

Research Article

The Charm of Processed Character Tempe and Business Diversification of Tempe Sanan Malang

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Abstract.

In Kampung Sanan Malang, designated as a tourist destination for small household-based industries, tempeh chips are its flagship product. The 636 tempeh artisans are from Sanan Malang Tempeh and Tempeh Chips Production Center Association. Members of this community have processed tempeh into 50 types of preparations like various flavors of tempeh chips, tempeh satay, mendol sticks, tempeh brownies cakes, dry tempeh, processed soybean stew to produce nata de soya, muffins, tempeh mud cakes, and bloeder cakes. The last innovation made in 2021 was named Character Tempeh. This new product is manufactured by utilizing a plastic mold. The problem is that no member of this community has been able to make their own desired shape of the character model, nor have they been able to make a more effective print. The solutions offered include making character models using plasticine and training in printing these models using food-grade RTV. At the end of this activity, artisans can produce processed character tempeh with unique and good quality so that it becomes a typical product of Sanan Malang.

Keywords: character tempe, diversification, Sanan Malang

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1. Introduction

Kampung Sanan is a tourist destination for small, home-based industries with a mainstay product of tempeh chips. There are 636 artisans, all of whom are members of the Sanan Malang Tempeh and Tempeh Chips Production Center Association, which Dra chairs. Trinil Sri Wahyuni [1]

The identification of the initial problem by the service team, currently, the Sanan community has been able to process tempeh into 50 processed types. Such as tempeh chips with various flavors, tempeh satay, mendol sticks, tempeh brownie cake, dry

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tempeh, and processed soybean stew to produce nata de soya, muffins, tempeh cakes, bloeder cakes. Tempeh artisans who are members of the association continue to innovate processed tempeh products, including creating processed character tempeh. Artisans have made various forms of processed character tempeh in the results of the trials that were carried out using plastic and other cake molds.

Judging from the market potential [2] this tempeh-processed product has been formed. Sanan has long been known as a center for selling souvenirs from Sanan's unique tempeh. When demand for processed tempeh products is low due to the pandemic, tempeh artisans take the time to innovate by conducting trials to make processed tempeh in the form of various characters. They made use of Tok cake's plastic molds. Technically this mold can be used to make character tempeh, but because tempeh can only be printed individually, this method is ineffective if used for mass production.

Another problem tempeh artisans face is that no one has been able to make molds that can be used to produce character tempeh quickly. No artisans can also make the shapes of the desired character models.

The first training stage was carried out based on these problems: (1) making simple thematic character models, such as animal character shapes and fruit character shapes. The making of this character model (mock-up) is planned to use plasticine and (2) continued printing training to duplicate the model that has been made using silicon rubber RTV [3] (3) the duplicated model is then made a mold with many print holes with Food grade silicon. The last is training to fill special silicon molds to produce this food using processed materials based on soy tempeh.

This training was attended by 30 representatives of tempeh producers from 12 RTs in the RW 15 Sanan area and will be accompanied by a Service Team consisting of eight people. From this training, the trainees are expected to be able to make simple thematic models of character tempeh and have the ability to make multiple-hole molds: four, six, ten, or more holes, all using RTV Food grade silicon. With this mold, it is hoped that it will be effective if it is used to produce thematic character tempeh as desired.

2. Method

The problem-solving method is carried out in 3 parts, namely: 1 pre-activity: coordination and observation, 2) implementation of activities: training process, evaluation is carried

out at each stage, 3) post-activity: product launching as a result of training in the tempeh village festival event.

The pre-training stage begins with observations at the artisans's houses to collect data related to the production method and quality, as well as to find out the wishes of these artisans. Sharing experiences and opinions between artisans was carried out as discussion material to find solutions when the training was running. The demonstration method and the practical method are the mainstays in this training. During the training, an evaluation is also carried out at each stage.

3. Result and Discussion

3.1. Destination Branding

The Sanan tempeh processed market has been formed, and every holiday season, the market demand for processed tempeh products increases significantly. So far, the people of Sanan have been able to process tempeh into 50 types of processed tempeh [4]. Such as tempeh chips with various flavors, tempeh satay, mendol sticks, tempeh brownie cake, dry tempeh, and processed soybean stew to produce nata de soya, muffins, tempeh mud cakes, bloeder cakes (Instagram @kampungsanan). However, the artisans still have a strong desire to innovate by producing processed tempeh with thematic characters that can complement the types of superior products unique to Sanan.

The implementation of activities starts from the preparations made by the Service Team, namely preparing materials and equipment that will be used for training. Several silicon molds are also prepared at this preparatory stage, ready to be used for practicum filling the molds. Next, prepare examples of character models and silicon molds to duplicate these models [5]. This sample model and its print will be used for demonstration in front of the participants before they conduct the model-making training and before printing the model.

On the first day, Sunday, August 7, 2022, this training was attended by 30 guests. The core of the discussion was how the training method the participants wanted, namely the practice of filling silicon molds with processed tempeh for the preparation of the bazaar, whether group or individual training. Second, what processed materials will be used to fill the mold. It has been mentioned above that the Team has prepared 11 silicon

molds that are ready for the practice of filling the molds. These molds are ready to be distributed for this practice.

From the results of this discussion, it was decided by the participants that the training in filling out the forms was done in groups, one group of six participants whose houses were close to each other. Therefore, the practice is carried out at the home of one of the group members while still inviting, consulting, and communicating this training process to the Service Team.

The test results of filling in the character tempeh molds have been introduced to the public twice, first in the exhibition and marketing of IKM products at the Farmer Family Supermarkets page, Jl. MT. Haryono, Dinoyo Malang. The second introduction, in the bazaar and art performances in the context of the 77th Indonesian Independence celebration located at Sanan Street, RW 15 Sanan. This event was held on 3 and 4 September 2022.

4. Conclusion

Training on making character models, training on making molds, and the practice of filling in character tempeh molds went according to the agenda that had been prepared. The training participants participated in this activity enthusiastically. This activity has produced several models of character tempeh and silicon molds and conducted trials of filling molds with tempeh-making materials. Based on the evaluation of the resulting character tempeh products, several obstacles were found, namely the insufficient number of molds to reach the mass production stage. So it is necessary to carry out further training, namely the technique of duplicating / multiplying silicon molds.

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