



Product Development Strategy and Financial Management at Turbo Sakti MSME in Increasing Competitiveness in the Cassava and Corn Chips Industry

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ARTICLE INFO

Article history

Received : 15-7-2025

Revised : 27-7-2025

Accepted : 28-7-2025

Keywords

MSME; Turbo Sakti
Cassava Chips; Product
Development Strategy;
Product Development
Strategy

ABSTRACT

Turbo Sakti Cassava Chips is a micro, small, and medium enterprise (MSME) located in Manding and engaged in the production and marketing of traditional cassava-based snack products. Amidst increasing competition in the local snack industry, this study focuses on analyzing the business development strategies and financial management practices implemented by Turbo Sakti to increase its competitiveness. This study uses a qualitative descriptive method with data collection techniques through direct interviews with the owner, field observations, and documentation studies to gain a comprehensive understanding of the MSME's operations. The results show that Turbo Sakti has implemented various strategies to encourage business growth. These strategies include continuous product innovation, particularly in developing flavor variations to suit consumer tastes, investing in modern and environmentally friendly packaging, and utilizing digital media such as social media to expand market reach. In addition, this business also builds brand identity and customer loyalty through consistent quality and active participation in local community activities.

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A. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) are a crucial pillar of the Indonesian economy. They contribute significantly to job creation, poverty alleviation, and equitable economic development across regions (Ministry of Cooperatives and SMEs, 2020). One growing MSME sector is the snack food industry, particularly cassava chips. This product has broad market potential due to its popularity among a wide range of consumers and its accessibility to consumers from various regions (Triana & Retnosary, 2020). At the local level, the role of MSMEs is highly significant in regional economic development, particularly through the food-based home industry sector. One growing MSME in this sector is Turbo Sakti located in the Manding area of Sumenep Regency. This MSME produces processed cassava and corn chips based on local raw materials and traditionally processed, but is shifting toward a more modern production system (Novia et al.,



2021). Processed food products such as cassava and corn chips have broad market potential due to their popularity across a wide range of communities. In addition to being an easily accessible snack, these products also hold high economic value when managed with the right business strategy. However, in reality, MSMEs like Turbo Sakti often face various complex obstacles, including limited business capital, low managerial capacity, lack of product innovation, and weak financial governance. This situation is further exacerbated by the decline in purchasing power due to the ongoing impact of the COVID-19 pandemic. MSMEs are required to survive and transform to compete, both locally and in the broader market. In this situation, two important aspects are of primary concern: product development and sound business financial management. These two aspects have proven to be interrelated and mutually reinforcing in promoting the sustainability and competitiveness of MSMEs (Atmaja et al., 2022).

Product development isn't just about creating new variants; it also encompasses innovations in flavor, packaging, branding, and distribution strategies. Today's consumers consider not only taste and price but also packaging appearance, brand image, and the added value of a product. MSMEs that fail to adapt to market preferences risk stagnation or even a decline in demand. Furthermore, financial management is a classic challenge that is often overlooked (Augustinah, 2019). Many MSMEs fail not because their products don't sell, but because of weak financial record-keeping, a lack of separation between personal and business finances, and the absence of simple financial reports that can serve as a basis for decision-making. Without a sound financial system, it is difficult for MSMEs to access financing, plan business development, and evaluate their performance. Turbo Sakti MSME is an interesting example because it has begun to make improvements in both aspects. They not only experimented with product innovations with new flavors and packaging but also began developing a simple financial management system using both manual and digital records. This makes this MSME a relevant case study for further study (Noor & Lestari, 2019). Therefore, this study aims to identify the product development strategies implemented by Turbo Sakti MSMEs, analyze the financial management system implemented and the changes that occur. Assess the impact of both strategies on increasing competitiveness and business sustainability. The results of this community service are expected to not only benefit Turbo Sakti MSMEs, but also serve as a practical reference for other MSMEs, business assistants, and policy makers in formulating more effective and contextual MSME empowerment strategies. The case study approach used also provides an in-depth understanding of field dynamics that are often not captured in macro studies.

B. METHODS

This community service program uses a qualitative descriptive approach with a case study method. The subjects of the community service program are the production staff of the Turbo Sakti MSME who are directly involved in operational activities and decision-making. Data collection techniques were carried out through in-depth interviews, direct observation, and documentation. Interviews were conducted semi-structured so that the data obtained was more flexible but still focused on the purpose of the community service program. This community service program was carried out at the Turbo Sakti MSME, a cassava chip producer in Sumenep Regency, for one month in May 2025. Participants included the owner, employees, and product consumers. Data were collected through interviews, observations, and financial report documents and sales reports. The community service stages included initial data collection, product development with taste innovations and packaging improvements, employee training, and a simple financial report recording

system. Evaluation was carried out through consumer satisfaction surveys and financial report analysis to assess the success of the strategy.

C. RESULTS AND DISCUSSION

The results and discussions obtained at the Turbo Sakti Cassava Chips Industry UMKM are :

1. Turbo Sakti MSME Product Development Strategy

Product development is a key factor in increasing the competitiveness of Turbo Sakti's MSMEs in the cassava and corn chip industry. Several strategies that can be implemented include:

a. Flavor Innovation:

Introducing exciting new flavors, such as cassava chips with spicy, cheese, or local spices. This innovation not only attracts new consumers but can also increase the loyalty of existing customers. Research shows that consumers tend to seek out products that offer a unique taste experience (Mardhiyah & Safrin, 2020).

b. Attractive Packaging:

Attractive and informative packaging design can increase product appeal on store shelves. Eco-friendly packaging can also be an added value, given increasing consumer awareness of environmental issues. Research shows that good packaging can significantly influence consumer purchasing decisions.



Figure 1. Packaging Product

2. Financial Management

Good financial management is crucial to ensuring the sustainability and growth of MSMEs. Some steps that can be taken include:

a. Accurate Financial Recordkeeping:

Implement a systematic recording system for all financial transactions. This will help monitor cash flow, identify unnecessary expenses, and better plan your budget. Good recordkeeping is also essential for analyzing financial performance.

- Projected financial records for Turbo Sakti MSME in 2024



Table 1. Monthly cash book:

Bulan	Pemasukan (IDR)	Bahan Baku	Biaya Operasio	Total Pengeluar	Saldo Akhir
Januari	88.000.000	20.000.000	30.000.000	50.000.000	38.000.000
Februari	88.000.000	20.000.000	30.000.000	50.000.000	76.000.000
Maret	88.000.000	20.000.000	30.000.000	50.000.000	114.000.00
April	88.000.000	20.000.000	30.000.000	50.000.000	152.000.00
Mei	88.000.000	20.000.000	30.000.000	50.000.000	190.000.00
Juni	88.000.000	20.000.000	30.000.000	50.000.000	228.000.00
Juli	88.000.000	20.000.000	30.000.000	50.000.000	266.000.00
Agustus	88.000.000	20.000.000	30.000.000	50.000.000	304.000.00
Septembe	88.000.000	20.000.000	30.000.000	50.000.000	342.000.00
Oktober	88.000.000	20.000.000	30.000.000	50.000.000	380.000.00
Novembe	88.000.000	20.000.000	30.000.000	50.000.000	418.000.00
Desember	88.000.000	20.000.000	30.000.000	50.000.000	456.000.00
Total	1.056.000.00	240.000.00	360.000.00	600.000.00	456.000.00

a. **Budgeting:**

Develop a realistic annual budget based on projected sales and operating costs. Having a budget allows MSMEs to more easily control expenses and prioritize investments that support product development.

Table 2. Profit and Loss Statement for 2024

Keterangan	Jumlah (Rp)
Pendapatan	
Total Pendapatan	1.056.000.000
Pengeluaran	
Total Bahan Baku	240.000.000
Total Biaya Operasional	360.000.000
Total Pengeluaran	600.000.000
Laba Bersih	456.000.000

b. **Access to Financing:**

Seek appropriate sources of financing, both from formal financial institutions and government programs that support MSMEs. Appropriate financing can be used for investments in production equipment, marketing, and new product development.

3. Marketing and Distribution

An effective marketing strategy also plays a crucial role in increasing competitiveness. Some approaches that can be taken are:

a. **Digital Marketing:**

Utilizing social media and e-commerce platforms to promote products. With the increasing use of the internet, digital marketing can reach a wider audience and significantly increase sales.



b. Partnerships with Retailers:

Build partnerships with local stores and supermarkets to increase product distribution. This collaboration can help MSMEs expand their market reach and increase product visibility.



c. Participation in Exhibitions and Festivals:

Participate in food exhibitions and festivals to introduce your products directly to consumers. This also provides an opportunity to gain feedback from consumers and network with other industry players.



D. CONCLUSION

Based on the results of the community service program, it can be concluded that the product development and financial management strategies implemented by Turbo Sakti MSME have had a positive impact on increasing competitiveness and business sustainability. Through a simple yet focused approach, this MSME has been able to transform from traditional business models to more modern management that adapts to market needs. In terms of product development, innovations in flavor diversification, improved packaging, and enhanced raw material quality have successfully increased the product's appeal to consumers. More attractive packaging and a wider variety of flavors not only increase sales



value but also open up opportunities to reach a wider market segment, including souvenirs and e-commerce. This demonstrates that product innovation doesn't always require sophisticated technology; it can begin with an understanding of consumer preferences and the courage to try new things.

Meanwhile, in terms of financial management, Turbo Sakti MSME has begun implementing a simple record-keeping system, separating personal and business finances, and implementing more structured cash flow planning. These steps help entrepreneurs control production costs, monitor their financial position in real time, and facilitate business evaluation and planning. Sound financial management is also a crucial foundation for building trust with business partners and opening opportunities for access to capital from formal financial institutions. However, Turbo Sakti MSMEs still face various challenges, such as limited production technology, limited human resources, and limited market access. Therefore, ongoing support from various parties, including the government, financial institutions, and support agencies, is needed to help MSMEs like Turbo Sakti advance and compete nationally and internationally.

The findings from this community service program reinforce the importance of synergy between product innovation and financial management in creating resilient and highly competitive MSMEs. Turbo Sakti MSMEs' approach demonstrates that transformation doesn't always have to be large-scale, but can begin with small, consistent, and measurable steps.

E. ACKNOWLEDGEMENTS

I would like to express my gratitude to Wiraraja University for providing support in completing this community service program in the form of collaboration with MSMEs so that the data collection process runs smoothly.

F. AUTHOR CONTRIBUTIONS

Bambang Hermanto had a role in writing the article, Ach Buchari and Devina Aulia Novanty and Fifin Nurhayani played a role in collecting data in the field, Dwi Rosa Amaliya Putri and Moh. Umarul Faruq and Yusta Okfandi A.S prepared all the service and conditioning files in the field, Muhammad Nurul Ihsan Arisandi as the coordinator.

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