

INCREASING PRODUCTION AND MARKETING OF STARTOONS TEMPE CHIPS THROUGH DIGITAL MARKETING

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ABSTRACT

The Community Service Grant program from the DPPM Kemdiktisaintek for the 2025 fiscal year, conducted by lecturers and students of the University of Muhammadiyah Jakarta, aims to improve production and marketing aspects by controlling product quality and conducting digital marketing. The methods used include: outreach, training, mentoring in the use of social media such as Instagram and TikTok, developing an online store on Shopee, and creating an official website. This approach refers to the Theory of Planned Behavior (TPB) to change the attitudes and perceptions of business actors towards digital marketing technology. The results of the activity show an increase in product quality by referring to the production map and the use of digital marketing. This activity encourages Diktisaintek to have a positive impact in supporting business sustainability and opening up opportunities for wider business development. Conducting ongoing mentoring and optimizing digital marketing strategies is recommended to maintain the results that have been achieved.

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INTRODUCTION

Tempeh chips are one of the foods that are liked by the public (Santi & Giovanni, 2023). Startoon is a home-based business that produces tempeh chips. The problem encountered during production is that several aspects remain unmet, such as inadequate equipment hygiene during the production process (Octavia et al., 2024). Product quality standardization only pays attention to the crispness, taste, and color of the product without paying attention to the standardized processing of raw materials from the beginning, the cleanliness/hygiene of raw materials and the infrastructure used, and the production location (Adil et al., 2024). Next is the fried result product, which is not appropriate and will affect quality, because quality is the main factor that must be considered in the processing industry (Yayah Komariah et al.'s Household, 2019). If, in the production process, non-conforming products are still found, this indicates that product quality control is not yet optimal (Rinjani et al., 2021).

Startoon tempeh chips are located at Antena X radio in South Jakarta. Startoon's tempeh chips marketing activities still utilize traditional methods. Technological developments are expected to drive business progress and enable competitiveness (Ayu Susanti et al., 2021). One way is by utilizing digital marketing to reach a wider market and achieve more effective marketing costs (Farida et al., 2022). The current popular platform for marketing activities is TikTok (Pratiwi Putri et al., 2024). Apart from that, by utilizing the marketplace to sell online (Faridah & Wulandari, 2020). With the presence of marketplaces that can be used as a business medium, industry players no longer need to have a place to sell, which requires high costs (Rizaldi & Putranto, 2018). One of the marketplaces is Shopee (Kurniawan et al., 2021).

By utilizing platforms like TikTok and marketplaces like Shopee, Startoon Tempeh Chips can collect consumer data, analyze market behavior, and obtain product reviews, which are useful for improving quality, innovation, and reducing operational costs. Digital marketing evaluation not only drives sales and market reach but also supports quality control and the overall strengthening of Startoon Tempeh Chips.

The objectives of the activities funded by the Community Service Grant from the DPPM Kemdiktisaintek for the 2025 Fiscal Year are: to have a positive impact in the form of increased production and marketing capacity for businesses, particularly those operating the Startoon home-based tempeh chips business. Through a product quality control approach and utilizing digital marketing, they will be able to produce high-quality, widely competitive tempeh chips. Furthermore, this community service activity encourages household economic independence, expands market networks, and creates an empowerment model that can be replicated in other regions.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The main theory that is the basis for this activity is the Theory of Planned Behavior (TPB), which was developed by Ajzen (1991). TPB is an extension of the Theory of Reasoned Action (TRA), which was previously introduced by Fishbein & Ajzen (1977). The TPB states that the intention to perform a behavior is the primary predictor of its realization. This intention is shaped by three main factors: attitude toward behavior, subjective norm, and perceived behavioral control. Simultaneously, these factors shape intention, which then becomes the primary determinant of actual action, namely the implementation of innovation in production activities and product marketing through digital marketing.

Product Quality

An item in good condition, then perfect, and can be used according to the consumer's wishes and needs within a certain period of time, is the definition of product quality (Masruroh et al., 2023). Indicators of product quality consist of performance, additional features, reliability, and durability (Fadhli & Pratiwi, 2021). Every company will strive to maintain product quality and improve it systematically, and ensure that the quality of every item produced reaches the best quality (Inkiriwang et al., 2022). If the quality of the product provided to consumers can meet consumer expectations, then the satisfaction felt by consumers will also increase (Akbar et al., 2022).

Digital Marketing

Digital marketing is a method of communicating with consumers without meeting them directly (Tarigan et al., 2023). Refers to the actions, organizations, and procedures carried out by digital technology in creating, communicating, and delivering value to consumers and other related parties (Tariq et al., 2021). There are many interpretations of marketing, one definition characterizes it as a company's efforts to inform, communicate, promote, and sell its products and services using internet-based media (Rachmadi & Kom, 2020). Digital marketing is the use of digital technology to build effective distribution in accordance with consumer needs and to achieve company goals (Saebah & Asikin, 2022). The goal is to expand the reach of the target market share and gain insight into their profiles, behavior, product preferences, and loyalty to achieve marketing objectives (Asikin et al., 2024). Digital marketing creates a flexible marketing scope, and the level of satisfaction from each offering

is then disseminated through each online platform, making it easier for every business owner to do so. (Inkiriwang et al., 2022).

MATERIAL AND METHOD

Problem-Solving Framework

Table 1. Problem-Solving Framework

Main Problems	Primary Root Analysis	Solutions Offered
Production aspects	<ul style="list-style-type: none"> a. The fried results are not as expected, so the product is less attractive because of the oil. b. Product equipment that does not comply with health standards c. No production process flow 	<ul style="list-style-type: none"> a. Replacement of production equipment that meets health standards. b. Production process map
Marketing aspects	<ul style="list-style-type: none"> a. Marketing is still done traditionally, based on word of mouth, so the market share is still limited. b. Not using technology in marketing activities 	<ul style="list-style-type: none"> a. 95% of partners can use social media to promote products b. Partners have TikTok and Shopee accounts c. Partners have websites

Implementation of Activities

The stages of the community service implementation method are as follows:



Figure 1. Activity Implementation Method

Activity Implementation Method

1. Planning Stage

The activity began with interviews with Startoon business owners to identify any problems encountered in their business operations. The interviews revealed issues with the production and marketing processes of Startoon tempeh chips.

2. Preparation Stage

In this stage, (PKM) team prepared materials, drafted production maps, and developed the tools needed to improve the production and marketing processes.

3. Implementation Stage

The implementation stage involved socialization of product quality and digital marketing.

4. Evaluation Stage

Evaluation was conducted to assess the results of the activity, including product quality and marketing and sales developments. The evaluation results were used as a basis for improvements and follow-up mentoring.

Activity Achievement Targets

Table 2. Activity Achievement Targets

Aspect	Targets to be achieved
Production aspects	A continuous and regular production workflow can produce standardized products. A well-managed production process will result in high-quality products, and targets can be achieved. Therefore, it's crucial to have a production process map and use production equipment that meets health standards.
Marketing aspects	Sales are made through social media platforms, including TikTok, to introduce new markets to their products. The business has achieved a presence on the Shopee marketplace, enabling sales to be conducted not only offline but also online. Furthermore, a website is designed to handle online tempeh chip transactions.

Methods Used

The implementation of this activity includes: socialization, application of technology, mentoring and evaluation, and program sustainability.

RESULT AND DISCUSSION

To improve production, it is crucial for Startoon to create Standard Operating Procedures (SOPs) to provide a reference for all production stages, such as frying temperature, duration, and post-frying handling. This is crucial to ensure the products consistently meet standards of taste, texture, and hygiene. Furthermore, it is crucial for Startoon to utilize social media for marketing. A good first step to increasing brand visibility is implementing a more targeted

content strategy so that digital marketing activities can deliver maximum results.

The results of the Community Service Grant activities from the DPPM Kemdiktisainstek for the 2025 Fiscal Year have an impact on increasing production and marketing aspects.

1. Production Aspects

The Ministry of Education and Science and Technology (Diktisainstek) has an impact on production aspects, improving production quality through the evaluation of production process activities. The purchase of production equipment that meets health standards, with assistance from the Ministry of Education and Science and Technology's DPPM activities. The production map systematically illustrates the startoon chip production process, starting from raw materials to finished products. A good understanding of the workflow can identify stages that need improvement, thereby increasing productivity and reducing the risk of product damage. Furthermore, it can help address inconsistencies in frying and the use of unhygienic equipment.

2. Marketing Aspects

Diktisainstek has an impact on Startoon tempeh chips business actors in the use of digital marketing, including:

a. Creating Social Media Accounts

Home-based tempeh chips business owner Startoon now has an official account on the social media platform Instagram, <https://www.instagram.com/startoon.id/#> and TikTok <https://www.tiktok.com/@startoon.official> These accounts are used to introduce products and build direct interactions with consumers. Both platforms serve as the most effective digital promotional tools.

b. Online Store Development in the Marketplace

The results of the shop registration process, uploading products with complete descriptions, stock management and the shipping process are the steps in the Shopee account process, now Startoon tempeh chips have a Shopee account, <https://id.shp.ee/mq4w128?smtt=0.0.3>, as the largest marketplace platform, easily accessible to consumers.

c. Business Website Creation

The next step in implementing digital marketing is that this business has an official website <https://keripiktempestartoon.com/>, as an information center for Startoon tempeh chips. With a simple yet professional design, it's easily accessible to all consumers, whether on desktop or smartphone.

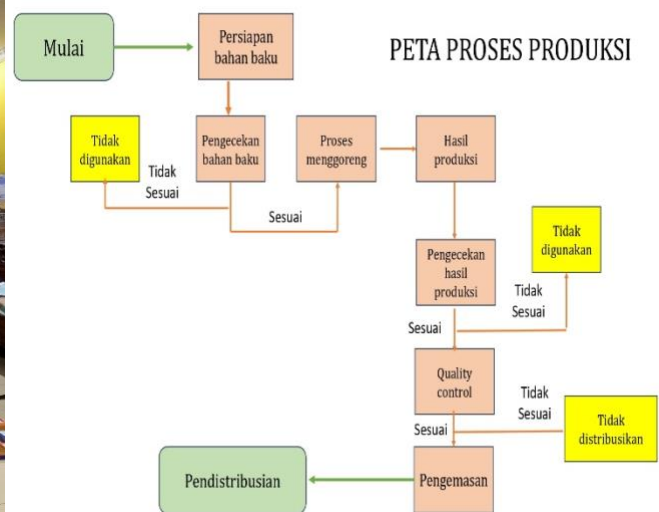


Figure 2. Activity Process and Activity Results

Based on the Theory of Planned Behavior (TPB) approach, this activity can be said to have an impact, namely:

1. The attitude of business actors towards digital marketing, which was initially doubtful, has become confident.
2. Subjective norms, namely support from families and the tempeh chip community in the area.
3. Perception of behavioral control, business actors can use social media and marketplaces well.

Improving product quality and hygiene standards can boost the Startoon tempeh chips business. The use of digital marketing can be a solution to increase market share for this home-based business.

CONCLUSION AND RECOMMENDATION

Conclusion

This community service activity, conducted by lecturers and students at the University of Muhammadiyah Jakarta, has had a positive impact on Startoon tempeh chips, including improving product quality and expanding the market through digital marketing. Through these activities, the business is now able to implement a more hygienic and efficient production process, and produce products that are consistent in taste, texture, and appearance. On the marketing side, the implementation of digital marketing through Instagram, TikTok, Shopee, and the official website has expanded promotional reach and opened up wider sales opportunities. Startoon tempeh chips have also become more independent and confident in managing their online store. These activities have helped strengthen product branding and

increase the potential for long-term business sustainability.

Recommendation

Regular and ongoing support is needed to ensure that Startoon tempeh chips maintain product quality. Furthermore, Instagram, TikTok, and Shopee should be maximally utilized to reach a wider market.

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