maintain pattern Work production that has been optimized , utilizing capacity production in a way consistent , and routinely create and manage content digital marketing .

Thus , the activities No stop on implementation training , but can continued by partners as part from activity production and marketing daily .

3. RESULTS AND DISCUSSION

3.1 Conditions Production After Implementation Technology

Activity devotion implemented at the Dapur Mom4G UMKM as action carry on from implementation machine cutter chips onions in activities previously . Identification results show that use machine has give improvement ability production , but improvement capacity the need followed with management channel more production regularly . Therefore that , activities at this stage This No Again directed at the creation or procurement machine , but on optimization utilization capacity production that has been available . Optimization done with notice relatedness

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between the cutting , frying , cooling , and packaging processes . Arrangement channel Work done so that every stages can walk in a way continuous and not cause accumulation in one of the processes. In addition , the division work arranged based on stages production so that power Work can Work more directed .

3.2 Optimization Capacity Production

Activity results show that capacity production that has been increase through use machine cutter can utilized in a way more optimal after done arrangement channel work . Partners start apply distribution work based on stages production , settings time work , and adjustment amount processed materials with ability at stage next .

Optimization This important Because improvement capacity on one stages production Not yet Of course in a way direct increase results production in a way overall if stages other Not yet capable balance . Thus , the management of channel production become part important in guard smooth process and utilization capacity production .

3.3 Development Digital Marketing

Apart from the aspect production , activities focused on development digital product marketing chips onion Mom4G Kitchen . Activity results show that partners get mentoring in prepare material promotions that can used in digital media. The material covering Photo products , production process videos , information products , as well as content that displays activity business .

Mentoring done so that partners No only using digital media as place upload products , but also capable of compile content in a way more regular . Information about product served with easy language understood and equipped with product visuals so that candidate consumer can get description about products offered .

3.4 Improvements Partner's Capabilities in Digital Marketing

After follow training and mentoring , partners own more capabilities Good in create and manage content digital marketing . Partners start understand importance Photo interesting products , information clear product , as well as consistency in do publication .

Ability the become important for Mom4G Kitchen because improvement capacity production need followed with ability reach more consumers extensive . Digital marketing provides room for partners For introduce product No only to consumers around location business , but also to candidate consumer from other regions.

Here is the Mom4G kitchen digital marketing website :

a. Home Menu

The home menu is the main menu For see information products What only those sold by Dapur Mom4G, you can seen in figure 2 below .

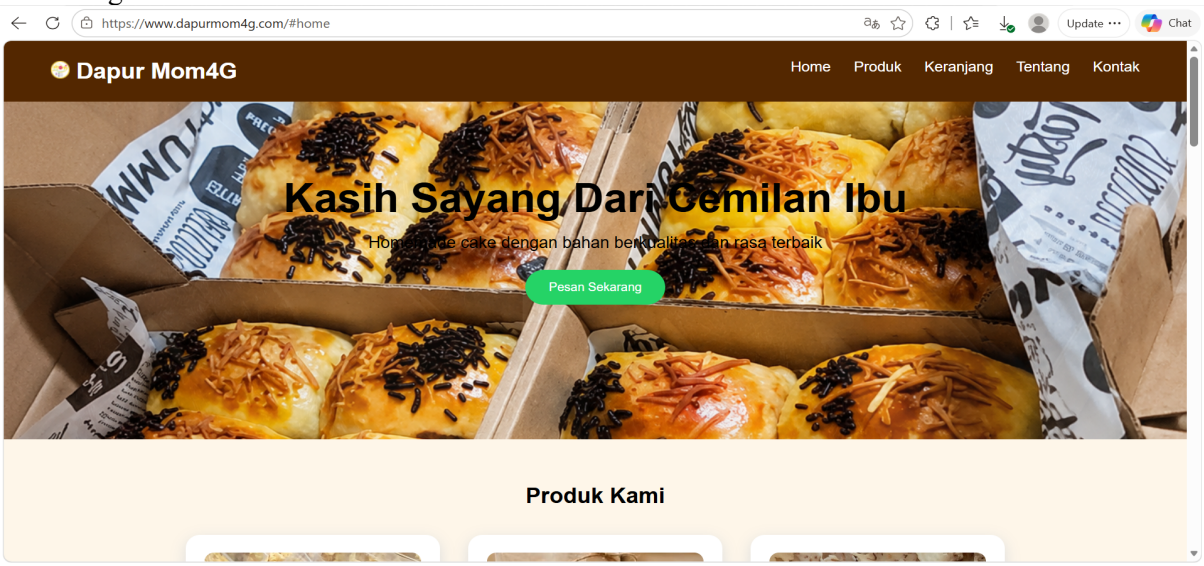

Figure 2 Home menu

b. Product Menu

Product menu display products that sold by Dapur Mom4G, available seen in figure 3 below .

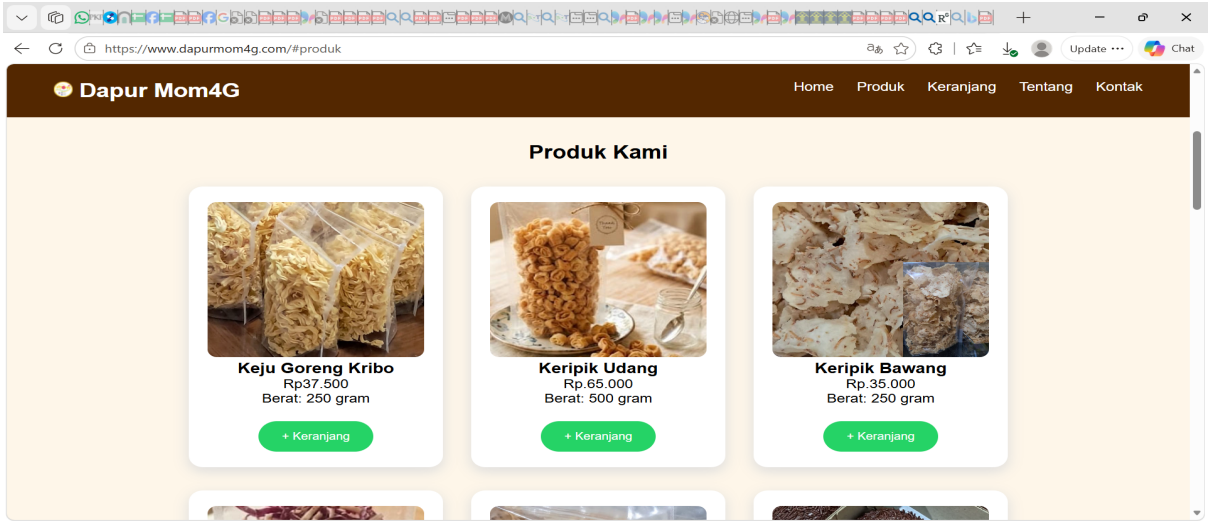

Figure 3 Product menu

c. Cart Menu g

Cart menu containing information method We do booking , can seen in figure 4 below .

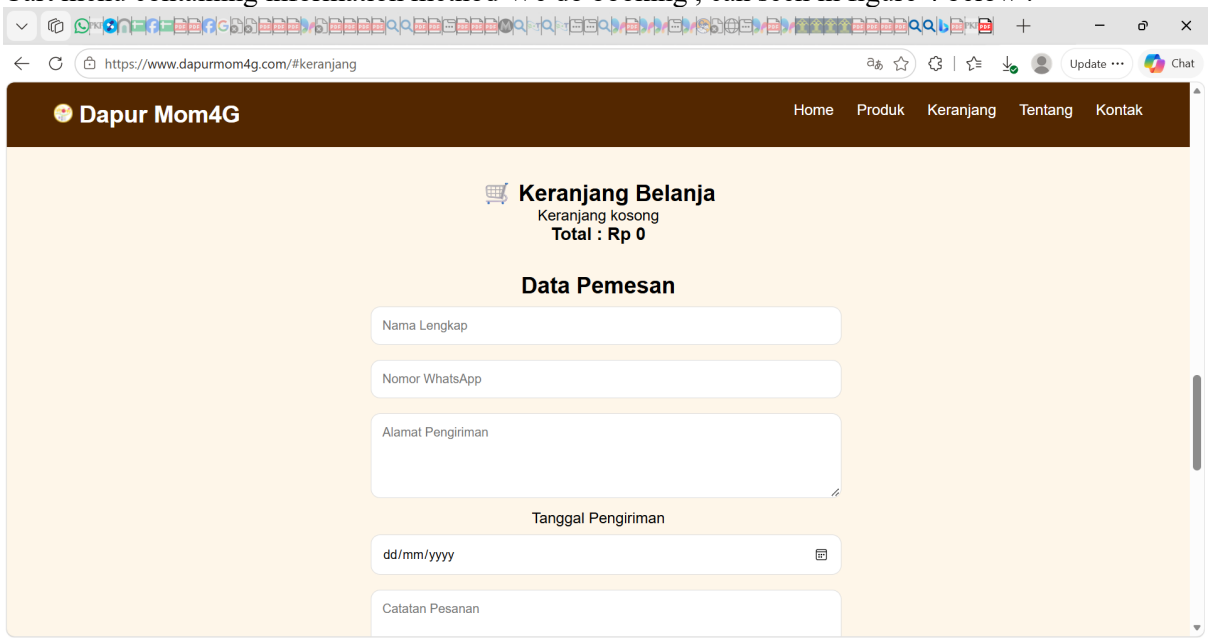

Figure 4 Cart menu

3.5 Relatedness Optimization Digital Production and Marketing

Activity results show that optimization production and development digital marketing are two aspects that are interconnected related . Increase capacity production give ability to partners For produce product in more amount big , whereas development digital marketing helps expand information and reach marketing product .

With the condition mentioned , development marketing No only directed For increase promotion , but also for support utilization capacity production that has been available . On the other hand , the ability produce product in more amount big give support for partners For fulfil requests received through expansion marketing .

3.6 Changes Partner Conditions

Changes obtained through activity can seen in several aspects , namely management production and capabilities digital marketing . Changes condition partners before and after activity can seen in table 1.

Table 1. Partner Condition before and after activity

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Aspect	Condition Before Activity	Condition After Activity
Production flow	Not yet organized optimally follow improvement capacity	Production flow start arranged based on stages work
Distribution work	Not completely customized with capacity production	Distribution work more directed
Utilization capacity	Capacity available production Not yet utilized optimally	Capacity production directed For utilized in a way more maximum
Digital content	Content promotion Not yet managed in a way systematic	Partners start create and manage content promotion
Marketing media	The use of digital media is still limited	Digital media is utilized as means promotion
Ability partners	Management digital production and marketing is still need mentoring	Partners have more skills good and start capable manage in a way independent

3.7 Sustainability Activity

Sustainability activity directed so that partners can apply results mentoring in activity business everyday . In the aspect of production , partners expected maintain arrangement channel work and division tasks that have been applied . In the aspect marketing , partners expected can create and upload content regularly and renew information products on the digital media used .

Thus , the results activity No only in the form of improvement knowledge during program implementation , but also its formation ability partners For manage production and marketing in a way more independent .

4. CONCLUSION

Activity devotion to community at the UMKM Dapur Mom4G shows that optimization capacity production need done through arrangement channel work and division customized work with capacity production that has been available . Process setup starts from cutting , frying , cooling , until packaging help partners managing the production process in a way more regular so that available capacity can utilized in a way more optimal. In terms of marketing , development digital marketing increases ability partners in prepare and manage material promotion in the form of photos , videos, and information product through digital media. Mentoring give understanding to partners about importance presentation interesting , informative , and actionable content in a way consistent For expand range marketing product chips onion Mom4G Kitchen . In overall , activities This help partners increase ability in manage digital production and marketing more directed . Optimization capacity production and development digital marketing is two interrelated aspects support in development business , because improvement ability production need balanced with ability expand range marketing . Sustainability activity directed at ability partners For apply management digital production and marketing independent in activity business daily .

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