



Empowerment of PKK mothers in Teluk Majelis Village through Assistance in Increasing Production and Digital Marketing Sweet and Sour Pedada Fruit

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ARTICLE INFO	ABSTRACT
Article history Received : 08-12-2024 Revised : 15-12-2024 Accepted : 17-12-2024 Keywords Mangrove, Pedada, Candy. Assembly Bay	<i>Pedada fruit is one of the mangrove fruits in Teluk Majelis village. This fruit has a fairly sour taste but is rich in vitamin C. PKK mothers tried to make this fruit into candy. However, this product still has many shortcomings such as taste and shape, no product legality, no social media marketing and web marketing, and no attractive packaging. This is the reason the team helped PKK mothers in Teluk Majelis village improve the product. The outputs of this service, such as improving product quality, website development, and digital marketing training, showed a significant positive impact on PKK mothers and the surrounding community. This not only increased their income, but also strengthened their brand image and business professionalism. This success reflects the great potential of community empowerment through the development of local products and appropriate digital technology.</i> This is an open access article under the CC-BY-SA license. 

A. INTRODUCTION

Teluk Majelis Village is one of the villages in Kuala Jambi District, East Tanjung Jabung Regency. This village is very unique because it is located on the coast of Jambi Province. According to BPS in 2022, the area of Kuala Jambi District is 120.52 km² with a population of 14,755 people with a geographical location at 0 ° 53 ' - 1 ° 41' LS and 103 ° 23 - 104 ° 31 BT. Most of the people in this village work as fishermen and gardeners. This village produces sea fish with a total of 22,867 tons per year and is known as a Fishing Village that has typical souvenirs in the form of processed salted fish, and has several beautiful beach tours. In addition to producing fish, this village also has a very large mangrove forest, namely 4,126.60 hectares

with the potential of 20 types of flora (BKSDA., 2013) Of the 20 types of flora that exist, this mangrove plant can be used to make sweet and sour pedada fruit.



Figure 1. Condition of the Mangrove Ecosystem in Kuala Jambi

Pedada plant (*Sonneratia caseolaris*) has a height of up to 15 m, with dark gray to brown pegagan. Pedada fruit has a diameter of 6-8 cm with flat calyx, round or flattened ball shape, stalked tip, and the base is wrapped in flower calyx. This fruit is shiny green with yellowish flesh and has a delicious aroma, sour taste, is non-toxic and can be eaten directly (Kusmana et al., 2008). Pedada fruit has components of steroids, triterpenoids, flavonoids, carboxyl benzene and has properties that have analgesics and anti-inflammatory (Varghese et al., 2010) In addition, pedada fruit also has a composition of vitamins A, B, B2 and C (Manalu, 2011).

Pedada fruit is one of the favorite fruits that has not been utilized by the public because the taste of the pedada fruit is sour and feels astringent when eaten directly. In Teluk Majlis village, PKK women through the Family Income Increasing Business Unit (UP2K) _ Melati make processed pedada fruit into sweet and sour candy which is sold in the surrounding community. However, this preparation is still limited to small-scale production. Processed pedada fruit is processed every week with 3 kg of pedada fruit. For 1 kg of pedada fruit, it consists of 40-50 pedada fruit and produces 150 pcs. One pc is sold by the PKK women for Rp. 5000. According to PKK mothers, sweet and sour candy can be used as a substitute for Vitamin C because of the high Vitamin C content in the fruit.





Figure 2. Making Sweet and Sour Pedada Candy

In the processing of this pedada fruit, PKK mothers use natural ingredients and no Food Additives (BTP) that can endanger consumer health. On the other hand, the weakness of the production of this sweet and sour candy is that it still has not many fans because the taste is still too sour which is not liked by the public. The processing of this food product is still not in accordance with the GMP/CPPOB production standards, an abbreviation of Good Processed Food Production Methods (CPPOB) or Good Manufacturing Practices (GMP) which refers to a series of guidelines and practices applied in the food industry to ensure the safety and quality of processed food products (Handayani et al., 2015)(Aminah et al., 2024) By implementing this standard, it will provide benefits to the Sweet and Sour Pedada Product, including improving food safety such as contamination and growth of harmful microorganisms, as well as ensuring that the product is safe for consumption, improving product quality, increasing consumer confidence, and meeting regulatory requirements.



Figure 3. Current Product Packaging

This sweet and sour pedada business could grow, but there are other problems. First, the product packaging used is still not attractive, so it fails to attract buyers' attention among similar products. Second, the absence of an appropriate marketing strategy means that the product is not yet widely known and has not achieved optimal sales targets.

B. METHODS

In this PKM activity, there are several stages of activities carried out, namely:

1. Survey and literature study
 - a. The Community Service Team first conducted a survey and interviews with the Kuala Jambi community and PKK mothers to find out the current conditions and situation of the MSMEs built by the PKK Teluk Majelis Village.



- b. Surveys and literature studies (collecting information in the form of books and journals) aim to find problems and their solutions. In addition, it also identifies the best production process that is suitable for implementation and what equipment is needed. In addition, this stage also aims to analyze the market for the products produced and obtain digital marketing needs that are suitable for this Asam Manis Pedada product.

2. Procurement of Production Equipment, Product Quality and creation of packaging designs

The Jambi University Community Service Team purchased production machinery and designed attractive packaging designs. The jointly approved design will then be continued with the product packaging manufacturing process. After the equipment is purchased, it is ready to be used to support the production process.

3. Website Development, Online Catalog, Social Media Marketing, and Content Marketing

The Jambi University community service team at this stage is developing an official website for the PKK of Teluk Majelis Village which is integrated with an online catalog of products produced by the PKK or other commodities from Teluk Majelis Village. The development of this website is very useful for increasing the online presence of the products produced (Piarna et al., 2016), so that it can attract customer interest, and can even be an attraction for investors. In addition, the community service team also implements Social Media Marketing and Content Marketing, both in organic and paid forms. This is done of course to get a more specific market and in accordance with the products being marketed, because marketing will be successful not because it is marketed as widely as possible, but will be successful if it is right on target (Hermawan, 2019).

4. Training Module Creation

Creating training modules for GMP/CPPOB, hygiene sanitation and food additives, training modules on how to create attractive packaging designs, modules on how to manage P-IRT distribution permits and digital marketing training modules.

5. Education and Practice

Jambi University Team provides training on GMP/CPPOB, hygiene sanitation and Food Additives. Packaging design training and product legality management training as well as training on utilizing the digital world as marketing (digital marketing)

6. Activity Output

The output of this community service activity is:

- a. Implementation of GMP/CPPOB and Hygiene Sanitation
- b. Improved taste
- c. Procurement of Production Equipment
- d. Packaging design improvement / Rebranding packaging design



- e. Legal training on P-IRT distribution permits and Halal certification
- f. Website Development and Online Catalog
- g. Implementation of Social Media Marketing and Content Marketing

C. RESULTS AND DISCUSSION

The Community Service Team (PKM) of the Faculty of Science and Technology, University of Jambi led by Daniel Arsa, S.Kom., MSI with team members, Zainil Abidin, ST, M.Eng and Yolla Noverina, S.Kom., M.Kom and Ir. Edwin Permana, ST, MT carried out Digital Marketing Assistance activities for PKK mothers in Teluk Majelis Village. This activity aims to increase the production and marketing of Sweet and Sour Pedada Fruit products produced by the local community.

Some of the assistance provided includes developing a website that displays all products from the PKK mothers of Teluk Majelis Village, including Asam Manis Buah Pedada, creating attractive product photos to improve visualization, and rebranding product packaging to attract consumers. Through these steps, it is hoped that Asam Manis Buah Pedada products can be marketed more widely, increase consumer appeal, and have a positive impact on the economy of the Teluk Majelis Village community.

The first stage carried out before the main activity is carried out is to conduct a survey and coordinate community service activities with the Head of Teluk Majelis Village, the Head of TP PKK Teluk Majelis and one of the representatives of the working group tasked with developing potential MSMEs in Teluk Majelis Village. At this stage, the team again conducted an analysis related to the production and marketing needs of Asam Manis Pedada products while coordinating the implementation of digital marketing training and increasing production that will be carried out.



Figure 4. Survey and Coordination of the Head of PKK Teluk Majelis Village

The results of community service in empowering PKK mothers in Teluk



Majelis Village are clearly visible through significant improvements in product quality. One of the main focuses is improving the packaging of Asam Manis Buah Pedada products. The community service team redesigned the packaging for the product, using more attractive and practical jar packaging, as well as plastic packaging that gives a fresh and modern impression. These changes not only improve the aesthetics of the product, but also contribute to consumer appeal, making it easier to attract attention in the market.



Figure 5. Pedada jar packaging

Apart from that, the development of new variants of Pedada Jelly candy is also being carried out. By using more attractive molds, this candy not only offers a delicious taste, but also has a more attractive and appetizing visual appearance. This new variant is expected to expand the market and increase sales, as well as provide a new experience for consumers in enjoying processed products made from pedada fruit. These innovations are important steps to increase the competitiveness of the products of the Teluk Majlis Village PKK mothers in the wider market.

Then, in the next stage, digital marketing and production improvement training activities were carried out for members of the Melati TP PKK Teluk Majelis Village and several village officials who were present at the Teluk Majelis Village Office Hall. This training Hidayat, S.Si. who is the Halal Product Process Companion (PPPH) of the Halal Product discussed 3 (three) main points, including Digital Marketing & Branding, Making Pedada Jelly Candy, and Halal Product Registration. The Digital Marketing & Branding material was delivered by Mrs. Dewi Lestari, a Bakery entrepreneur in Jambi City, who conveyed the importance of technology-based and digital marketing and the use of technology to create better product packaging.



Figure 6. Material by Mrs. Dewi Lestari

On this occasion, Mrs. Dewi Lestari conveyed about effective marketing strategies in the digital era, including the use of social media to promote products widely. She emphasized the importance of building a strong brand and creating an attractive product identity in order to compete in the market. In this session, participants were taught how to manage social media content, interesting copywriting techniques, and how to reach consumers through paid advertising on digital platforms.

Next, the material on Making Pedada Jelly Candy was delivered by Mr. Ir. Edwin Permana, ST, MT In this session, participants were taught practical steps in producing jelly candy from pedada fruit, including the selection of quality raw materials and the right processing techniques to produce delicious and quality products. Participants were also given training on product variations, such as flavor and packaging development, which can increase consumer appeal.



Figure 7. Material by Ali Nurdin Hidayat, S.Si

Finally, the material on Halal Product Registration was delivered by Ali Nurdin Guarantee Organizing Agency. This session explains the process and requirements needed to obtain a halal certificate, as well as the importance of the halal label in increasing consumer confidence, especially in a market that is increasingly

concerned about the halalness of products. With this understanding, members of the Melati PKK TP are expected to be able to produce and market pedada jelly candy that is not only delicious but also meets the halal standards expected by consumers. In addition, the halal product registration process was also practiced through the halal.go.id website.



Figure 8. Handover of Production Equipment

After the training, a discussion and Q&A session was held, where participants could share their experiences and ask questions directly to the speakers. This activity ended with the handover of production tools that can be a means for PKK members to improve the quality and quantity of product production. With this training, it is hoped that members of the Melati PKK TP and village officials can better understand and apply this new knowledge to increase the production and marketing of pedada products, as well as other local products in Teluk Majelis Village.

To improve the marketing of Asam Manis Pedada products and other products in Teluk Majelis Village, the community service team assisted by Information Systems Study Program students developed a website for the PKK Team UP2K Melati Teluk Majelis Village. The website developed contains a description of the PKK Team UP2K Melati Teluk Majelis Village, UMKM Product Catalog, Agenda and News related to activities carried out by the PKK Team, as well as contact information that makes it easy for consumers to place orders and ask questions about the products. In addition, this website is also equipped with a blog feature that allows the PKK Team to share information and tips about product use, creative recipes using Asam Manis Pedada, and the latest news about activities involving the Teluk Majelis Village community.



Figure 9. Website Home Page

The development of this website is not only aimed at increasing product visibility, but also to strengthen the brand identity of the PKK UP2K Melati Team. With an attractive and responsive design, this website is expected to attract visitors and make the products offered easier to access. The website is also optimized for search engines (SEO), so it can increase the likelihood of appearing in search results and attract more visitors.

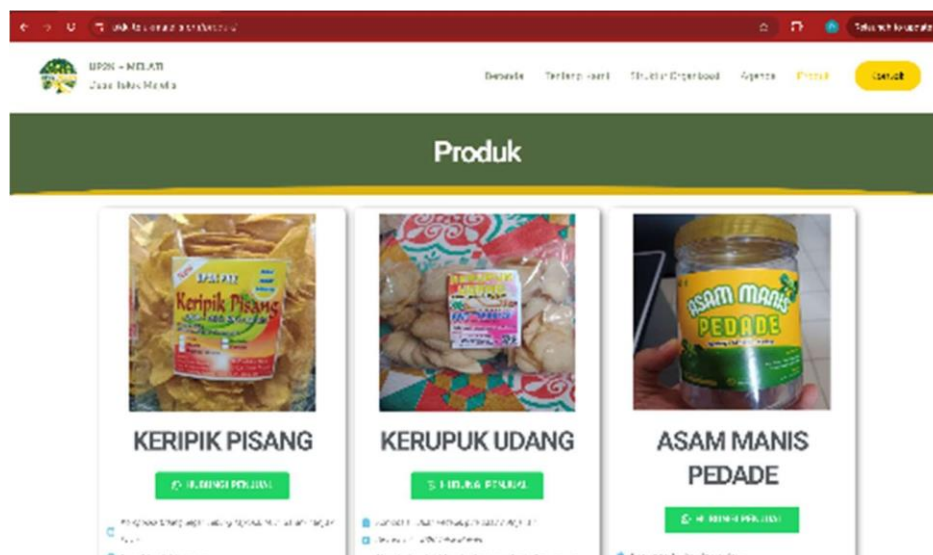


Figure 10. Product Page

With this website, it is hoped that the marketing of Sweet and Sour Pedada products and other products can be more effective, so that it can increase sales and income for members of the PKK UP2K Melati Team, Teluk Majlis Village. It is hoped that the use of digital technology in marketing can bring positive changes to the village economy and empower local communities.



D. CONCLUSION

This community service has succeeded in achieving its stated objectives. Through this program, PKK mothers have succeeded in improving their production and marketing skills of processed products from pedada fruit, namely Sweet and Sour Pedada Candy. Assistance in digital marketing has helped them understand the importance of online marketing and the use of technology to expand the reach of product distribution. With a website that displays all products, including Sweet and Sour Pedada Candy, they can now reach a wider market, not only in the local area but also between districts.

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F. AUTHOR CONTRIBUTIONS

Activity implementation: DA, EP, ZA, YN, Article preparation: EP, DA, Impact analysis: ZA, Results presentation: YN, Article revision: EP, Other contributions,

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