

## CASSAVA UTILIZATION PROGRAM AS AN INNOVATION TO MAKE GETUK GULUNG TO INCREASE THE SELLING VALUE

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### *Abstrak*

*Tujuan pengabdian kepada masyarakat, dilakukan agar masyarakat dapat memanfaatkan singkong menjadi inovasi produk yang memiliki nilai jual, sehingga dapat meningkatkan pendapatan masyarakat Desa Padamulya. Indikator kinerja minimal memiliki pemahaman untuk memanfaatkan singkong menjadi inovasi produk. Sasaran program pemanfaatan singkong sebagai inovasi produk getuk gulung adalah masyarakat Desa Padamulya, Khususnya Desa Padamulya. Metode yang digunakan dalam pengabdian masyarakat ini adalah metode penyuluhan dan workshop (pelatihan), tentang tata cara pembuatan inovasi produk dari singkong seperti getuk gulung si engkong. Hasil kegiatan pengabdian masyarakat ini masyarakat memiliki semangat untuk mengetahui dan menimba ilmu tentang inovasi produk singkong, hal ini terlihat dari banyaknya peserta yang mengikuti pelatihan dan masyarakat ingin menindaklanjuti adanya program kelompok usaha. dan menjadikan Getuk Gulung sebagai produk unggulan di Desa Padamulya.*

**Kata Kunci :** *Inovasi Produk, Singkong, Pengabdian kepada Masyarakat*

### **Abstract**

The purpose of community service, is done so that people can use cassava into product innovation that has a sale value, so that it can increase the income of the people of Padamulya Village. The minimum performance indicator has an understanding to utilize cassava into product innovation. The target of the cassava utilization program as an innovation in getuk gulung products is the people of Padamulya Village, Especially Padamulya Village. The method used in this community service is counseling and workshop (training) methods, about the procedures for making product innovations from cassava such as getuk gulung si engkong. The results of community service activities are that the community has enthusiasm in knowing and gaining knowledge about cassava product innovation, it can be seen from the large number of participants participating in the training and the community wanting to follow up on the existence of business group programs and making Getuk Gulung as a superior product in Padamulya Village.

**Keywords:** Product Innovation, Cassava, Community Service

### **Introduction**

Value can be defined as the ratio of benefits to costs, meaning that customers expect a rate of return that is equal to or exceeds the costs they incur to get the products they buy. Therefore, value-adding sales are a series of creative improvements in the sales process that enhance the customer experience. Sales forces can create value by developing a quality relationship, recognizing customer needs, and then designing and presenting the most feasible product solutions (Manning, 2007). In the consultative selling process, value is also the main focus, where sales efforts are directed at creating new value and providing additional benefits beyond the product itself (Johnston, 2011).

In the sales process, no one is always successful, but if we always fail to make sales even though our products and services are very good, it's time we stop for a moment to reflect. We have to rethink what we are trying to achieve and how to achieve it, maybe we have to create a new way of doing sales (Charan, 2007). The traditional sales process has undergone many changes, so that the function of the salesperson has changed from being an order taker to being an ambassador, using their social skills to find out customer needs and with their product knowledge introduce products and services to meet those needs.

In many business fields there are many suppliers and every day more and more suppliers enter the market. All customers have access to prices and specifications from any supplier. The information gap has now been corrected. At the same time, customers are under heavy pressure to bring value to clients and shareholders. They continue to use the power of transparency and excess capacity to suppress prices, resulting in commoditization that sometimes destroys sellers. Customers can pit one supplier against another in online commerce which can push prices so low that sellers make no profit (Sudrajat, 2012).

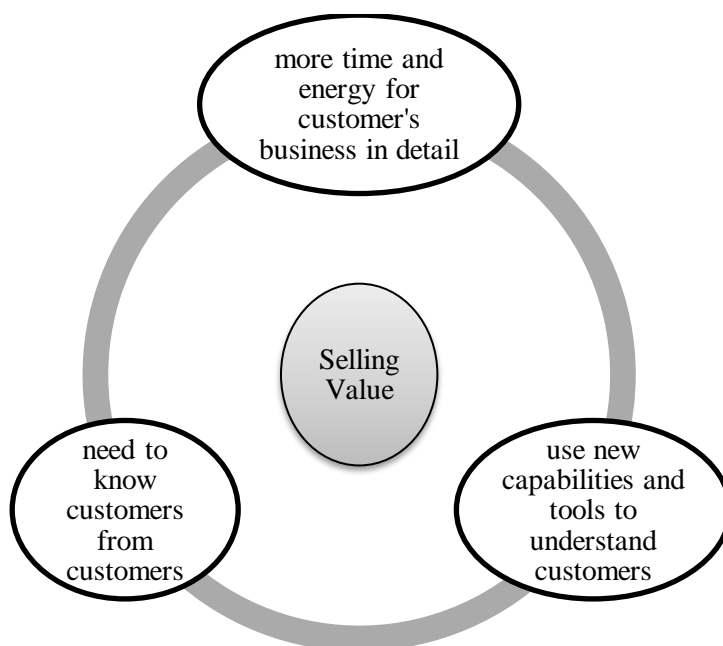
Under these conditions, long-standing relationships and quality products alone are not enough. The salesperson may have great strategy, different technology, faster product development cycles, efficient operations, and good company friends, but still fail to make a sale or sell at a premium. Profit margins are often suppressed, sellers are unable to retain customers, and flagship product growth is unsuccessful. The pressure on customers to excel is actually a great opportunity for suppliers to help. Customers have to meet their financial expectations but also have to be successful in the market. So, while they want low prices, they also want clients to like their products and services. They want to beat the competition and stay ahead. They want to grow their business and increase their income, and they want the money to keep flowing in. In short, they want businesses to succeed in multiple dimensions. Although they may not be candid, they want their suppliers to help them achieve these things as partners, not as sellers at the moment (Sudrajat, 2012). Customers want us to understand the ins and outs of their business so that we, as suppliers, can help them run their business better. That's the key word, we won't be able to do it with a traditional sales approach. In fact, the long-neglected sales function is no longer aligned with today's opportunities. Even if the Management Team tries to revive it with a new incentive system and new people, more radical changes are needed (Sudrajat, 2012).

At the heart of the new approach to sales is a strong focus on customer well-being. That's the opposite of what most salespeople and sales organizations do. His entire psychological orientation was shifted 180 degrees. We no longer first measure our success. Instead, we measure success by measuring how well the customer's company performs after getting our help. We don't focus on selling a particular product or service, we focus on how the company can help customers succeed in everything that matters to them. By leveraging our various resources to help customers achieve their business goals and priorities, we provide added value. The ability to create value for our customers will set us apart in a crowded marketplace, and we will receive a fair price for our efforts, a payoff for the value our customers feel they have received and the true value we provide. This approach is called Selling Value (Charan, 2008).

Selling value is completely different from how most companies sell today in that (Picture 1) (Charan, 2008): First, far more time and energy is devoted to studying the customer's business in detail. What are the target customers? What financial move are they most interested in? How do they create market value and what are the important factors that differentiate their product or service from competitors? After that, we can find ways to help customers in the short, medium and long term. The greatest opportunities lie in the medium to long term, where companies and customers can work

together to change the nature of the game in the customer's industry based on the value they can deliver. Second, use new capabilities and tools to understand how customers run their business and how to help them improve the business. Sales tasks are no longer only carried out by salespeople, but must also be assisted from other departments. People from various departments, including legal, finance, research and development, marketing, and manufacturing departments, become acquainted with customers. It is necessary to collect a lot of information about customers, both facts and impressions, in a useful database that is shared and used to determine the best approach to help customers succeed. This necessitates the development of new social networks both within our company and between our company and customer companies. Information must flow both ways, and there must be formal and informal interactions between people who perform various functions within the company and between the company and its customers.

Third, it is not enough to know customers, but also need to know customers from customers. It is not enough just to satisfy customer demands. We must also know what motivates customers from customers. In order to adapt solutions to the customer market, we must know who their customers are, what they want, what their problems and behaviors are, and what decision-making processes they use. To create unique offerings to customers, our company must be able to trace back, from final customer needs to customer needs, including the customer value chain. Fourth, it requires a longer cycle time in producing orders and generating revenue. We must have the patience, consistency and persistence to build high trust with customers. This is very important because in this new relationship, the two-way exchange of information is much deeper than what we relied on in the past. However, once running, the cycle of time can go very quickly because we have already built trust and credibility. Finally, there is a new system of rewards and rewards. In this approach, the success of achieving sales targets per quarter is not the only benchmark for rewarding salespeople. Furthermore, other members of the sales team from various functional areas should also be rewarded and rewarded proportionately for their contributions. If, after adequate training and support, salespeople or other functional executives don't adopt this new approach with full enthusiasm, we'll have to replace some people.



Source: Charan (2008), Sudrajat (2012)

Picture 1. The complementary dimension of selling value

Padamulya Village has a lot of potential provided by the surrounding environment to be empowered, but often these potentials cannot be utilized by the surrounding community. This phenomenon is perhaps caused by a lack of public understanding of its potential. Community empowerment can be done to better utilize the various potentials that exist around it to become a superior product and a source of additional income for the community. The majority of Padamulya villagers plant tubers in their fields, such as cassava and sweet potatoes. However, people only use the cassava to be fried and boiled as usual without innovation. If it can be managed properly and creatively, cassava will become a new innovation that provides economic value to the community, one of which is processed into an innovative roll-getuk product.

It is hoped that this activity of processing cassava into getuk rolls can solve the problem of less creative and innovative people in cassava processing. In addition, the innovation of getuk rolls siengkong is much in demand among the community and is also expected to improve the welfare of the village community because getuk rolls have a high economic value compared to cassava which is only fried and boiled. It is hoped that this activity will be able to increase the income of the village community. In addition, the resulting product can be a typical product of Padamulya Village. Community service activities with a local potential development approach such as the development of product innovation in the village of Padamulya, can further increase the interest of the community to continue to explore the potential and utilization of resources in increasing income and welfare more independently, and the existing potential can be managed more optimally .

### **Methodology**

The method of implementing community service, namely using the method of extension and workshops (training). Surveying the location and potential of the environment around Padamulya Village, mapping the concept and potential is the first stage carried out directly to RW 08 of Padamulya Village to find out the potential that exists in the neighborhood area. For approximately a week, conducting a survey to the RW 08 area of Padamulya Village to see various things and also the real potential that can be used as creative economic empowerment.

During the implementation of the program, there are several stages, namely surveying the location and potential of the environment around Padamulya Village, product innovation, product production, product packaging, and product marketing (Picture 2).

#### **1. Product Innovation**

Product Innovation is the second stage of planning activities after surveying the location and potential in the Padamulya Village area. This is done to develop the empowerment of the creative economy in Padamulya Village.

#### **2. Product Production**

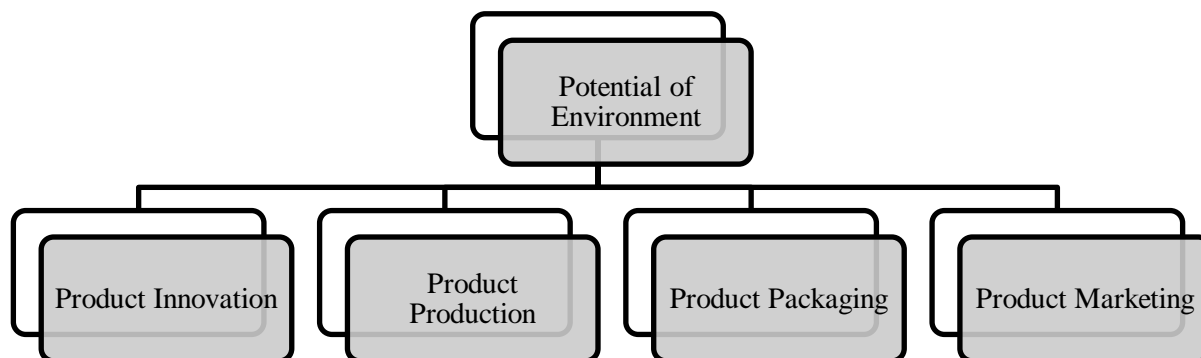
Product production is the third stage of planning activities after product innovation. Product innovation is practiced by producing processed food as a result of the innovation that will be marketed.

#### **3. Product Packaging**

Product packaging is the fourth stage of planning after producing the product. The packaging stage is carried out by selecting the appropriate mica packaging for the product and making the sticker design more attractive.

#### **4. Product Marketing**

Product marketing is the fifth stage of planning after product packaging. Marketing is carried out by arranging marketing strategies, creating marketing channels, and direct marketing carried out in the Padamulya Village market area



Source: Sudrajat (2012)

Picture 2. Potential of Environment

### Results and Discussion

Selling value talks about reinventing the face of a company with a passion for change that reflects the stakes. The successful implementation of selling value will provide significant benefits for the company, both internally and in a competitive market. If you are one of the first to adopt selling value in the industry, you will have a significant competitive advantage. There is no instant panacea. Had there been, most people would have succeeded long ago. However, forward-looking leaders, who have the right qualities to execute value-creating sales and sustain them, will be able to make the company consistently successful. Suppliers who create true value for customers will outperform the competition and earn more from their strategy, big innovations and talented people.

The fact that the sales process is fragmented. Now customers have more choices and are under pressure to deliver results. However, few companies have changed the way they sell in the face of this reality. If they don't, there will be a lingering discomfort when sales do not reach targets and senior leaders continue to fail to deliver flagship product growth. To repair a broken sales process, we must know exactly what our customers value, why they choose us over our competitors and why they will continue to rely on us and maintain organizational relationships based on trust in us. Making a sale is not a goal, but a symptom of successful communication. This is a symptom that shows that we understand customers and measure success based on customer success. Our success is determined by our understanding of what we can do to create value for our customers. If we can't influence customer performance positively, our products will become commodity products and we get commodity prices.

Cost reduction is a reasonable measure and is used by most salespeople when bidding on the purchasing department of a company. When this is all we do, we ignore many values. Every business has a combination of measures used to measure whether the company is creating shareholder value. Even people who have never had financial training can learn to understand it. Value creation sales are customer oriented. That is, everything the company does is customer centered. Unfortunately, that's not always the case. Abundant detailed information, both fact and impression, is at the heart of value-creating sales. The concept is simple, the more we know about our customers, the more adept we and the company will be at identifying customer problems and creating products and services that will help address those issues. In the broadest sense, we want to study customer opportunities and the competitive dynamics facing customer companies. The key is to analyze the growth and positioning of the customer's market.

It is not only the quantity of information about the company that is important, but also the quality. Knowing our customer's organizational chart is part of the quantity. Knowing who actually makes the decisions is quality information. Quality information is what determines how well we understand our customers and whether we are able to develop and sell value propositions that address

customer opportunities and challenges. To become a customer's trusted partner, we must understand the following:

1. Customer opportunity set and the dynamics of competition anatomy;
2. Customers from customers and customers' competitors;
3. The way of making decisions in the customer organization;
4. Corporate culture, psychology, and dominant values that apply to the customer's company; and
5. Customer goals and priorities, both short term and long term, clearly and specifically.

The achievements of the marketing of getuk roll siengkong products are first, the success of the community in selling products of getuk roll siengkong, and the second is the increase in public knowledge of sales techniques / methods, and finally the high participation of the community in this activity. Two community service activities carried out in Padamulya village are production activities accompanied by innovation through training and mentoring and marketing activities by providing direct knowledge and practice. It is hoped that it will not only become knowledge for the community but can be continued at the stage of becoming a new source of income in Padamulya village.

This enthusiasm is shown by several things, among others: the production activities of getuk roll siengkong followed by product marketing activities. In marketing the roll getuk product is part of assistance for the community related to the overall process of activities. This activity was attended by approximately 20 people. In this activity the community is guided to do direct marketing by utilizing the potential of Padamulya village.

The training was held 2 times in two places, 1 time each in the village of Padamulya. The number of participants who took part in the training was around 20 housewives. After the training is carried out, assistance is provided to the training participants. This is done so that activities take place effectively and sustainably so that the goal of increasing community income can be achieved. Mentoring is carried out 1 week once for 1 month. The result of this service activity is a product "Getuk Gulung Si Engkong" which is produced by the community regarding the use of cassava as a product innovation to increase people's income.

## **Conclusion**

Based on the results of the PKM activities that have been carried out in Padamulya Village, Pasirkuda District, Cianjur Regency, the community realizes and understands that the need for innovation and creativity in managing the potential of natural products. The activity of utilizing cassava as an innovation in making getuk rolls is expected to be able to stimulate community creativity in processing natural products and be able to drive the economy and improve the welfare of rural communities.

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