



Efforts to Improve Product Quality and Marketing of Palm Sugar Through Branding and E-Catalog in Karang Bayan Village, Lingsar District, West Lombok Regency

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Abstract: The purpose of implementing this activity is: to help improve the quality of palm sugar production in Karang Bayan Village and to be able to expand market share, both local and modern markets by marketing through social media. This study used a descriptive method, namely UNRAM KKN students in Karang Bayan Village, Lingsar District, West Lombok Regency for the 2023 period conducted a survey directly to the location of palm sugar production. Based on the results of the discussion, it can be concluded that the production process of solid palm sugar includes the preparation of tools and materials, the processing process which includes tapping, boiling, filtering, printing, as well as packaging and branding. Marketing is done through branding and e-catalogs. Branding is an effort to build and enhance the identity of a brand/brand with a very broad scope, while branding efforts include making a business name, logo and business location. While the E-catalog is data on various products that are designed with an editing application. E-catalog creation efforts include a list of business products as well as product information such as prices, product photos, cellphone numbers and addresses. The benefits of e-catalog itself are that it is easier to access by various parties, information on goods and services is more transparent and more effective in improving the performance of goods procurement.

Keywords: Palm Sugar; Branding; Marketing; E-Catalog

Introduction

Karang Bayan Village is one of the villages located in Lingsar District, West Lombok Regency, West Nusa Tenggara Province with an area of 575 Ha (Yunianti et al., 2022). Geographically, Karang Bayan Village borders KLU Village to the north, Batu Mekar Village to the East,

Sigerongan Village and Langko Village to the West, and Sari Baye Village to the South (Yunianti et al., 2022). Karang Bayan Village consists of 5 sub-districts, namely East Karang Bayan Hamlet, West Karang Bayan Hamlet, West Peresak Hamlet, East Peresak Hamlet, and East Berembeng Hamlet. The livelihood of most of the population is as farmers. The Karang Bayan Village area

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has abundant natural potential, one of which is the potential for sugar palm plants which produce sap (as raw material for palm sugar).

Sugar palm plants (*Arenga Pinnata*, MERR) are included in plantation crops. Every part of the palm plant can be used, one of which is palm sap (Gobel et al., 2023; Joseph & Layuk, 2016; Tanra et al., 2019; Ulaan et al., 2015). Palm sap is a liquid obtained from tapping the male flowers of palm trees (Periadnadi et al., 2018). Tapping is done twice a day, namely in the morning and evening, and each tree can produce 10-15 liters. This palm sap liquid contains between 10-15% sugars. Therefore, palm sap liquid can be processed into sugar, vinegar, soft drinks (sweet palm wine) and alcoholic drinks (bitter palm wine). Other parts of the sugar palm plant can be used as food, broom sticks.

Processing palm sap into food products is a micro, small and medium enterprise (MSME) to increase income. The intended processing is to process palm sap liquid into palm sugar. Solid palm sugar is made by boiling palm sap liquid for approximately 6 hours to produce a maturity level of 100% which is indicated by the evaporation of the palm sap liquid and only palm juice remains. Meanwhile, liquid palm sugar is made by boiling it until it reaches a maturity level of 90%. Almost every village makes palm sugar in solid form. However, the problem for MSMEs is the limited amount of palm sap obtained from tapping. The limited palm sap water is caused by unpredictable weather which affects the quality and quantity of palm sap. Apart from that, marketing of palm sugar products is still limited to meet the local market. This is because the packaging is still simple and there is a lack of initiative from village residents to market their products outside Karang Bayan Village.

Based on these problems, Unram KKN Karang Bayan Village students took the initiative to provide a solution, namely by creating branding and e-catalogs which will later be promoted via social media as a place for dissemination, marketing and the process of buying and selling electronic goods and services. Karang Bayan Village KKN's efforts for the 2023 period are to help increase the production and marketing of palm sugar through branding and e-catalogs in accordance with the world program, namely SDGs at point 8, namely decent work and economic growth.

The hope for implementing this work program is SDGs 2045. SDGs is an abbreviation for The Sustainable Development Goals, which means sustainable development goals (TPB). (Natalia & Maulidya, 2023). SDGs is a long-term world program to optimize all the potential and resources possessed by each country. SDGs cover a variety of social and economic development issues. These include poverty, hunger,

health, education, climate change, water, sanitation, energy, the environment and social justice. As part of the world community, it is necessary to view other countries, including the UN, as a "community of countries". According to Robert Jackson, understanding society is not a matter of using social science models, but rather, a matter of becoming familiar with history and trying as closely as possible to master the experiences of past and present practitioners. Therefore, it is necessary to understand a global program from a historical perspective, why this program emerged.

The UN (United Nations) since entering 2000 has launched the MDGs program for the period 2000 to 2015. From 2016 to 2030, the UN has again launched the SDGs program. As part of the UN, Indonesia and 192 other countries have participated in adopting SDGs as a sustainable development program.

Indonesia has participated together with other countries to make the MDGs a success. Data from the Central Statistics Agency (BPS) states that as many as 70% of the MDGs programs and goals have been implemented and achieved by Indonesia. This is certainly encouraging and will influence international views of national leadership. As a follow-up program to the MDGs, SDGs have more varied goals and more complex indicators of success. If the MDGs only include 8 goals, then the SDGs have 17 goals that must be achieved.

Based on the description above, the hopes that UNRAM KKN wants to achieve are relevant to the SDGs Goals, namely SDGs Goal point 8, namely decent work and economic growth. With branding promotions and e-catalogs, it is hoped that the marketing scope of palm sugar can be expanded so that orders for MSME products will increase.

Method

In carrying out the activities, descriptive research methods were used, namely KKN UNRAM students in Karang Bayan Village, Lingsar District, West Lombok Regency for the 2023 period, conducting a direct survey at palm sugar production locations. The aim of the survey was to identify the palm sugar production process, types and types of products produced as well as packaging and marketing methods for palm sugar products in Karang Bayan Village. After identifying the things above, Karang Bayan Village KKN students for the 2023 period helped with product development and marketing of palm sugar through branding and e-catalogues. This implementation aims to help improve the quality of palm sugar production in Karang Bayan Village and to expand market share in both local and modern markets by marketing via social media.

Results and Discussion

Solid sugar production process

1. Preparation of tools and materials
 - Required tools and materials
 - a. The large stove is made of earth
 - b. Large size frying pan
 - c. Wooden stile
 - d. Coconut shell
 - e. Filtering
 - f. Firewood
 - g. Palm sap liquid

2. Processing

- a. Tapping Process

Tapping is carried out on male sugar palm plants and tapped twice a day, namely in the morning and evening.



Figure 1.Palm Palm Tree Tapping Process

- b. Boiling

Next, the palm sap liquid is boiled for approximately 6 hours to produce a maturity level of 100%. Meanwhile, liquid palm sugar is made by boiling it until it reaches a maturity level of 90%.



Figure 2.Palm Palm Juice Boiling Process

- c. Filtering

Once the doneness level is 100%, the sugar is removed and stirred until the juice is evenly mixed. Then the palm sugar is filtered from dirt or animals that enter it during boiling.



Figure 3.Mixing Palm Sugar

- d. Printing

The palm sugar that has been filtered is then molded using a coconut shell and left for several minutes until the sugar begins to solidify.



Figure 4. Solid palm sugar molding process

- e. Packaging and branding

The next process for packaging palm sugar used by Karang Bayan village residents who produce frozen palm sugar is to coat the palm sugar with dry banana leaves. This aims to keep the palm sugar in a solid or frozen state. Then, to improve the quality of palm sugar packaging in Karang Bayan Village, UNRAM KKN students for the 2023 period innovated the packaging using square boxes for solid palm sugar and using bottles for liquid palm sugar as well as providing a brand that had been created by UNRAM KKN students in Karang Bayan Village.

Marketing

1. *Branding*

Branding is an effort to build and enlarge the identity of a brand with a very broad scope, including trade names, logos and characters. The aim of branding is to increase public trust in a brand or build public trust in a product. Apart from that, with branding, traders will benefit because it is easier for consumers to

recognize it. The benefits of branding include providing identity to the products or services offered, conveying value, and establishing communication with consumers.

One of the steps taken by UNRAM KKN students for the 2023 period for branding MSMEs, namely by creating brand names for MSMEs that do not yet have a brand, this aims to make these MSMEs more easily recognized by consumers.

E-catalogue

Digital marketing is a marketing strategy that uses digital media as a place to promote products. The aim of using digital marketing is to attract potential consumers quickly and boost product sales. The advantages of digital marketing are the dissemination of information about products you want to buy and sell quickly, wider market reach and unimpeded by time and distance.

One of the steps taken by UNRAM KKN students for the 2023 period is to start digital marketing which aims to expand market share, namely by creating an E-Catalog. E-catalog is data on various products designed with Canva which contains a list of products as well as product information such as price, product photo, cellphone number, product specifications and address. The benefits of the e-catalog itself are that it is easier to access by various parties, information on goods and services is more transparent and more effective in improving the performance of goods procurement.



Figure 5. Solid Palm Sugar Products



Figure 6. Liquid Palm Sugar Products

Conclusion

Improving the quality of palm sugar production in Karang Bayan Village is carried out by branding. The efforts of the PMD KKN students at Mataram University to carry out branding are by innovating packaging and creating MSME logos. Apart from branding, creating an E-catalog aims to expand the palm sugar market share.

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