

The Utilization Of Melinjo Seeds As A Raw Material For Kripik Emping To Encourage Creative Economic Independence Of Rural Communities In Banten Province, Indonesia

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Abstract

Melinjo seeds are one of the food sources available in Pandeglang Regency, Banten Province. The potential of agricultural products, has prospect to be processed in order to increase added value for the welfare of people in rural Indonesia. The research method using qualitative research, the research informants consist of the local government authorities of Pandeglang Regency, Banten Province, craftsmen, capital owners and household businesses and marketing parties. The results of the study found that the utilization of Melinjo seeds into Kripik Emping as part of the household business of people in rural areas. This household business activity is growing and has been going on for about 30 years and involves housewives around villages in Pandeglang. The growth of business types and innovation of melinjo seeds with various creativity has increased the income of people in rural areas of Banten Province. The need for Melinjo seeds to be processed in household business center ranges from 2.5 tons to 5 tons of melinjo seeds per day.

Keywords: Melinjo Seeds, Creative Economy, economic Independence, rural communities

Introduction

The utilization of Melinjo Seeds as a raw material for Kripik Emping is one of the snack material, apart from the high nutritional value also has the taste that many people like. Emping melinjo is a special food in food pattern of Indonesian people. The nutritional and vitamin content that can be found in foods from Emping Melinjo includes ; calories, carbohydrates, protein, fat, calcium, phosphorus, iron, vitamin B, and fat siklopropene (Cyclopropene fatty acid). Based on these qualifications and supported by intensive training can guarantee the availability of Emping Melinjo without being influenced by time so that consumer needs can be met. There is an effect of the process of processing melinjo seeds on the

total level of lycopene (Suci, 2015);

The Creative Economy is one of the strategies carried out by the Indonesian government in order to improve the standard of living of people in rural areas. This strategy continues to developed because it has the potential to create a business climate and bring in income. Developing the creative economy of melinjo as a potential local resource certainly does not make it difficult for the community to obtain its raw materials.

Various efforts continue to be carried out gradually, namely through activities to increase the capacity of village and sub-district government officials, increase institutional capacity, community training, empowerment of community customs and socio-cultures, increasing the economic efforts of the community, as well as utilization of natural resources and appropriate technology. Other efforts are in the form of increasing community economic efforts through local economic development by increasing the productive economic activities of the community and socio-economic institutions of the community in order to increase the income and welfare of the community. Increased food security and agribusiness development play an important role in fueling rural economic growth which is closely related to the creation of quality jobs in 25 - 3 rural areas, marked by reduced open and semi-open unemployment rates and increased welfare of farmers, fishermen and rural communities, which is reflected in the increased income and productivity of workers in the agricultural sector. (<https://www.bappenas.go.id/>)

Research Methods

The research method used is qualitative research using Purposive Sampling, while the research informants are the Department of Cooperatives and SMEs of Pandeglang Regency, craftsmen as well as home industry owners, daily laborers, distribution and marketing parties. The data collection techniques in this study used observations, interviews, and documentation. Data analysis techniques are data reduction, data presentation, conclusion drawing and verification.

Research Results and Discussion

Local Government Support

The Government of Pandeglang Regency of Banten Province has encouraged to always create innovation and creativity to process melinjo based on excellence in rural Pandeglang Regency of Banten Province. Melinjo is a potential plant sourced from farmers' gardens that can thrive. Through this potential, as expressed by the Pandeglang district government that

During this time the local government encourages continuously related to the potential that exists in rural areas through creative economic development programs. The production of emping chips from melinjo fruit material, actually starts from the creativity of the community in Menes village until it was developed into a source of economic income of the community in the village. To support the development of the creative economy of the melinjo center in Pandeglang Regency, Menes District, the government has included part of development planning in the economic field and has become a long-term program.

Pandeglang district government planning includes melinjo as part of the segmentation of the culinary industry. The potential of melinjo plant is growing, so the government considers it to have an important role in the development of the Creative Economy of rural communities. It is directly related to the government's desire to encourage the melinjo craft industry as a food center that supports culinary tourism. One of the support of the Pandeglang district government through the center of creative economy melinjo craftsmen can submit budget requests and increase capacity through training and coaching activities in terms of emping processing innovation. The existence of melinjo centers can support tourist areas in Pandeglang Regency so it can encourage the development of the creative economy of melinjo because marketing is formed to villages in Pandeglang Regency. Tourists who visit tourist attractions around Pandeglang regency based on observations can stop and shop at the melinjo chips center area to buy as souvenirs from rural areas in Pandeglang Regency. In addition, except emping production, can also be found in tourist attractions and hotels or inns, as well as restaurants in Pandeglang Regency.

Please note that Pandeglang Regency has a cool climate and has several well-known tourist areas and places that always crowded with tourists, especially during holidays or weekends. Based on the observation that the tourist areas in Pandeglang Regency are coastal and mountainous areas and hills supported by cool nature. In addition, religious tourism is also can be found by providing traditional boarding schools and old mosque areas and pilgrimages of the tombs of relegius ancestors. Culinary tours in Pandeglang Regency includes Emping Melinjo, Otak-otak, Angeun Lada, Kue Jojorong, Kue Pasung, Balok Menes, Apem Putih as a characteristic food in Pandeglang Regency.

The commitment of the Pandeglang Regency government encourages every emping craftsmen through funding by submitting a proposal to get funding and training assistance as well as mentoring/guidance. Proposals that are followed up must meet several requirements and need to be

completed such as length of business, prospects and income trends in a year. As stated by the craftsmen that

The government's commitment in supporting the creative economy in rural areas, especially the emping craftsmen in Pandeglang Regency, is given convenience in terms of business permission recommendations and may apply for funding from the banking sector. This convenience increases the number of craftsmen at the rural level, especially in the Menes village area which has the very potential of melinjo plants. In addition to loan funds from banks, the government also helps through training and mentoring support. So far, apart from the government, universities are also involved in the assistance and training of entrepreneurship.

The involvement of the pandeglang district government in providing assistance in the form of training and coaching by involving various stakeholders. Each stakeholder involved or each officer has a form and method of conducting training and coaching. Many coaching activities are carried out in the form of innovation in terms of taste or form of emping. The Department of Agriculture and Livestock is more on fostering the improvement of superior crop capacity and how to harvest melinjo fruit. Meanwhile, the training and coaching carried out by the Department of Cooperatives, Industry, and Trade of Pandeglang Regency is more directed at the marketing sector through mentoring ways and methods of making packaging or distribution methods.

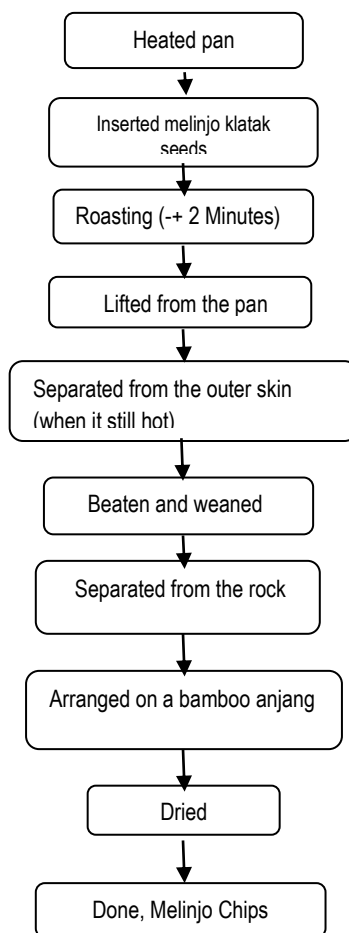
Inter-Agency Assistance Coordination

In terms of coordination between institutions or stakeholders and the agencies involved, such as interviews with craftsmen that the existence of the Pandeglang Regency Agriculture and Livestock Service with the Pandeglang Regency Cooperative, Trade, and Industry Service did not establish good coordination so that there was no cooperation in overall innovation. Actually, the lack of coordination between the services resulted in emping craftsmen not getting maximum training and assistance, and tended to occur repetition and overlap finally the assistance of the services was not maximally felt by emping craftsmen.

The training and coaching carried out by the Cooperative, Trade, and Industry Service, has actually covered everything from planning, production to marketing. Since coaching and mentoring by the service has been carried out,, craftsmen have the spirit and hope to strive and produce, especially at several points in Pandeglang Regency. For example, people in Menes District produce in a large capacity and support tourism programs as souvenirs for tourists visiting Pandeglang Regency.

Integrated assistance from the department has started not going well, so many emping craftsmen choose their respective paths and sell domestically and independently without involving cooperative institutions as a place of marketing. The process of making emping chips for generations to generation is an activity that is done learning from experience and included in terms of processing and simple technology carried out so far Lioe (2019). The process of soaking emping for 2 hours in water is able to reduce the total alkaline purines up to 50% on the chips of the brand A1, but the length of immersion is not directly proportional to the decrease in purine levels. Purine levels after 5 and 12 hours of immersion tend to be fluctuate. Emping Melinjo that has been given immersion treatment in water has decreased favorability by panelists in terms of color, taste, aroma, texture and overalls but is still organoleptically acceptable by consumers.

Figure 1. The Process of Processing Melinjo Seeds Into Emping Chips Using Simple Technology



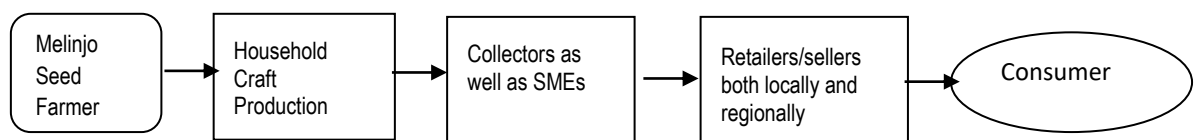
Source: Researcher 2021

The emping marketing center which stands in several places in Pandeglang Regency is visited by visitors usually only on certain days, for example weekends, holidays and religious holidays. Since the shift of craftsmen to do their own marketing independently, since then the price is not standardized, some has set a price of Rp. 50,000, - and some even put the price of Rp.150,000, - per kilogram. As a result, many craftsmen are unable to compete because they do not have a fixed grind. There is no place to promote products in one container, so the marketing network is not well connected. They choose to market their own products with the excuse of pursuing greater profits, but in reality they are unable to market their products in large quantities. Suhendar (2018) Supply chain marketing carried out through regional range transportation to determine supply chain efficiency seen with transportation model.

The development of the creative economy emping melinjo in Menes District has actually formed a marketing management organization in centers that can accommodate production results. The formation of the organization has a long-term supporting goal so that craftsmen can be nurtured and feel they have assistance. To improve the taste and innovation of production, training and coaching are also carried out so that the standard of emping production in Pandeglang Regency is standardized both in taste and in terms of processing quality. The implementation of the training and development process and the provision of assistance so far has not been well coordinated, so Emping Sales Center formed by the department does not establish a good cooperative relationship..

One of the steps taken by the creative economy development is training and coaching activities and providing assistance and support for capital recommendations for loans to banks. . Although capital assistance from the government is very limited, but there are several facilities provided in order to accelerate production in the form of capital assistance, or machine assistance given to emping craftsmen whose business is not yet very advanced. The presence of the government in terms of providing capital on a limited basis and technology adds enthusiasm and explores the potential for progress. Mentally, the work ethic of emping craftsmen actually has the soul to advance and has a talent to innovate more because they are occupied as part of source family income.

Figure 2. Melinjo chips marketing flow



Source: Researcher 2021

In addition to the village of Menes, there is also a village center for craftsmen melinjo emping chips in Dahu Village, Cikedal District of Pandeglang Regency. As in the Menes village area, emping chips craftsmen is one of the community activities to lift the level of income of local families. Based on statements from the people in Dahu Village that most of its citizens as craftsmen of emping melinjo. It was stated by a 43-year-old craftsmen informant Asep that the production of melinjo emping was not only sold in the surrounding village area, but was marketed outside Pandeglang Regency and even on the island of Sumatra and West Java Province and DKI Jakarta. According to other informant, Rohimah a housewife and craftsman said that the production of emping that is projected has the advantage in terms of stronger and more savory taste, has a distinctive aroma of emping melinjo and of course also last a long time.

The marketing mechanism of the craftsmen chooses to return to their homes rather than to be in the marketing center institutions that have been set up by the government. The decision of the craftsmen to return to their homes, the price and quality competition between the craftsmen is increasingly competitive and prices are uncertain. There is no standardization of price and quality emping melinjo, so in the end many craftsmen who close and choose other businesses. One of the reasons for craftsmen when sold in the center of emping production collection is that prices and profits are not transparent. Based on observations in the field, actually the price in the emping center is actually cheaper so that circulation in and out of goods is relatively stable.

The Advantages of Melinjo Seeds As A Business From Generation To Generation

Some craftsmen maintain the taste and aroma as a characteristic and origin of production. Both Menes Village and Dahu Village have a commitment to maintain the taste and resilience of its products. Flavorful and durable also fall into the organic category. Because, the raw material of emping is because melinjo plantations grow on hilly lands and mountains, so they are not exposed to the use of chemical fertilizers. Therefore, he said, every day many visitors come here to see the craft of emping. In fact, the visitor bought emping to be used as souvenirs.

The development of emping craft center in Dahu Village has attracted the attention of various parties, including PT. Pertamina (State-Owned Enterprise Company) engaged in petroleum sector has provided assistance in the form of building outlets for the sales center of Dahu Village handicrafts. In addition to building facilities, kitchen utensils in the form of stoves and gas cylinders were also provided. The presence of PT Pertamina shows that the development of Emping Melinjo craftsmen center grabs

the attention of various parties. Although the assistance was not given to all craftsmen households, but craftsmen feel that the attention of the government and the business world contributes to bringing the craft center to life in rural area. Including Mrs. Andri (35) get gas assistance from PT. Pertamina who pursued as an emping craftsman continued her parents' efforts that

The presence of PT Pertamina provides assistance to craftsmen, is one form of attention from various parties to support the sustainability of the existence of melinjo emping craftsmen. Every day, most of us people in this village are mostly craftsmen because the raw materials are grown here, so many people set up many household businesses making melinjo emping chips. Every day I am able to produce emping as much as 3 to 5 kilograms. Especially for craftsmen here, we sell on average at a price of IDR 50,000,- to 75,000, - perkilogram.

Based on the information statement above, it was revealed that the production of emping was done manually and household-based. The business she is engaged in is a business founded by her parents. Based on observations and interviews, it was found that almost all the craftsmen in Dahu Village were inherited efforts from their parents, that were developed and maintained to this day. According to Mrs. Andri, there are almost no employees in this home industry, but business activities are carried out by their families or only in one house and without involving people outside their homes. Because it does not involve many people, the production is only in accordance with their abilities and is not being pursued by the production target of how much should be produced. In line with the statement from Mrs. Ade (41 years old) that

For the economic activities of the household, she pursued a skill obtained from her parents. Until now, she still survives and runs in according to her abilities and is assisted by her husband and children. Her household business does not involve people from outside her home. The results obtained can be up to 5 kilograms per day and the results will be immediately delivered to the shelter that has become a subscription. The shelter is an entrepreneur who has been a customer for a long time. According to her, the businessmen who subscribe to them are collectors and usually sent to several regions in Indonesia. I only produce and packaging until marketing is usually carried out by the production container.

Craftsmen in Dahu Village in terms of marketing aspects do not really think about it, because there is a special group that collects their products. Although the craftsmen are not directly involved

with marketing as experienced by Mrs. Ade, but based on observations in the field, it was found that there are still some craftsmen who sell directly to the market and hang them in front of their houses with small substation facilities. Emping craftsmen are done manually and do not use modern technology, so it takes perseverance and tenacity to cultivate the emping craft business. As stated by Mr. Aman (51 years old) that

For emping craftsmen, almost every day time is spent sitting to produce emping to be able to produce large quantities and good quality. Production only relies on manpower and manually, so it requires very careful bending. Maintaining the quality of production is also very important in order to maintain the trust of buyers. Indeed, in writing there is no standardization of production results. The development of the emping craft around the 1980s until now, even the emping production has penetrated the domestic and foreign markets. Frankly, we are developed the emping craft business, because the raw material from melinjo seeds is abundant and available locally. Income can be achieved around IDR 8 million to 10 million.

The current generation of melinjo seed craftsmen is the second generation and has been going on for 30 years. The shift of the generation of craftsmen indicates that the melinjo seed chips business activity is a family tradition in Pandeglang Regency, Banten Province. Based on the results of observations and interviews, information was found that there are around 200 emping craftsmen in every village in Pandeglang Regency. Based on information data from craftsmen, the price of melinjo is around Rp. 4,000 per kilogram for the larger sized chips, while the raw materials for emping (small size) are around Rp. 5,000 per kilogram. In processing from seeds into chips, craftsmen need additional labor and each person is paid daily and paid at the end of the month with a financing of around Rp. 5 million to pay wage workers.

The raw material for melinjo seeds is obtained from villages including Ciomas and Cibaliung, Pandeglang Regency. Craftsmen need about 2–5 tons of peeled melinjo seeds every month. The laborers crush melinjo seeds from 08.00 to 12.00 WIB. The daily productivity of the craftsmen is able to pound about seven kilos of melinjo seeds. Some informants in Jiput Village, Pandeglang Regency, for daily workers pounding melinjo seeds are used as permanent jobs to help meet the needs of their family's life. Likewise, residents in the village have tested the production of emping melinjo as a home-based business that promises up to a turnover of tens of millions in a month. Adityaningrum (2019) that the average total cost incurred by emping melinjo producers in Bandar Magetan Village, Central Java Province for one month amounted to IDR 5,816,109.00. The average receipt earned by each

manufacturer is Rp7,826,667.00 per month and the average profit earned is Rp2,010,492.00 per month.

Informant Asih (41 years old) before working as a daily laborer, ground melinjo seeds to produce emping. Asih initially had a job as a household furniture trader which she offered to residents in her village. Now switching professions after receiving a recipe how to make emping and keceprek chips, she left his old job and became the maker of these two snacks. Asih lives in Tegalwangi Village, and her house is currently used as a production site for emping chips and keceprek. Based on Asih's acknowledgment that her business activities were initiated around 2002 ago and until now, they have experienced developments, as stated by Asih that

In running a household business, I have a target to be able to meet customer demands. Every month I can boil 1.5 tons to 2 tons of melinjo seeds. While the raw materials for making keceprek require raw materials of 1 ton to 1.5 tons. When it comes to the price issue, if the buyer directly comes to the house for Rp. 22,000 to 23,000, - while for Keceprek, the price is around Rp. 28,000 to Rp. 29,000, - for a place I use the yard so that it can load the number of employees who participate in production

Based on observations, it was found that the utilization of Asih's house yard was designed into two small rooms to support her production business. The first room is used to make the kripik dough and the second room is used to fry it into ready-to-eat and ready-to-sell chips. Her business is growing so that it requires additional workers, and currently there are around 15 neighboring mothers who are involved in the production business. Asih's household business which she started was able to provide a livelihood for her neighbors and also be able to send her children to school. The marketing of emping produced has been connected with local and regional entrepreneurs and penetrated in several areas in Banten Province to West Java Province. Productivity is one of the most important things in supporting the sustainability of its business.

Conclusion

The government's commitment in supporting the creative economy in rural areas, especially the emping craftsmen in Pandeglang Regency, is given convenience in terms of business permission recommendations and may apply for funding from the banking sector. This convenience increases the number of craftsmen at the rural level, especially in the Menes Village area which has a very potential melinjo plant. Utilization of melinjo seeds into emping as part of household business in rural

communities. This household business activity is growing and has been going on for about 30 years and involves housewives around villages in Pandeglang. The growth of this type of business and innovation of melinjo seeds with various creativity has increased the income of people in rural areas of Banten Province. The need for Melinjo seeds for processing at home business centers ranges from 2.5 tons to 5 tons of melinjo seeds per day.

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