

## Research Article

# Diversification of Processed Tempe Products to Increase Sales Turnover and Local Wisdom Value in Thematic Tourism

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**Abstract.**

Kampung Sanan is one of the creative villages in Malang Raya, with various soybean-based product innovations. Covid-19 has impacted the amount of tourists who come to visit, making production and sales turnover decrease. Before the pandemic, 4-5 groups visited Sanan Village in a week, or approximately 18-20 visitors in one month. This condition declined due to the PPKM enforced in Malang Raya and the prohibition on receiving large group visits, limiting it to only individuals and a maximum of 5 people per week. This condition encourages the tempe artisans of Kampung Sanan to be persistent in diversifying. The creation of various innovations by these artisans is to improve the people's economy. Kampung Sanan always holds the Tempe Sanan Culinary Festival every year by displaying superior products, so it must always strive for new products that are uniquely attractive but still refer to the characteristic of Kampung Sanan, namely tempe processing. This article aims to describe the various product diversifications carried out by the residents of Kampung Sanan to increase sales turnover and strengthen local wisdom values. The method used is descriptive qualitative with data collection techniques through interviews, observations, and documentation of the activities of the residents of Kampung Sanan. The result shows a lot of innovative products, including the latest one, processing soybean waste into silky pudding, crackers, or macaroni. Residents are also currently trying to process tempe characters in various shapes and models, which are not found elsewhere.

**Keywords:** diversification, tempe processing, sales turnover, local wisdom value

## 1. INTRODUCTION

The people of Kampung Sanan have long been known as tempe producers with distinctive characteristics. The activity of producing tempe for the people of Kampung Sanan is a hereditary Local Cultural Wisdom [1]. Kampung Sanan is already well-known as an

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educational tourism village based on traditional food, which later supports strengthening the position of Malang City, which was originally a tourism city, and became a shopping tourism city. It has prompted several academic participants to make Kampung Sanan an industrial village with characteristics that deserve to be developed in several ideal designs [2].

Tempe artisans in Sanan Village have three marketing models, as evidenced by research results [3], namely: the first cluster producers who sell tempe production directly to customers due to the lack of business capital, so they do not have a shop to display their wares; the second cluster of producers who opens their shops and sells them on the spot as well as to direct customers; the third cluster who only sells tempe chips by opening a shop but not producing their own.

The efforts made by most of the Sanan Village community residents have brought a pretty good economic life, especially before the 2019 pandemic. Even so, the popularity of Sanan Village as the center of the tempe industry has made it an education-based tourism village, with the use of local culture worth selling[4] because local culture is a hallmark of an area characterized by ethnic characteristics and can be used to develop ideas [5]. In addition, many tourists come to Sanan to see and learn the process of processing soybeans into the tempe and tempe chips in various flavors and education about processing tempe waste as fattening and composting.

So it can be said that Sanan is a pioneer in making tempe chips in various flavors and a pioneer in waste processing, which positions Sanan as a fascinating tourist village to visit. However, with the Covid 19 pandemic that has hit the world, tempe production activities have been disrupted due to rising soybean prices and the lack of visits by tourists who shop or come to attend education.

Before the 1970s, the residents of Kampung Sanan only produced tempe. However, in its development until now, the residents of Kampung Sanan have varied their business by producing tempe chips. The idea of making tempe chips started with the amount of tempe that was wasted because it did not sell well. The remaining tempe was then used to make chips that sold well in the market [1].

The change in the status of Kampung Sanan to a tempe processing industry is an encouragement and motivation for the people of Kampung Sanan to make various variations of tempe flavors and other tempe-based products such as tempe brownies, *mendol* sticks, dry tempe, nata de soya, muffins, tempe mud cakes, *bluder* cake, tempe chocolate. The various processed variants are intended to create economic

independence and create new market opportunities from children to teenagers, with the taste and image of tempe being increased in value from the aspect of the form variant [6], which can be eaten directly without having to be processed again.

## 2. METHOD

The method used is descriptive qualitative with data collection techniques through interviews, observations, and documentation of the activities of the residents of Kampung Sanan. The qualitative research method uses a holistic single-case study approach [7]. The reasons for choosing the research method are: 1) the subject under study is an important activity; 2) unique; 3) it is the disclosure of an event carried out by an organized group of people [7]. This study intends to track phenomenal events and cannot be manipulated because the data obtained are from actual events, not experiments. Data collection techniques in this study used multiple sources [7], namely: 1) interviews, 2) observations, and 3) document studies.

Researchers conducted in-depth interviews with informants who were considered to be able to provide answers about what development strategies were carried out so that Tempe Sanan would still exist during this challenging time of the economy during this pandemic. Two people as key informants are Trinil and Irvan Kuncoro, who is usually called Ipung. Other resource persons are Ida, Rizka, and Anik, who are producers and entrepreneurs of tempe chips.

The procedures are: 1) conducting interviews with key informants/people in structured and unstructured questions that are carried out in-depth; 2) observing active roles; 3) studying documents from several articles on the Sanan Tempe Chips Industry. In addition, data verification is carried out through source and technical triangulation, while data analysis uses a network analysis model where data reduction, data presentation, and conclusion drawing are verified and carried out continuously [8].

## 3. RESULTS AND DISCUSSION

### 4. Initial Product

The community in Sanan Village is famous for its tempe producers, known as Tempe Sanan. Tempe Sanan is famous for having a distinctive taste, with quality soybeans,

so it has strong durability, can last several days, and does not change the taste. So, tempe sanan can be said to be an identity or identity that moves in line with history and is a “process” that does not occur by itself but departs from the logic followed by the community [1]. Almost everyone living in RW 15 is a tempe artisan and processed tempe and/or tempe sellers. The persistence of the community in maintaining Sanan as a center for productive tempe homes is a fascinating thing to study [9].

Over time, an association was formed in Sanan Village under **Paguyuban Sentra Produksi Tempe dan Keripik Tempe Sanan Malang** (the Sanan Malang Tempe and Tempe Chips Production Center) [10], with a total of 637 members. The association handles 3 (three) areas, namely: 1) Community Service, 2) Disperindagkop, and 3) Pokdarwis (interview with Trinil, January 2021). The secretariat’s address is Jl. Sanan Gg. III No.129, Purwantoro, Kec. Blimbing, Malang City, East Java 65126. It is from this community that management is managed, from the procurement of soybean raw materials to the service of tourists who will be present in Sanan.

However, the Corona Virus or COVID-19 pandemic has greatly impacted the sustainability of Small and Medium Enterprises (UKM) businesses. As a result, sales significantly decline [11].

Likewise, what happened in the Sanan village industry decreased the production and income of tempe artisans. However, this encourages enthusiasm to diversify products as innovative tempe-based products and is promoted through social media. The sales turnover decline was supported by a decline in tourist visits due to the PPKM at that time. Another thing that causes the decline in demand is the standard tempe product. The research results found that some tempe-producing industries were less creative and innovative in concocting products that were popular in the market.

#### **4.1. Product Diversification as an Effort to Increase Economic Value**

Diversification is an effort to diversify products, and product diversification will produce product differences from competitors, so it is expected to maximize sales turnover [12]. Furthermore, product diversification is stated as a very effective effort to increase production [13] and product value [14]. In general, it is prevalent to find that in the food world, there are various innovations made by entrepreneurs so that their products attract consumers’ purchasing power

Small and Medium Enterprises (SMEs) have a significant role in the country's economy, both in contributing to Gross Domestic Production and in the number of employment [6], one of which is the "Bangkit Usaha Kampung Sanan" Cooperative which produces various processed tempe and soybeans. Business in the food sector is a potential field that can be developed regardless of time [15]. However, to win the competition, it is always necessary to develop products in terms of quality and quantity. So diversification becomes an essential choice for SMEs who want to win the competition.

From the results of the study, it was found data that there was the formation of an association in Sanan with the name "Bangkit Usaha" Cooperative so that industrial activities became more focused and developed networks with related institutions as well as universities in Greater Malang, namely, Malang State University, Polinema, and Brawijaya University. The networking development with several parties has resulted in many processed tempe ingredients variants, such as tempe brownies, various flavors of tempe chips, chocolate tempe, sago chips, mendol sticks, dry tempe, original menjes chips, sweet and spicy menjes chips, heppytos tempe chips, character tempe, cookies tempe, tempe kebabs, tempe burgers, flavored tempe, and crispy mendol. These are the results of product diversification by the Sanan community to increase the plus value of processed tempe.

A study result shows that cooperatives play a role in the production of tempe chips in SMEs because cooperatives have a role as a superior unit in providing soybean raw materials, and the location of the cooperative is not far from SMEs, so the price of raw materials becomes cheap and because it is close, the transportation costs for purchasing minimization of raw materials.

The same is done by the artisans of Tempe Village Sanan Malang City. To maintain the title of Tempe Industrial Village, the people of Sanan always carry out various product innovations to win the market. Therefore, not only tempe but also soybean skin waste is the focus of processed materials. The ability to diversify, of course, cannot be separated from the intervention and cooperation of various parties from agencies and universities in Malang Raya.

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