

## TOFU DREGS CHIPS BUSINESS' BRANDING TO INCREASE SALES POTENTIAL AND INCOME FOR MSMEs

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### ABSTRACT

**Background:** Branding is an identity created by marketing people to make it easier for consumers to choose products. The role and obstacles faced by home industry owners and the strategies carried out by home industry voters in facing existing obstacles.

**Aim:** This study aims to determine the role of branding in the home industry to increase sales potential and community income.

**Method:** This study uses qualitative descriptive research. The source of data was taken in Bringinan Village, Jambon District, Ponorogo Regency, which was raised from the results of the Ormawa Capacity Building Program Fund Grant of the Ministry of Education, Culture, Research, and Technology.

**Findings:** To overcome current challenges, sellers might employ a number of tactics. The Ponorogo Regency Department of Trade, Cooperatives, and MSMEs provides assistance with branding socialization and training so that residents of Bringinan Village in Jambon District are more informed about the significance of branding in the home sector.

### KEYWORDS

*branding, role, home industry*



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## INTRODUCTION

The population of Ponorogo from year to year experiences rapid growth, and the increase in the labor force is getting bigger, while the increase in the labor force has not been able to be pursued by the increase in the provision of employment opportunities. A common symptom found in rural areas is the imbalance between the number of people of working age and the available employment opportunities (Mubyarto, 2014). People must be able to develop their potential and abilities, as well as identifying the environment to open up business opportunities and create jobs for the available labor force (Sima et al., 2020). The standard of living has become higher and is now an important element in economy (Bremen & van der Linden, 2014). It plays a role in improving people's living standards through the production of goods and services.

One of the efforts to overcome poverty, unemployment, and reduce the high rate of urbanization is a more creative and innovative society (Zhang, 2016). The manifestation of community activities to build a creative and innovative economy through home industry activities has proven to be able to provide jobs that can overcome poverty and unemployment (Nkechi et al., 2012). The existence of a home industry is indispensable in rural areas. According to Hidjrahwati et al. (2019), the benefits of home industry businesses in rural areas are not only to hone skills and jobs for rural communities but also to increase income for families who run home industries. In the case of home industry, it is necessary to be branded as a business strategy for the products sold to increase the potential purchasing power (Segal-Horn & McGee, 2012).

Branding on a product or a home industry can present changes and updates in several ways in the product or company (Porter & Heppelmann, 2014). Branding can be done with various kinds not only limited to logo branding or advertising tagline changes but can also be done with product differentiation. With the increase in brand names, sales will increase rapidly as more and more consumers know and trust the products being sold. It also helps to reach more people and increase revenue (Peppers & Rogers, 2017). According to Raharjo (2019), an example of consistency in taking control of other people's assessment of the brand of a business before or after a business is branding, in which branding is the starting point (tipping point) that customers have in mind when evaluating products or services sold, as a business strategy that can provide added value to the products sold.

Bringinan is one of the villages located in Jambon Subdistrict, Ponorogo Regency, East Java with an area of 138.77 ha (BPS Kabupaten Ponorogo, 2021), which was once Bringinan Village in Sumoroto district. Since the Sumoroto subdistrict is very large, it was split and formed a new subdistrict in Ponorogo Regency, namely Jambon. The total population in Bringinan Village (according to BPS 2021) is 1221 thousand people. In Bringinan Village, there is one elementary school called SDN 1 Bringinan, which is the only elementary school and is one of the oldest elementary schools in Jambon District (BPS Kabupaten Ponorogo, 2021).

Creating a better population economy requires the characteristics of a village that can become the identity of a village (Mayer & Knox, 2010). With the mobilization of a small economic unit in Bringinan Village, there is a BUMDes (Village-Owned Enterprises) Margo Mulyo or the well-renowned Bringinan Mart which is officially opened by and for the community. Bringinan Mart has an important role in improving the community's economy ranging from savings and loans cooperatives, accommodating home industry products, to providing a forum for local labor to create a product, and as bridging the success of an industry. Therefore, in the aspect of the success of a village and the community that has begun to be developed, there must be a breakthrough to make a product that is expected to become an icon of the village and the opportunity lies in the processing of dregs from tofu processing in Bringinan Village. The existence of an independent home industry managed by the community, especially PKK (Family Empowerment and Prosperity) mothers in Bringinan Village, Jambon District, is expected to be able to create new jobs. The larger the home industry, the more it will absorb labor, with the existence of a home industry can reduce people who work abroad (TKI, *Tenaga Kerja Indonesia*) (Habibi & Juliawan, 2018).

Development of home industry in Bringinan Village, Jambon Subdistrict, through the use of tofu dregs solid waste. Previously, in Bringinan Village, there was already a tofu factory but it was not optimal in the use of waste. Meanwhile, in Pomahan Village, Ponorogo, Novitasari and Faristiana (2022) proposed that tofu dregs waste, in the form of nuggets, may increase locals' income. The previous research fuel the researchers' motivation to delve deep into the management of tofu dregs.

Nowadays, tofu pulp chips are not very popular among the public, especially in Ponorogo Regency, compared to contemporary food. Tofu pulp chips are not only consumed as snacks but also have several nutritional contents as shown in table 1.

**Table 1.** Nutritional Content in Tofu Dregs

No	Nutritional Elements	Tofu Dregs / 100 grams
1.	Energy (cal)	393
2.	Air (g)	4,9
3.	Protein (g)	17,4
4.	Fats (g)	5,9
5.	Carbohydrates (g)	67,5
6.	Mineral (g)	4,3
7.	Calcium (g)	19
8.	Phosphorus (g)	29
9.	Iron (mg)	4
10.	Vitamin B (mg)	0,2

*Source: List of Pharmaceutical Analysis of Medical Faculty*

Based on the background that has been described, the formulation of problems regarding the role of branding a business is compiled so that it can increase sales potential and revenue.

## **METHOD**

In this study, the researchers used a qualitative approach, with a qualitative descriptive model. The primary data in this study was obtained from the report of PPK Ormawa (Student Organization Capacity Building Program) *Pojok Literasi* (Literacy Corner) as an Effort to Improve Society through the Learning Curriculum "Wijaya Nisita" in Bringinan Village, Jambon Subdistrict, Ponorogo Regency.

Data collection techniques are carried out by observation methods, and in-depth interviews, along with the results or documentation evidence that aims to explore the data to be obtained in the study. The researchers described the results of the interview, not explaining or explanatory and not making an evaluation or research. The respondents were the Head of Bringinan Village, Village Government, PKK (Family Empowerment and Prosperity) mothers, and the people of Bringinan Village.

## **RESULTS AND DISCUSSION**

Bringinan Village is a village in Jambon District, Ponorogo Regency. To reach this village it takes not long enough  $\pm 30$  minutes from downtown Ponorogo with motor vehicle access. The distance from the city center to Bringinan Village is  $\pm 11$  kilometers, and the road traveled is quite easy. Bringinan village, Jambon district, is in the lowlands. In addition, it is surrounded by vast rice fields with an average temperature of 22-31° Celsius. The population of Bringinan Village is 1221 thousand inhabitants. The area of Bringinan Village, Jambon District, Ponorogo Regency is 138.77 ha, which is divided into ricefield, settlements, and dry land (BPS Kabupaten Ponorogo, 2021). One of the villages in Ponorogo Regency that has a tofu dregs cryptic home industry is Bringinan Village.

The people of Bringinan Village are communities that have the potential to be more developed. This can be seen with the development of the people of Bringinan Village, which was once a disadvantaged village and then increased to a developing village. The status of a

thriving village was obtained by Bringinan Village when it was led by Barno Village Head. The development of Bringinan Village makes the people of Bringinan Village have to innovate to build their village.

The people of Bringinan Village have a home industry that results from the training held. However, the results of this training skill are limited to making the product alone, not accompanied by strengthening the right product branding and marketing that has not been widespread. Even though this is very necessary for business competition in the current era.

The discussion was presented according to the results of the research and theories that had been explained in the previous discussion, such as those that included the results of interviews with the Head of Bringinan Village, Village Government, PKK (Family Empowerment and Prosperity) mothers, and the people of Bringinan Village. In addition, it is equipped with several documents in the journal as supporting material in this study.

### **The Role of Branding in a Business**

Branding is a marketing practice where companies create a design of names, terms, signs, symbols, designs, or combinations that are useful in making it easier to identify the products of a business (Farhana, 2012). Generally, branding uses media in the form of logos, promotions, advertisements, and consumer services to build and grow brands. For companies, branding is not just a product brand, but also an image and credibility of the company as a whole (Kotler et al., 2019). Branding can give consumers a deep impression of the products or services offered. Branding will certainly increase the profits of a company. In a business, it is inseparable from branding, through the branding process someone can get to know the products we offer. The identity of a product is very necessary because to distinguish one product from another, from this, the role of branding needs to be done, as well as the home industry of tofu pulp chips produced by PKK (Family Empowerment and Prosperity) mothers in Bringinan Village, Jambon District, Ponorogo Regency.

Initially, tofu dregs were usually used for animal feed and some were used by some rural communities to be processed into ingredients for making *Tempeh Gembus* (Khairani et al., 2019). The tofu dregs came from one of its residents who produced tofu to be marketed, but in the process of making it, the waste of tofu dregs was never used and left alone. Tofu dregs are a by-product obtained from the process of making soybean tofu. The PKK (Family Empowerment and Prosperity) mothers of Bringinan Village, the majority of whom are PKK (Family Empowerment and Prosperity) members who work as farmers, have creative ideas to make tofu dregs delicious, delicious, healthy, and nutritious chip food. Tofu pulp is the residue left after the screening stage of the soluble fraction of soybeans which amounts to about 25% to 35% of 58.60% which based on its solubility is divided into 1.91% soluble dietary fiber and 55.63% insoluble dietary fiber (Li et al., 2013).

The results of the interview with Mr. Barno the Head of Bringinan Village, Jambon District, Ponorogo Regency, regarding the processing of tofu pulp chips said: *"Very supportive with the creative idea of making tofu dregs chips that can be empowered as a community business and can also be used as the superior product of Bringinan Village." This is an innovative creation that needs to be supported to be empowered as a community business because it is still rare and we can make it the icon of the superior product of Bringinan Village "One Valide One Product" Bringinan Village following the Ponorogo regent's program. While*

*tofu dregs tend to only be used for animal feed, now by PKK (Family Empowerment and Prosperity) mothers in Bringinan Village as snacks so that economic value appears, this is extraordinary. Therefore, PKK (Family Empowerment and Prosperity) mothers made a breakthrough in how to use this tofu dregs waste into a portion of delicious, delicious, and healthy food. And of course, it can help raise the income of the residents of Bringinan Village, namely by processing it into tofu dregs crackers, but in terms of marketing, it is still not wide enough so there are still many people outside Bringinan who don't know."*

From his presentation about the processed tofu pulp chips which can become the superior product of Bringinan Village, the question arises about "What is the role of branding in increasing the sales potential of the tofu dregs cryptic business?", here is Mr. Barno's answer: *"The manufacture of tofu dregs chips was originally only produced by Bringinan residents and sold outside Bringinan Village only. However, with the presence of many food competitors, tofu dregs chips are rarely known to residents outside Bringinan, so sales from PKK (Family Empowerment and Prosperity) mothers have decreased. PKK (Family Empowerment and Prosperity) mothers felt hopeless because the tofu dregs chips made were not sold according to the target, but with the PPK Ormawa (Student Organization Capacity Building Program) program from Ponorogo Unmuh students, PKK (Family Empowerment and Prosperity) mothers became zealous again because they were introduced to the name branding."*

Then Mr. Barno's answer was added by the Chairman of the PKK (Family Empowerment and Prosperity), Mrs. Fitri, with the answer: *"Yes, that's right, we feel the role of branding, sales are getting more and more orders every day, many want to try even though the product looks unique their enthusiasm for trying is very high. The increasing sales add to the PKK (Family Empowerment and Prosperity)'s cash income."*

Then the answer was added again by one of the consumers named Mrs. Lilina with the answer: *"At first I tried to be afraid of not feeling good, afraid that it would taste Just knowing it turned out not to be what I thought, the composition listed in the logo made me even more trusting to try it, and many of my friends were curious about the taste of the tofu dregs chips."*

In addition to the researcher digging for information about the beginning of the existence of tofu dregs chips from Mr. Barno as the Head of Bringinan Village, and then added Mrs. Fitri as the head of the PKK (Family Empowerment and Prosperity), here the researcher also interviewed with Mrs. Supiyah as a member of the PKK (Family Empowerment and Prosperity) of Bringinan Village, Jambon District. What is the purpose of business branding in Bringinan Village, Jambon District? He replied: *"With branding, of course, it can make consumers attractive to buy processed home industry products. Processed tofu dregs chips are still not interested in the surrounding community, but currently, we are still trying to continue to increase people's buying interest. "*

In addition, the question arises, does the processed tofu dregs chip increase the cash income of the PKK (Family Empowerment and Prosperity) of Bringinan Village, Jambon District? Mrs. Fitri, the chairman of the PKK (Family Empowerment and Prosperity), replied: *"That's right, the profit from the sale of tofu dregs chips greatly affects the PKK (Family Empowerment and Prosperity)'s cash."*

Another question arises, is the marketing of tofu dregs chips through BUMDes (Village-Owned Enterprises)? Mr. Langgeng the chairman of BUMDes (Village-Owned Enterprises) replied: *"Yes, there are several processed home products sold here and one of them is tofu*

*dregs chips. Here many businesses already exist but difficulties in marketing. The average local seller takes a sizable profit while the industrial sector has a small income. With the existence of BUMDes (Village-Owned Enterprises), it is hoped that later the marketing can help them so that both parties are equally profitable in terms of income. And later the profits obtained can increase the cash of BUMDes (Village-Owned Enterprises) as well. "*

### **Obstacles Encountered in the Branding Improvement Process**

To find out the obstacles that occurred, the researcher interviewed the PKK (Family Empowerment and Prosperity) treasurer named Mrs. Yahmi with the question: "Then currently what obstacles hinder the improvement of branding?" Mrs. Yahmi replied: "The problem is only to convince the public that the home industry business has promising business opportunities, because people lack understanding of the home industry and *digital marketing*, especially if it is added with product branding, of course, it will be much more attractive and increase the opportunity for people's purchasing power to processed tofu dregs chips, but the community is difficult to invite in implementing a home industry business and increasing branding."

### **Strategies Carried Out in the Face of Disturbing Obstacles**

Strategy in solving obstacles is very necessary, therefore the obstacles that occur must be resolved immediately so that the process of increasing sales and revenue increases. Here the researcher conducted an interview with the Village Head about the strategies carried out in dealing with obstacles that occurred.

Mr. Barno explained: "*The strategy we have taken is to continue to introduce products and branding to the community and socialize home industry products assisted by Unmuh Ponorogo students in the PPK Ormawa (Student Organization Capacity Building Program) program by bringing in figures who are experts in the field of branding, we the people of Bringinan Village are introduced to how to make logos and packaging to attract consumers. In addition, we also collect data on the Bringinan community who have a home industry to help brand their processed products.*"

Then the answer was added by the chairman of the PKK (Family Empowerment and Prosperity), Mrs. Fitri, with the answer: "*Many people are familiar with tofu dregs chips and after trying it tastes good, it is not inferior to the food out there. In my opinion, the role of branding is very large and over time now many people know the tofu dregs cryptic product, now the distribution of the product has been outside Bringinan Village which can be a business opportunity to increase revenue.*"

The answer was added again by the chairman of BUMDes (Village-Owned Enterprises), Mr. Langgeng, with the answer: "*Actually, we are also constrained in online marketing, where currently we only help sales through BUMDes (Village-Owned Enterprises), have tried online marketing many times but still not many consumers are interested, so we coordinate with PPK Ormawa (Student Organization Capacity Building Program) students who carry out tasks related to branding, and finally we are assisted in marketing through Facebook and also through product endorsements. assisted by the students themselves, and Alhamdulillah, in this way the tofu dregs chips is getting known better to the people of Bringinan and outside Bringinan. "*

Through some data from the informants above, it can be seen that there are many benefits felt by the community, especially the people of Bringinan Village, although there are some obstacles faced by the home industry of PKK (Family Empowerment and Prosperity) mothers in Bringinan Village, these obstacles can be resolved properly so that the community can feel it, that way the role of branding in a business chips dregs know this can reduce unemployment in Bringinan Village and the community becomes more creative and innovative and of course, can improve the community's economy for the better.

## **CONCLUSION**

The role of branding in the home industry of tofu dregs in Bringinan Village has a great influence on the sales and income of the people of Bringinan Village. Through branding, the sales of the home industry of tofu dregs have increased significantly, many outsiders are interested in buying them, so the profits obtained have also increased. The obstacle faced is that many people do not know about the home industry business can be a promising business opportunity and be accompanied by an increase in branding.

Sellers can use several strategies to deal with existing obstacles. Branding socialization and training are assisted by the Department of Trade, Cooperatives, and MSMEs of Ponorogo Regency to better introduce the importance of the role of branding in a home industry to the people of Bringinan Village, Jambon District, Ponorogo Regency.

How to market tofu pulp chips products through social media. Marketing through social media makes it easier for people to access it, especially in terms of food. Marketing is done through Facebook and endorsements. Products are promoted through buying and selling forums or marketplaces on Facebook because in this era people are no longer taboo to using Facebook. Through endorsements, the PPK Ormawa (Student Organization Capacity Building Program) Team helps in promotion through broadcasts that are made.

It is suggested to continue innovating products with one main ingredient but can be innovated with a variety of unique and contemporary products accompanied by the existence of a brand that makes people's purchasing power interest high. In addition, sellers can register *halal* products and certifications, so that they can be distinguished from other products so that people no longer hesitate in consuming them.

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