



PELATIHAN PENINGKATAN NILAI TAMBAH PRODUK HIJAU DI KELURAHAN KERANGGAN, TANGERANG SELATAN

*Training On Increasing The Added Value Of Green Products In Keranggan Village, South
Tangerang*

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Kata Kunci :

*nilai produk,
produk hijau,
Keranggan,
usaha mikro
dan kecil*

Abstrak :

Kualitas produk dan inovasi produk hijau menentukan tingkat persaingan pada bisnis skala kecil, menengah, dan besar. Oleh karenanya semua produsen berlomba-lomba untuk meningkatkan produk yang dihasilkan termasuk produk hijau atau produk ramah lingkungan yang saat ini menjadi isu sentral bagi para pebisnis di Indonesia. Tujuan dari pengabdian kepada masyarakat ini adalah memberikan pelatihan untuk meningkatkan kualitas produk hijau bagi para pebisnis kecil pemula, maupun pebisnis kecil berpengalaman di Kelurahan Keranggan, Tangerang Selatan agar produk yang dihasilkan menjadi incaran konsumen. Kegiatan ini dilaksanakan secara sistematis mulai dari perencanaan sampai dengan evaluasi. Pelatihan adalah strategi penting untuk meningkatkan nilai tambah produk, terutama produk hijau yang semakin dibutuhkan dalam upaya mitigasi degradasi lingkungan. Metode pelatihan yang digunakan adalah ceramah, diskusi, dan survei kepada para peserta sebelum dan setelah pelatihan. Hasil pengabdian kepada masyarakat menunjukkan bahwa mayoritas pemilik bisnis kecil di Keranggan memiliki kebutuhan yang sangat tinggi dalam hal meningkatkan nilai produk mereka. Pelatihan yang diberikan mencakup berbagai topik, mulai dari pemilihan bahan baku, proses produksi, dan evaluasi produk berbasis ramah lingkungan. Penilaian sesi pelatihan menunjukkan peningkatan yang signifikan dalam pemahaman dan komitmen peserta untuk mengembangkan nilai produk hijau yang dihasilkan. Implikasi praktis dari pengabdian kepada masyarakat ini termasuk penting untuk secara terus menerus memberikan penguatan kepada masyarakat usaha kecil menengah tentang produk hijau yang memiliki daya saing.

Key word :

*product value;
green product;
Keranggan;
micro and small
businesses*

Abstract :

Product quality and green product innovation determine the level of competition in small, medium, and large-scale businesses. Therefore, all manufacturers are competing to improve the products produced, including green products or environmentally friendly products which are currently a central issue for businessmen in Indonesia. The purpose of this community service is to provide training to improve the quality of green products for beginner small businessmen and experienced small business people in Keranggan Village, South Tangerang so that the products produced become the target of consumers. This activity is carried out systematically starting from planning to evaluation. Training is an important strategy to increase the added value of products, especially green products that are increasingly needed in efforts to mitigate environmental degradation. The training methods used are lectures, discussions, and surveys of the participants before and after the training. The results of community service show that most small business owners in Keranggan have a very high need to increase the value of their products. The training covers various topics, ranging from selecting raw materials, production processes, and evaluating environmentally friendly products. The assessment of the training session showed a significant increase in participants' understanding and commitment to developing the value of the resulting green products. The practical implications of this community service include the importance of continuously strengthening the small and medium business community about green products that are competitive.

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INTRODUCTION

The development of MSMEs in Indonesia still faces various challenges that affect their performance. Based on research and analysis by Indonesia MSME experts, they are less competitive in terms of strategy selection, strategy implementation, and others, as well as lack of focus and responsiveness to the needs of stakeholders (Arabeche et al., 2022; Nusraningrum, Sugiyono, et al., 2023). The requirements for companies/activities that need to be part of a larger supply chain are currently constantly evolving. South Tangerang has witnessed the rapid development of MSMEs after the COVID-19 pandemic. The South Tangerang City Cooperatives and Small and Medium Enterprises Office said that the number of micro, small, and medium enterprises (MSMEs) is increasing. Before the pandemic, there were around 40,000 small and medium business actors, after the pandemic there were around 89,000, now the number is close to 140,000. The Keranggan region has a strong interest in food and beverages, and the culinary sector is the area most engaged by MSME actors. Around 70% of MSME actors are engaged in the culinary sector, ranging from roasted beans, ketapang seeds, banana chips, rocking flowers, and other types of chips. Initially, it was only consumed by residents, over time it penetrated the Keranggan area, but it is still traditional. Some support from the local government and other government agencies for the development of MSMEs in Keranggan.

Although there are several superior shellfish products, their development is hampered by various factors, especially the supply chain, especially the production of roasted peanuts. A few years ago, before the coronavirus disease (COVID-19) pandemic, these roasted beans were popular because they were exported to China, even though they did not have a commercial identity. Keranggan roasted beans have been famous since the city of South Tangerang was not established. This roasted bean



snack from Keranggan has a different taste from other roasted bean snacks. The difference lies in the way it is processed using sand burning which is its trademark. The taste is different from other baked bean products because it still uses traditional processing methods. Keranggan does not have a population that grows peanuts due to the lack of agricultural land, so the raw materials for peanuts are supplied from Central Java and East Java. The rising cost of raw materials led to a decrease in production. The products produced will be distributed to stalls and markets around South Tangerang, as well as in various areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi. Currently, Keranggan Regency is focusing on the development of tourist villages near the Cisadane River, including religious tourism, to also encourage the development of MSMEs.

Meanwhile, MSMEs, including batik MSMEs and several culinary, are also developing in Kademangan District, South Tangerang. What is interesting and needs to be developed is the group of women farmers, which is a community of productive mothers who use land to meet their household needs. This productive activity is expected to meet the needs of the community outside the surrounding residents. South Tangerang is home to several agricultural women's groups that provide knowledge and insight to the community, including the Cempaka Farmer Women Group (FWG) in Kademangan District which is located in the Batang Indah residential area. FWG Cempaka has great hopes and aspirations to meet the food needs of its members and the surrounding community. Although they want to open an open-air food stall, the available resources are relatively limited and the dedication of the members is still lacking. KWT Cempaka has many plants including telang flowers, pokkai, kale, eggplant, yellow pumpkin, cumin, tumpeng, and others. In interviews with the chairman of KWT and several managers, it was stated that KWT Cempaka has plants and seedlings. Some seeds are provided by members and the city's agriculture office. The obstacles faced by KWT are related to the supply chain, product quality, distribution, and product packaging that are not optimal, causing obstacles in delivery to end users. They have limited expertise, especially when it comes to social media and finding business partners.

The management of the operations of small, medium, and large companies as an unavoidable need for companies in the manufacturing and service sectors, cannot avoid the global trend of green operations where the company's operations must not damage the environment or must be environmentally friendly, even though it is necessary to benefit the company to awaken its business sustainability with an orientation towards saving the earth, business profits and humanity (Nusraningrum *et al.*, 2022, 2023). Green operations management is necessary to be able to produce quality products that meet green requirements. Green products have the characteristics of being recyclable, reprocessed, and not damaging the environment because they can be used continuously, thus providing social value that can influence consumers in choosing, buying, and consuming green products (Nusraningrum *et al.*, 2021). The success of green products in influencing consumers to buy and even be loyal to the products offered is highly dependent on the appearance of the green product innovations offered (Majali *et al.*, 2022).

Problems that arise in the supply of raw materials require capital and affect the products that customers receive. To support community economic empowerment efforts, outreach and training on the usefulness of raw material inventory through residents living in partner villages will help residents know how partners manage material inventory to improve community welfare (Nusraningrum & Nhan, 2019). Quality is the level of several characteristics that meet the requirements, consisting of quality planning by identifying product quality standards and how to meet them, conducting quality assurance by meeting all requirements, evaluating the quality of the products produced, and monitoring the product results whether they meet quality standards (D. Li *et al.*, 2018).

This community service activity is carried out to provide training on the quality of green product innovation by providing all features or characteristics related to products, services, human resources, processes, and the environment which are the results of a comparison of actual expectations and performance that can meet or exceed consumer expectations that simultaneously and partially affect significant business competition. The main problem experienced by partners is the low knowledge of environmentally friendly product quality, this can be seen from the unplanned selection of raw materials, processing methods, product design, product packaging, and product

marketing that have not met green product standards (Kamalanon *et al.*, 2022; Moslehpour *et al.*, 2023; Nuryakin & Maryati, 2020; Nusraningrum *et al.*, 2023; Tezer & Bodur, 2021).

The solution offered to overcome this problem can be overcome by providing training on the quality of green halal or environmentally friendly products through the implementation of green management starting from the purchase and selection of raw materials to producing products that meet the requirements of green products. So assistance from academics is needed to help provide solutions to the problems faced by partners today. Lecturers are directly involved in the small industrial community to transfer knowledge and experience in the field of management by practicing the results of their research, so that the lecturer's research performance can be utilized as much as possible for the benefit of the community, and the main performance indicators of the campus are also met. This community service activity involves the role of students to gain experience outside the campus as a medium to provide skills and expertise to the students after graduation.

ACTIVITY METHOD

Community service activities will be held on February 28, 2024, in Keranggan Village, South Tangerang. Service partners are beginner and experienced micro business actors, namely; food, beverage, clothing, handicrafts, and delivery service entrepreneurs totaling forty (40) people.

The method of implementing community service is carried out through the following stages:

- a. For Partners who are engaged in the productive economy and lead to a productive economy, the method of implementing activities is related to the stages in at least 2 (two) different problem areas that are handled by partners.
 - 1) Problems in the field of production; providing training on how to improve the quality of the value of green products during fierce competition.
 - 2) Problems in the field of management; Providing management training starting from planning, managing, directing, and evaluating green products by the set quality improvement standards.
- b. For Partners who are not economically/socially productive in at least 2 (two) problem areas, the steps to implement the service are as follows:
 - 1) Conduct a pre-survey at community service locations using interviews to obtain data related to the understanding, skills, and behavior of the target community toward the quality of the value of green products.
 - 2) Preparing literacy training materials to increase the value of green products under the specified time agreement.
 - 3) Providing pre-tests to the community of MSME actors participating in the training.
 - 4) Providing training materials to increase the value of green products through lectures, practices, and questions and answers.
 - 5) The process of developing skills for a specific job or task.
 - 6) Conduct a post-test to measure the training that has been given.
- c. Partners' participation in the implementation of the program is by participating in training seriously so that they can understand the quality literacy of increasing the value of green products, then can apply it in daily life.
- d. Evaluation of program implementation is carried out since the program is implemented, and the sustainability of the program in the field after the activity is completed.

RESULTS AND DISCUSSION

Community participation in this activity is very high. This can be seen from the number of participants, 100% of Small and Medium Business activists participated in training and socialization. Active community involvement in every training and mentoring session, as well as providing constructive feedback. Some villagers also initiated additional activities such as independent workshops and green product exhibitions.



The weaknesses and obstacles faced to achieve the target output of the activity include:

- 1) The technical difficulty of implementing the increase in the value of green products for small business actors is how to find creative ideas for product innovations that are different from similar products that have previously existed on the market.
- 2) Non-technical obstacles always occur at the level of coordination with partners to get the right time to carry out training activities during the productive period of small business actors, where they generally do not have leisure time simultaneously in one group of small business actors. For small business actors, productive time means approaching the market so that the products produced are purchased by customers.
- 3) Administrative constraints occur in the process of environmentally friendly raw materials with limited suppliers and delivery times and more expensive prices.



Gambar 1. PkM Activities in Keranggan Village, South Tangerang

The training material contains how small and medium business actors can play a role in preserving the natural environment by starting to look for new inventions that are environmentally friendly and avoid environmental pollution by increasing the value of the products produced based on environmental sustainability. Points of increasing product value can be seen in product innovation, product quality, adjusting to customer needs, customer service, product differentiation, use of technology, customer education, ease of use of products, and establishing partnerships. Product innovation can be done by continuously innovating in products to meet or even exceed customer expectations. Innovation can be in the form of feature improvements, quality improvements, or even the development of new products that meet the needs of a growing market. Small businesses can adopt green product innovations by using eco-friendly raw materials such as bamboo or recycled fibers for their products. They can also reduce their carbon footprint by utilizing renewable energy, such as solar panels, in their production process (Chang, 2019; Meidute-Kavaliauskiene *et al.*, 2021; Xie *et al.*, 2019; Zhao *et al.*, 2021).

Quality improvement with a focus on improving the overall quality of the product. Quality improvements include better raw materials, more efficient production processes, and strict quality control to ensure each product meets high standards. Small businesses can improve the quality of green products by ensuring that the raw materials used are certified organic or environmentally friendly and through an efficient production process with minimal waste (Moslehpour *et al.*, 2023; Nuryakin & Maryati, 2020). Additionally, they can implement strict quality control standards to ensure the final product has good durability and performance (D. Li *et al.*, 2018).

Self-adjustment to customer needs by studying and understanding customer needs well. By understanding the customer's problems and desires be able to customize the product to be more relevant and useful to the customer. Small businesses can adapt to customer needs by conducting regular market surveys and feedback to understand their preferences and needs. Additionally, they may offer customized products or personalized services to meet customers' specific desires (Acharya *et al.*, 2023; Pillai, 2013; Suleman *et al.*, 2019).

Superior customer service by providing excellent customer service. Respond quickly to inquiries and problems, provide satisfactory solutions, and conduct clear and friendly communication with customers. Small businesses can provide superior service by offering responsive and personalized customer support, including one-on-one consultations and quick assistance. In addition, they can provide loyalty programs or exclusive offers for loyal customers to increase customer satisfaction and retention (Angraini, 2023; Jiang & Zhang, 2016; Law *et al.*, 2022; Suhartono & Rahayu, 2021).

Differentiation from competitors by finding ways to differentiate products from competitors. This can be through unique designs, attractive packaging, or even innovative business models such as customer loyalty programs or attractive product packages. Small businesses can attract customers by offering product packages that combine several popular items at discounted prices, providing more value to customers. They can also add bonuses or free samples in the package to provide a more complete and interesting product experience (Chen *et al.*, 2020; Yuki & Kubo, 2023).

Environmental sustainability by considering making products more environmentally friendly. Environmental sustainability can include using recycled materials, reducing production waste, or supporting green programs. Small businesses can implement environmental sustainability by reducing the use of single-use plastics and switching to recycled packaging. They can also adopt energy-saving practices, such as using electricity-saving appliances and utilizing renewable energy sources in their daily operations (Kamalanon *et al.*, 2022; Moslehpour *et al.*, 2023; Nuryakin & Maryati, 2020; Tezer & Bodur, 2021).

The use of technology by utilizing technology to improve products can be the use of internet technology to improve product functionality, the use of applications to facilitate product use, or integration into digital platforms to increase product affordability. Small businesses can leverage affordable technologies such as e-commerce platforms and social media to increase their marketing and sales reach. They can also use cloud-based accounting and stock management software to optimize operations and reduce administrative costs (X. Li *et al.*, 2014; Rosário & Raimundo, 2021; Wang & Wang, 2023).

Educate customers by providing information and education to customers about the value of the product. Customer education not only helps customers better understand the benefits of the product but also builds customer trust and loyalty. Small businesses can educate customers about green products through informative content on social media, blogs, or email newsletters that explain the benefits and process of making their eco-friendly products. In addition, they can hold workshops or webinars on sustainability and the use of green products, providing direct knowledge to customers (Lee, 2014; Nittala, 2014).

Simplify the use of the product by making the product as intuitive as possible to use. Users who can use the product easily will be more likely to re-select it and recommend it to others. Small businesses can produce products that are easy to use by prioritizing ergonomic and intuitive design, which makes it easier for users to carry out their day-to-day operations (Nusraningrum *et al.*, 2019; Nusraningrum & Gading, 2021). They can also provide clear and simple usage guides, both in the form of physical manuals and video tutorials, to help customers quickly understand how to use the product (Acharya *et al.*, 2023; Alqudah *et al.*, 2023; Liesa-Orús *et al.*, 2023; Malureanu *et al.*, 2021; Nugroho *et al.*, 2023; Núñez-Barriopedro *et al.*, 2023).

Partnership Opportunities by forging partnerships with other companies to expand the reach and value of the product. Partnership opportunities can be marketing partnerships to reach a wider market or production partnerships to combine expertise and resources. Small businesses can forge successful business partnerships by choosing partners who share a common vision and values, and focus on a common and mutually beneficial goal. They must also maintain open and transparent communication, and commit to working together to overcome challenges and capitalize on market opportunities (Amin & Chin, 2019; Ford & Mouzas, 2013; Leick & Gretzinger, 2020; Sendawula *et al.*, 2020).

CONCLUSIONS AND SUGGESTIONS

Indonesia's significant economic growth is currently supported by more than 60% of Small and Medium Enterprises (SMEs) that are resilient to global economic pressures (Barata, 2019; Hidayat & Asmara, 2017), further strengthens that the role of SMEs is very important. Meanwhile, currently, many consumers have an awareness of the environment which affects their desire to pay a higher price for environmentally friendly products, and the attitude of awareness towards the environment has a significant influence on the level of consumer involvement in the selection of products made by consumers. The level of consumer involvement in the process of seeking information about eco-friendly products encourages consumers to be willing to buy eco-friendly green products that are identified with high-quality products. Green consumers who are socially conscious will try to consider their purchasing behavior concerning the social influence of the surrounding environment. Thus, environmentally conscious consumers are convinced that the current environmental conditions point to serious problems faced by everyone in all parts of the world, so green products are the choice of consumers (Al-Ghazali *et al.*, 2022; Arabeche *et al.*, 2022; Majali *et al.*, 2022; Masocha, 2018; Purwandani & Michaud, 2021; Sugandini *et al.*, 2020).

Therefore, environmental awareness affects the involvement of SMEs in producing environmentally friendly products and is expected to foster an understanding of sustainability in environmental conservation by business people in Indonesia. With awareness of environmental issues, it will be a consideration for SMEs in calculating costs and benefits when making decisions to create green products.

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