



Exploring Cilok Eneka Snack Flavors Generating Cuan UMKM Activities of Indo Global Mandiri University Students Supporting MBKM

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ABSTRACT

The MSME activity carried out by Indo Global Mandiri University students, entitled "Exploring Eneka Rasa Cilok Snacks," is a creative initiative that supports the Student Based Internship Program (MBKM). This activity aims to generate profits through variations in taste in making cilok snacks, which are not only a unique culinary product but also make a positive contribution to the student economy. In developing cilok snacks, students are actively involved in various aspects of the business, including production planning, stock management, marketing, and interaction with local traders to obtain raw materials. Apart from creating additional income opportunities for students, this activity also supports the empowerment of local MSMEs and the preservation of traditional culinary delights. Involvement in MBKM activities provides students with in-depth practical experience in managing small and medium enterprises. Exploration of cilok snacks not only creates a positive economic impact, but also promotes innovation, creativity and understanding of the importance of local economic empowerment. Through this initiative, students not only develop their entrepreneurial skills but also contribute to the formation of community networks around campus. Thus, "Exploring Cilok Eneka Rasa Snacks" is a real example of how student MSME activities can be agents of positive change in supporting local economic growth and providing rich practical experience for participants.

Keywords: Product Strategy, Product Development, Digital Marketing

1. Introduction

Education is the determinant of a successful development in terms of economic, social and cultural aspects. In addition, it cannot be denied that entrepreneurship also has an important role in the progress of a region. Abundant natural resources if not managed properly will be wasted, for this reason it is necessary to have people with a business spirit who have creativity and innovation in utilizing these opportunities. Cilok (*Aksara Sunda Baku: lakuran dari: aci di colok, harf. "Aci di tusuk"*) is a Sundanese snack shaped like meatballs made from tapioca flour with additional condiments, such as peanut sauce and chili sauce (Hertati et al., 2023). The shape of cilok is round and sometimes filled with fillings, such as meat or egg pieces inside.

Cilok, which generally only use wheat flour and tapioca flour, are known to contain little nutritional content. Cilok, which is only made from wheat flour and tapioca flour, contains quite a lot of calories and fat and contains little fiber and protein. To increase the nutritional content of cilok, a recipe modification is carried out by substituting moringa leaf puree. the substitution of moringa leaf puree in making cilok is expected to increase the content of nutritional values and create new variations that are certainly healthier and more beneficial for the community (Hertati & Puspitawati, 2023b). An MSME (Micro, Small and Medium Enterprises) business that generates cuan refers to an effort of economic activity carried out by a business unit

with a small or medium scale, and is able to generate financial profit or income. Weather (cuan) in this context refers to the profit or profit obtained from these business activities (Hertati et al., 2023).

Several aspects related to the definition of MSME businesses that generate profits: MSME businesses are relatively small in scale when compared to large enterprises. This scale includes micro, small and medium enterprises, which usually have limited employees and business turnover that is not as large as corporate companies. MSMEs that generate profits tend to be more operationally and financially independent. They may be owned and run by individuals or small groups who are responsible for all aspects of operations and management (Hertati, 2012). Some MSMEs that are successful in generating profits often have diversified products or services. This diversification can help increase potential revenue and reduce the risk of losing revenue if one aspect of the business is not doing well (Syafitri et al., 2023).

The success of MSMEs in generating profits also depends on effective marketing capabilities. MSMEs that understand the market, implement good marketing strategies, and are able to build a strong brand tend to have a better chance of making money (Rachmat et al., 2023). MSMEs that are able to adapt to market changes and consumer trends have the potential to continue making money. This includes the ability to innovate, respond quickly to changing market needs, and understand economic trends (Haryanto et al., 2007). Efficient and transparent financial management is essential. MSMEs that manage revenues and costs well, have control over debt, and have prudent financial policies tend to achieve more stable profits. MSMEs that seek to utilize local resources, both in terms of raw materials and labor, can empower the local economy. This can create a good relationship with the surrounding community and support business growth (Purwati et al., 2023).

The utilization of technology, especially information and communication technology, can improve operational efficiency and help MSMEs reach a wider market. The use of digital platforms and social media can be an effective tool in marketing and sales (Azmi et al. 2023). Successful MSMEs not only have a positive economic impact on their owners but also on the local economic ecosystem. The success of MSMEs creates jobs, increases community income, and supports economic growth at the local level (Awalia et al., 2022).

2. Methodology

The implementation of the activity was carried out around the UIGM Palembang Campus. The method used was to go directly to sell cilok products made from meat, and then processed into viral cilok (Hertati et al., 2023). In this product, new modifications and innovations are made starting from the taste, peanut seasoning and delicious sauce and others. Marketing of this product is done through social media by creating a special account on the product and disseminating this product among the public. This method of going directly to sell, in my opinion, is more effective in adding to our knowledge about business and can attract the attention of young people to form MSMEs in a product that they enjoy.

- Location and Activities:

Community marketing activities carried out in front of the Indo Global Mandiri University campus Palembang City.

- Method of Approach

Invite friends to try delicious food and apply social media (Facebook, Instagram) which is ready to be marketed online.

3. Results and Discussion

3.1 Results

3.1.1 Implementation of Activities

Before carrying out our activities, we had to choose a crowded or strategic place, namely in front of Indo Global Mandiri University, to attract customers among young people and the surrounding community to taste cilok because almost everyone must be curious about the taste (Hertati et al., 2023).



Figure 1. Cilok Sales

In the context of the "Exploring Cemilan Cilok Eneka Rasa" activity as a student MSME activity at Indo Global Mandiri University that supports MBKM, there are several community service steps that can be identified (Nugraha et al., 2023):

1. Engagement of Local Traders:
 - Involving local traders in providing raw materials for cilok snacks is a form of community service. This helps to support the economy of local traders and strengthens cooperation between students and the surrounding community (Hertati et al., 2021).
2. Dissemination of Local Culinary Knowledge:
 - Through this activity, students can introduce and spread knowledge about local culinary, especially cilok snacks, to the community around the campus. This can be a way to preserve and promote traditional culinary heritage (Safkaur et al., 2021).
3. Increased Consumer Awareness:
 - Educating consumers about the benefits and uniqueness of cilok snacks as a student MSME product is a community service effort. Increasing consumer awareness of local products can have a positive impact on the growth of MSMEs and the local economy (Marlina et al., 2023).
4. Participation in Community Activities:
 - Students can actively participate in community activities or local events to introduce and sell cilok snacks. This is not only a way to increase sales, but also to support the social and cultural life of the local community (Hertati & Safkaur, 2020).
5. Collaboration with Related Parties:
 - Involving related parties, such as local government agencies or non-profit organizations, in these activities can be a community service measure. This kind of collaboration can create stronger synergies to support the growth of MSMEs and community welfare (Rabiah et al., 2022).
6. Social Program:
 - Incorporating social aspects in activities, such as donating a portion of sales to charity or social programs, can be a form of community service. This creates a further positive impact and adds value to MSME activities (Hertati & Asharie, 2023).
7. Local Capacity Building:
 - Students can provide training or workshops to the local community on aspects of MSMEs, including how to start and manage a small business. This could be a form of community service in improving local economic capacity (Hertati et al., 2023).
8. Sustainability and Environment:

- Prioritizing sustainable and environmentally friendly business practices can be considered a form of community service. For example, choosing local and environmentally friendly raw materials or providing sustainability education to consumers (Hasan et al., 2023).

Through these steps, the "Exploring Cemilan Cilok Eneka Rasa" activity is not only a business tool, but also a community service tool that can create a positive and sustainable impact around the campus environment and local communities. Regarding social media being a marketing medium that is often seen by people in this day and age (Annisya et al., 2023). The introduction will start on Facebook and Instagram applications that are often used by people..

- Facebook: Accessible from devices with internet connectivity, such as computers, laptops and smart phones. After registering, users can create a profile that reveals information about themselves. They can post text, photos and multimedia that are shared with other users who have agreed to friend and follow their friends, or with different privacy in the public sphere. (Hertati & Asharie, 2023).
- Instagram: Is a discussion or selling forum. You can enter information in groups that correspond to your products or general discussions to introduce yourself and get more friends. (Cahyani & Hertati 2023.).



Figure 2. Cilok packaging

In the midst of the rapid development of the food industry, local snacks have their own appeal for consumers looking for a traditional culinary experience. Cilok as a typical Indonesian snack has considerable market potential, especially among people who appreciate local flavors (Wati et al., 2023). Innovation in the culinary world is highly appreciated by consumers. Making cilok with a touch of creativity and adding flavor variations can be an attraction in itself, making it unique in the market. Empowerment of Micro, Small, and Medium Enterprises (MSMEs) is an important strategy in supporting local economic growth (Hertati, 2015). Students as agents of change are expected to make a positive contribution in developing MSMEs, including through entrepreneurial activities such as making cilok snacks. Making cilok snacks can be part of the effort to maintain and develop traditional culinary heritage. Adapting traditional recipes with a modern twist can help introduce local cuisine to the younger generation and a wider market (Hertati & Iriyadi, 2023).

The campus environment provides a potential market share. Students are often looking for snacks that are practical and delicious. By understanding the market preferences around campus, student MSME activities can capitalize on existing business opportunities. These MSME activities can also be a practical educational tool for students, giving them hands-on experience in entrepreneurship. This can improve managerial, marketing, and financial skills that are beneficial in the future. The development of the cilok snack business as a student MSME also has a positive impact on the local economy. Increased sales can create local jobs and support the economic growth of the surrounding community (Angraini et al., 2023).

Creativity in responding to market trends and demands is a key element of success in the culinary business (Umar & Hertati, 2023). Students can identify consumer trends and present cilok snack products that

suit the tastes and needs of the market. The activity of making cilok snacks by students as an MSME activity can make a real contribution to local economic development, preservation of culinary heritage, and entrepreneurial experience for students (Hertati & Puspitawati, 2023b).



Figure 3. Making Cilok

Table 1. List of cilok menus and prices

Menu	Price
Cimol Jumbo	Rp 6.000
Egg-filled Cimol	Rp 4.000
Tofu Stuffed Cimol	Rp 4.000
Cimol Original	Rp 2.000

3.2 Discussion

The evaluation results show that this cilok product is targeted at young people who are or like cilok food. According to informants, the evaluation of this cilok product is that:

1. The quality of the cilok product feels chewy, while the contents of the cilok are eggs which must be served really hot, because in reality these cilok are sold frozen and separated from the seasoning (Hertati & Safkaur, 2020).
2. The variety of flavors is not innovative, because currently cilok still maintains 3 flavors, namely original, egg filling, and tofu (Endarwati, 2021).
3. Standard cilok seasoning, which offers the same peanut seasoning as other cilok, with a thick peanut sauce, besides that this peanut sauce is savory, and in the sale it is made in a dry condition, so that consumers before eating it must brew it with hot water first (Hertati & Puspitawati, 2023b).
4. The shape of this cilok is still the same as the other cilok shapes on the market, which are round and we innovate a rectangular shape.
5. The size of this cilok is larger than the other cilok, this results in the process of eating cilok being done up to 2 or 3 times a bite, and not 1 bite immediately finished (Umar & Hertati, 2023).

This MSME activity provides an opportunity for students to generate additional income. Making cilok snacks with a variety of flavors not only creates an attractive product, but also provides an opportunity to earn money that can be used for tuition fees and other needs. Students involved in this activity gain practical experience in business management. Starting from production planning, stock management, to marketing, students can hone managerial skills that are very valuable in the real world (Safkaur et al., 2021). The

exploration of cilok snacks with various flavors shows innovation in the product. This not only increases the attractiveness of the product in the market, but also contributes to the development of creative and unique local culinary. Through this activity, student MSMEs support the empowerment of micro and small businesses around the campus (Hertati, 2015). Collaboration with local traders in supplying raw materials can create positive synergies in business development and the local economy. This activity is in line with the objectives of the MBKM Program which integrates learning with practical experience (Anggraini et al., 2023).

Students not only gain academic knowledge but are also involved in entrepreneurship-based activities that support overall self-development. This MSME activity can help in building networks and communities between students, local traders and consumers (Hertati & Puspitawati, 2023a). This creates positive and sustainable relationships to support business growth. Cilok snacks with a variety of flavors can also be a medium for spreading and introducing local culinary culture to the wider community. This can increase appreciation of Indonesia's culinary diversity. The "Exploring Cilok Eneka Rasa Snacks" activity not only provides financial benefits for students, but also contributes to skills development, empowerment of local MSMEs, and increasing community networks, in accordance with the principles and objectives of the MBKM Program at Indo Global Mandiri University (Cahyani & Hertati, 2023).

4 Conclusion

This MSME activity provides an opportunity for students to generate additional income. Making cilok snacks with a variety of flavors not only creates an attractive product, but also provides an opportunity to earn money that can be used for college fees and other needs. Students involved in this activity gain practical experience in business management. Starting from production planning, stock management, to marketing, students can hone managerial skills that are very valuable in the real world. Exploration of cilok snacks with various flavors shows innovation in products. This not only increases the attractiveness of the product in the market, but also contributes to the development of creative and unique local culinary delights. Through this activity, student MSMEs support the empowerment of micro and small businesses around campus. Collaboration with local traders in supplying raw materials can create positive synergies in local business and economic development. This activity is in accordance with the objectives of the MBKM Program which integrates learning with practical experience. Students not only gain academic knowledge but are also involved in entrepreneurship-based activities that support overall self-development. This MSME activity can help in building networks and communities among students, local traders and consumers. This creates positive and sustainable relationships to support business growth. Cilok snacks with a variety of flavors can also be a medium for spreading and introducing local culinary culture to the wider community. This can increase appreciation of Indonesia's culinary diversity. Financial benefits for students, but also contribute to skills development, empowerment of local MSMEs, and increased community networks, in accordance with the principles and objectives of the MBKM Program at Indo Global Mandiri University.

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