

# Performance Improvement Strategic Home Based Manufacturer Tahu And Tempe Groups Based In The District Of Jember

Istatuk Budi Yuswanto, Bhayangkara W.D., Isti Fadah

**Abstract:** Tahu dan tempe is a product of the soybean meal that has been known since long in Indonesia. Tahu is a Chinese food products, in contrast to tempe an authentic Indonesian food. As tempe, tahu also favored by the people of Indonesia because it has a taste that delicious, nutritious and affordable price. Industries that produce tahu dan tempe are generally small-scale home-based businesses with the number of workers a little less than 2-6 people and investments that are not too large. The use of technology in small business home-based producer of tahu dan tempe quite simple and easy to learn so it can be run by anyone. The success of small business home-based manufacturers to survive and evolve toward more advanced by knowing their strengths, weaknesses, opportunities that can be taken by small business home-based and threat, or better known as the SWOT (Strength, Weakness, Opportunity, Threat) that can be retrieved strategies that affect the success and development of small business home-based manufacturer of tahu dan tempe. Constraints faced by small businesses and home-based manufacturers know that the soybean Tepe that include budget constraints, limited access to banking, limited human resources, marketing only the scope of Jember and lack of good management. No group or cooperative, does not have a good recording, making it difficult to make financial reports, manufacturing planning and operational supervision and finances into this industry employers' group lemah. Pembentukan help solve problems and maximize its potential.

**Index Terms:** Improvement, Strategic, home base industry, tahu, tempe.

## 1 INTRODUCTION

Tahu dan tempe is a product of the soybean meal that has been known since long in Indonesia. Tahu is a Chinese food products, in contrast to tempe an authentic Indonesian food. As tempe, tahu also favored by the people of Indonesia because it has a taste that delicious, nutritious and affordable price. In Indonesia, tahu has become very familiar foods consumed by the lower classes and upper classes. Tahu has become very familiar dishes often found in stalls class warteg up to the restaurant on board. In addition to a menu of dishes side dishes, knows also be processed into a variety of different typical food products such as; know meatballs, dumplings, fried tahu, tahu gejrot, gado-gado and snacks like chips out and others. This shows that the know have a large market share. In addition, tempe also no less popular with the public. Tempe is also rich in nutrients become one of the dishes that every day is consumed by people in Indonesia. Many processed tempe which is characteristic of processed soybean snacks in several cities including tempe crisps, mendoan, tempe blankets and so forth. Tahu dan tempe is a perishable food product because it has a high water content and protein is a medium growing potential for spoilage microorganisms. Products and tahu has a short shelf life of 2-3 days, it is becoming a limiting factor to reach a wider market. Generally, the tahu and tempe production in home scale production capacity in accordance with the ability to market their products. Industry know generally a small-scale home-based businesses with the number of workers a little less than 2-6 people and the investment required is not too great. Technological processes in the industry know the simple and easy to learn so that industry knows can be run by anyone. The success of small business home-based in order to survive and evolve toward more advanced by knowing their strengths, weaknesses, opportunities that can be taken by small business home-based and threat, or better known as the SWOT (Strength, Weakness, Opportunity, Threat) so it can be retrieved strategy that affect the success and growth of small home-based manufacturer of tahu dan tempe. SWOT Analysis is used as an analysis determining the strategies adopted by home-based small businesses to survive and

develop their business. The analysis views of internal and external factors of small home-based business condition itself. Strategies adopted are intended to illustrate the company's ability to optimize the resources possessed, overcome situations faced into opportunities in achieving such tujuan. Namun home-based businesses have not been able to develop optimally because some of the obstacles encountered [1]. Constraints faced by small businesses and home-based manufacturers know that the soybean Tepe that include budget constraints, limited access to banking, limited human resources, marketing only the scope of Jember and lack of good management. No group or cooperative, does not have a good recording, making it difficult to make financial reports, manufacturing planning and operational and financial oversight is becoming weaker [2].

## Research Purposes

1. To know and identify potential map small business home-based businesses and tahu producers in Jember.
2. To identify and analyze the fundamental problems faced by any small business home-based manufacturers and tahu in Jember, Why is this and identify the alternatif solution.
3. To identify and analyze internal and external factors picture where small business home-based manufacturers and tahu in Jember.
4. To know and analyze alternatif home-based small business marketing strategy and tahu producers in Jember.
5. To know and analyze and make design model of group-based strategies and integrated partnership home-based small businesses and tahu producers in Jember?

## 2 REVIEW OF LITERATURE

### 2.1 Small Business Home Based Manufacturer Tahu dan Temper

Tahu is a food made from freshly precipitated soy beans undergo coagulation or clotting. In contrast to tempe an authentic Indonesian food, tahu is a Chinese food products. As product tempe, tahu also favored by the people of Indonesia because it has a taste that delicious, nutritious, and the price

is also affordable. In Indonesia, tahu has become very familiar foods consumed by the lower classes and upper classes. Tahu has become very familiar dishes often found in stalls class warteg up to the restaurant on board. In addition to a menu of dishes side dishes, knows also be processed into a variety of different typical food products such as; know meatballs, dumplings, fried tahu, tahu gejrot, gado-gado and snacks like chips out and others. This shows that the know have a large market share. In addition, tempe also no less popular with the public. Tempe is also rich in nutrients become one of the dishes that every day is consumed by people in Indonesia. Many processed tempe which is characteristic of processed soybean snacks in several cities including tempe crisps, mendoan, tempe blankets and so forth. Tahu dan tempe is a perishable food product because it has a high water content and protein is a medium growing potential for spoilage microorganisms. Products and tahu has a short shelf life of 2-3 days, it is becoming a limiting factor to reach a wider market. Generally, the tahu and tempe production in home scale production capacity in accordance with the ability to market their products.

## 2.2 Definition Synergy

Synergy (Synergy) is a form of win-win cooperation generated through the collaboration of each Party without feeling Defeated. According to Stephen Covey in his book 7 Habits of Highly Effective People, if  $1 + 1 = 3$ , then that is what is called "Synergy" [3]. Synergies are mutually complementary differences to achieve results for Larger Than Total parts. The concept of air-Synergy include the following:

1. Orientation and Positive Results
2. Perspektif diverse replace or complement Paradigm
3. Saling Cooperate and air-Same Goal as well as their agreement Effective
4. cultivated and a Process

According Deardorff and Williams (2006) Synergy is a process where the interaction of two or more agents or forces will produce a combined effect greater than the sum of their influence individually [4]. The synergy is not something we can hold our hands but a term that means multiplying effect (multiplier effect) that allows the energy of individual works or services multiplied exponentially through mutual efforts. Synergies group described as the action develops and flows of a group of people working together in sync with each other so that they dapatat move and think as one. This synergy of actions carried out by instinct, positive, empowering, and use resources group as a whole [5]. Through Synergy, cooperation from a different paradigm will realize the results Larger and Effective Processes undertaken in connection shows the Same Destination and agreement for the sake of Positive Results. The example we often see on the concept of Synergy namely:

$1 + 1 = 3$  -> Synergy

$1 + 1 = 1 \frac{1}{2}$  -> Compromise

$1 + 1 = <1$  -> Synergy negative (Anergy)

Air-Synergy means Mutual Respect Differences Ideas, Opinions and willing to share. Air-Synergy unselfish, but think win-win and no losers or feel disadvantaged. Air-Synergy aims to integrate separate parts. Examples of synergies that can be seen in the world around us is the concept Pujasera in many places, where there are many food and beverage outlets

gathered together, so that customers will have an alternative choice of food and drinks were varied. This automatically increases the turnover of each outlet than when they stand apart in different places. Synergies can reduce cost or operational costs without reducing the operating income. The common language in the world of business is Sharing Budget. Synergies is a process, and it takes time to build it. Once awakened, the synergy will make forms Creative and Innovative Cooperation [6].

## 2.3 Co-Branding Strategy

Co-branding is one of the pricing strategy for the brand that is currently widely used in modern business cooperation ranging from multinationals through to small companies on a local basis. Co-branding is not just a collaboration of two or more brands, but rather a form of cooperation that generate value mutually reinforce one another brand. And Hirmawan Wijarnako a.b Susanto mentions co-branding is a form of cooperation between two or more brands without removing their respective brands [7]. While Lamb et al. states that co-branding is the establishment of two or more brand name on a product or packaging [8]. According Rhenald Kasali doctoral field of consumer sciences-business administration, co-branding is "any activity that must be able to increase the value added, either in the form of the new association is positive, the product differentiation is more cespleng, consumer confidence is better because of the certainty of the quality larger, or even a new marketing strategies such as new distribution channels and new products " [9]. There are several forms of co-branding delivered by Philip Kotler [10] :

1. Components of co-branding is where a company makes a product by adding one of the companies making the products by adding one of the components of the products of another company that is already established and herb quality. Examples such as the car Volvo advertises that his car tires from Michelin.
2. Some-company co-branding is the same company or sejenis do co-branding to reduces competition and to dominate the market.
3. Joint-ventury co-branding is when two companies are engaged in the same joint venture not only on one type of product but in all activities of the company.
4. Multi-sponsors co-branding where more than two companies merged to form a single product with the brand together.

Co-branding strategy has several advantages and shortcomings in its implementation [11]. that co-branding has advantages and disadvantages, namely:

## 2.3 Excess

1. Deals done may capture two or more sources from a common brand that strengthens the goals and the sale value and differentiation.
2. Can generate greater sales from the existing target markets and also open up additional opportunities for consumers and new channels.
3. Reduce the cost of launching the product, as it combines two well-known image and accelerate adoption.
4. Can be a valuable tool for studying consumers and how other companies approach them.

## 2.4 Shortage

1. Shortage of potential co-branding is a risk and a lack of control to connect with other brands in the minds of consumers. Consumers' expectations about the level of involvement and commitment to the brands together will be high, so that unsatisfactory performance could give a direct negative impact for both brands. If other brands included in a number of co-branding arrangement, excessive exposure may dilute the transfer of each association.
2. Co-branding can cause deficiencies focus on existing brands.

Kasali reveals there are four things that must be considered by companies that do co-branding to be successful in the market or are acceptable and meet consumer expectations [12], namely:

### a. factors partner

Companies that will be co-branded association should pay attention to the brand of the company acting as an ingredient branding as well as a host of branding. Not always co-branding between the company and brand associations are equally strong always succeed in the market. According to research there is an association of companies with a strong brand in the long term it would be beneficial if the co-branded with a company that has a weaker brand association.

### b. Ad campaign

The results of research studies state that the host partner should not support the activities of the ad campaigns ingredient partner if the ad emphasizes the benefits previously owned by the host partner. In addition cobranding requires a number of substantial funds for an ad campaign.

### c. Experience with product

There are times when a stronger brand creating excessive expectations on the co-branded products that can cause dissatisfaction in trying the product. Where such satisfaction may be forwarded to the brand ingredients that cause so the lower the quality evaluation.

### d. quality attributes

If the quality attributes can not be observed mainly on experience products (products that require the experience of consumers to these products in order to provide an assessment of the product), cobranding can provide quality assurance. But otherwise if the quality attributes can be observed, the presence of a strong brand lesser role because consumers judge directly.

## 3 METHOD

### 3.1 Object Research

In this study the object is a small business home-based manufacturer of tahu dan tempe in Jember. The collection of data by way of in-depth interview and extracting information through focus group discussion (FGD) to find the phenomenon of a more holistic and comprehensive.

### 3.2 Excavation Data Primer

1. The basic method used in this research is descriptive and correlational method that produces a picture of the actual

problem solving that exist at the present time. Problem solving is done by collecting data, organize and analyze it. The results of this study are rekomendatif giving direction to the government of Jember in determining policy, strategic measures, anticipatory and participatory in the development of home-based small businesses and tahu in Jember Regency East Java in particular and in general.

2. From the results of data mining is done tabulation, compilation and summary identification data will be followed up by action analysis.
3. Activity analysis is done by reviewing and analyzing the cases in accordance with activity limitations. Then, the results of this analysis are used to answer the research objectives.

## 4 ANALYSIS METHOD

### 4.1 Analysis Deskriptif

In order to achieve the 1st and 2nd in this study are: (a) know the description of potential small business home-based tahu dan tempe in Jember district, and (b) know the issues underlying the existence of small business home-based tahu dan tempe, used approach analysis 'descriptive' [13].



Fig. Model of analysis Deskriptif

The next step is to formulate a grand strategy SWOT interaction. Declared, a grand strategy of interaction SWOT analysis is basically an interaction of the analytical results of evaluation of internal factors (EFI) and external (EFE). Grand strategy SWOT interaction is a systematic way to formulate an alternative strategy that describes the suitability best among other analyzes [14]. If the grand strategy of interaction SWOT analysis is applied accurately, this simple assumption has an enormous impact on the design of a successful strategy [15]. The existence of the alternative chosen strategy is positioned within one of the four (4) quadrant options strategy (positioning strategy) on a matrix of grand strategy, namely [16]: (a) SO strategy, (b) WO strategy, (c) strategy ST, and (d) WT strategy. As to determine the strategy selected will be used the results weighted value of the matrix IFI and IFE matrix. Chosen strategy can be determined from the sum total value weighted with the greatest value (highest) [17]. The illustrations can be observed in Table 3.5

## 5 RESULT AND DISCUSSION

Design Tahu Tempe-Based Management Strategy Group and Partnership. Referring to the needs of each business group, small-scale (manufacturer of tahu dan tempe) and large scale (Outlet Stores Know Pong and Poo), then it may be possible to provide mafaat relationship for each party. This is done as a strategy to give greater opportunities to the sales value of the

production and tahu so that it can be profitable in each party. Design management strategies and tahu-based groups and the partnership will generally consist of three positions important relationships therein, which are:

### 5.1 Individual to Group

Manufacturers of home-cooked tahu dan tempe home to get the materials and processing soybeans into tahu products so. Manufacturers said housing lots have many weaknesses and lack of creativity in the processing and marketing. So it can be done by making the producer group housing so that the problems of processing, marketing and capital can be resolved.

### 5.2 Group to Buyers

Small businesses and home should have its own characteristics concern the production of tahu and tempe. Besides innovation tahu and tempe production processing into other foodstuffs should also be optimized to meet consumer demand. Implementation of a co-branding strategy as a way to open a new breakthrough in marketing.

### 5.3 Company to The Buyer

Consumers who would be facing the company more focused on a large scale. Exports of processed tahu dan tempe that can last a long time and become the supplier needs and tahu for a large company or a great restaurant to have a brand that has become one of the things that will bring great opportunities. So that will expand the market share of different.

### 5.4 Stakeholders and Researcher With Group and Company

This relationship becomes a kind of coordination of activities between the developer and financier. The developer can from research centers, educational institutions, and other parties who assist in the development of business activities into a bridge towards better improvement. The threat of fraud on the cooperation between the companies and business groups tahu dan tempe producers and dairy will be minimized during the business group as the weaker party to get support from the developer. Party financiers nothing more than investors who want to invest. With the further development of producers out of business, an temped processed, it is possible that investors will come in with a cash injection that would make the quality of the business better.

## 6 CONCLUSION

1. Small businesses are home-based weakness tahu dan tempe producers in general is a business unit of the family, have very limited business networks and low market penetration capabilities, plus the resulting product is very limited and has qualities that are less competitive.
2. Consumer products tahu, tempe and other dairy increasingly want to live healthy or vegetarian or not give a definite opportunity for the company to expand its market share.
3. The establishment of this industry employers' group helps resolve problems and maximize the potential of the

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