

CARICA FRUIT PROCESSED DISTRIBUTION STRATEGY TO INCREASE SALES VOLUME OF MICRO SMALL AND MEDIUM ENTERPRISES AT KEJAJAR DISTRICT, WONOSOBO REGENCY

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Abstract: Kejajar District, Wonosobo Regency, is a producer of Carica papaya in 2021 with a harvested area of 67,473 trees with a total production of 119.98 quintals with an average productivity value of 1.78 quintals per tree. The purpose of this research is to conceptualize and determine the choice of distribution criteria that can increase sales of processed carica fruit to increase sales volume. The method used is a case study approach combined with the Composite Performance Index (CPI) with 10 informants as resource persons. The results found are farmer cooperation and developing the main criteria by collaborating with experienced private sector. It can be concluded that the main distribution priority is to increase the quality and quantity of raw material products, namely collaborating with carica farmers which are then combined with collaboration with experienced private companies so that it will increase the sales volume of processed carica fruit in Micro, Small and Medium Enterprises (MSMEs) in Kejajar District, Wonosobo Regency in the future.

Keywords: carica fruit, distribution strategy, carica wonosobo, case study, CPI

Abstrak: Kecamatan Kejajar Kabupaten Wonosobo merupakan penghasil pepaya Carica pada tahun 2021 dengan luas panen 67.473 pohon dengan total produksi 119,98 kuintal dengan nilai produktivitas rata-rata 1,78 kuintal per pohon. Tujuan dari penelitian ini adalah untuk mengkonsep serta menentukan pilihan kriteria distribusi yang dapat meningkatkan penjualan olahan buah carica untuk meningkatkan volume penjualan. Adapun metode yang dipakai adalah pendekatan studi kasus yang dipadukan dengan Composite Performance Index (CPI) dengan 10 informan sebagai narasumber. Hasil yang ditemukan yaitu kerjasama petani serta mengembangkan kriteria utama dengan cara bekerjasama dengan swasta yang berpengalaman. Dapat disimpulkan bahwa prioritas distribusi utama adalah dengan meningkatkan kualitas dan kuantitas produk bahan baku yaitu bekerjasama dengan petani carica yang kemudian dipadukan dengan bekerjasama dengan swasta yang berpengalaman sehingga akan meningkatkan volume penjualan olahan buah carica pada Usaha Mikro Kecil dan Menengah (UMKM) di Kecamatan Kejajar Kabupaten Wonosobo dimasa yang akan datang .

Kata kunci: buah carica, strategi distribusi, Carica Wonosobo, studi kasus, CPI

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INTRODUCTION

Kejajar District, Wonosobo Regency, is a producer of Carica papaya which is processed into carica syrup, which has become a typical drink from Wonosobo Regency. Its existence which can only grow in the Dieng plateau (Kaukab, 2017) makes the raw material, namely papaya carica, must be processed properly for the continuation of the availability of this raw material.

From Figure 1, it can be explained that in 2016 with a harvested area of 43,185 trees with a total production of 14,969 quintals and a productivity of 0.35%. In 2017 with a harvested area of 45,899 trees, the total production was 12,472 quintals with a productivity of 0.27%, which is decreasing. In the year of 2021 with a harvested area of 67,473 trees with a total production of 119.98 quintals with an average productivity value of 1.78 quintals per tree while in 2020 with a harvested area of 66,662 trees with a total production of 22,319 quintals with an average productivity value of 0.33 quintals per tree. , then in 2019 with a harvested area of 66,662 trees with a total production of 60,993 quintals with an average productivity value of 0.91 quintals per tree.

This shows that from 2021, 2020 and 2019 data, there is instability both in harvested area and production, resulting in a decrease (Regional Technical Implementation Unit of the Food, Agriculture and Fisheries Service, Kejajar District, Wonosobo Regency, 2021). Some of the Carica industry players in Kejajar District include CV. Yuasafood Berkah prosperous, UD. Podang Mas and PT. Banjarnegara

Agro Mandiri Sejahtera which are well known in the area. The buyer's response to Carica fruit processed products is very good, because Carica is considered to have a unique taste and aroma.

The benefits of carica fruit are that it contains sugar, vitamins A, C and G (Dorothy and Hargreves, 1964) making it suitable for consumption by people who have a weakness in consuming fruit against stomach disorders, because it has properties to improve the digestive system (Popene 1920, referred to in Hidayat, 2000).

The planting area in Kejajar District is with a land area capacity of ± 115.77 Ha. And the continuity of the availability of raw materials, which until now has not been guaranteed due to the current condition, it is estimated that there are only 91,814 stems and 24,341 immature trees (the Regional Technical Implementation Unit of the Food, Agriculture and Fisheries Service, Kejajar District, Wonosobo Regency, 2021), and the development is currently ongoing. new as intercropping and terracing plants in the hills around Dieng.

Good distribution channels distribution of raw materials for processed Carica fruit, namely papaya Carica from farmers to industrial players of processed Carica fruit which are not stable in quality and quantity, it is necessary to have a choice of strategies and with unstable sales volume and even tend to decline with various internal and external constraints. It is necessary to find alternative choices of marketing channel strategies so that they can increase sales volume in the future.

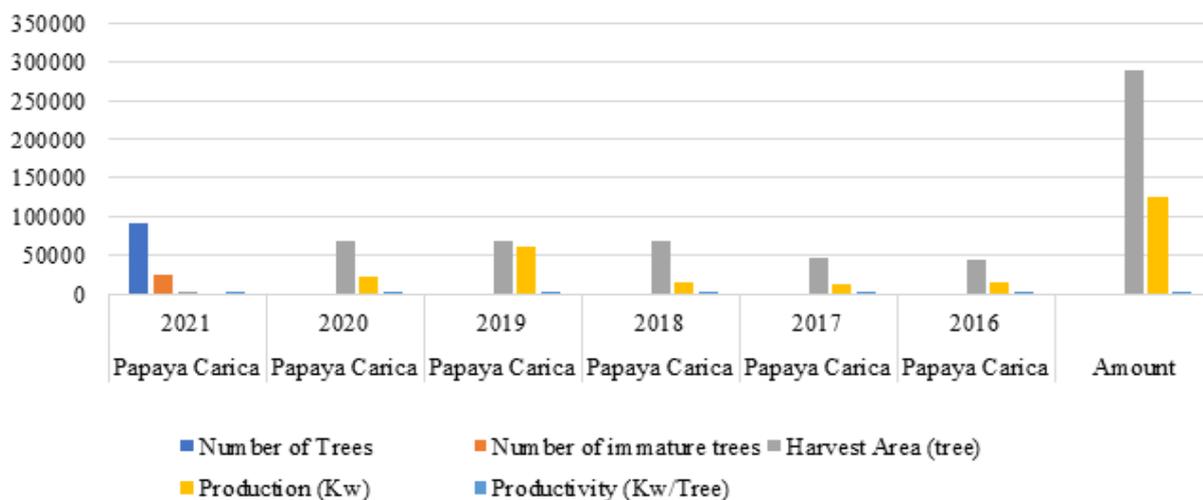


Figure 1. Harvested Area and Production (PPL Kejajar District, 2021)

Previous research stated that to expand the business with the aim of opening the widest possible employment opportunities where market penetration is the company's way to increase market share at this time which is carried out through more aggressive marketing efforts (Pinanggih, 2019). From the results of these previous studies, a distribution channel strategy is needed that can increase the sales volume of the processed carica fruit.

With the 2019 Coronavirus disease pandemic, which led to the implementation of Community Activity Restrictions (PPKM), the sales of processed Carica fruit decreased greatly because tourism objects in the Dieng plateau were closed, so that no tourists came and this affected the lack of sales in the gift shop network. scattered in Wonosobo Regency.

Figure 2, it can be explained that over a period of 5 years, from 2017 to November 2021 CV. Yuasafood Berkah Makmur in the sales of processed Carica fruit products experienced ups and downs. The highest sales were in 2019 with total sales of 930,144 packs and the lowest sales at the end of November 2021, namely 289,629 packs.

Figure 3, the data also explained that sales data for UD. Podangmas bottle and cup packaging in 2017 were 551,942 packs, in 2019 there were 430,923 packs, in 2020 there were 256,070 packs and sales until the end of November 2021 amounted to 269,970 packs. The same thing happened, namely sales decreased significantly. significant.

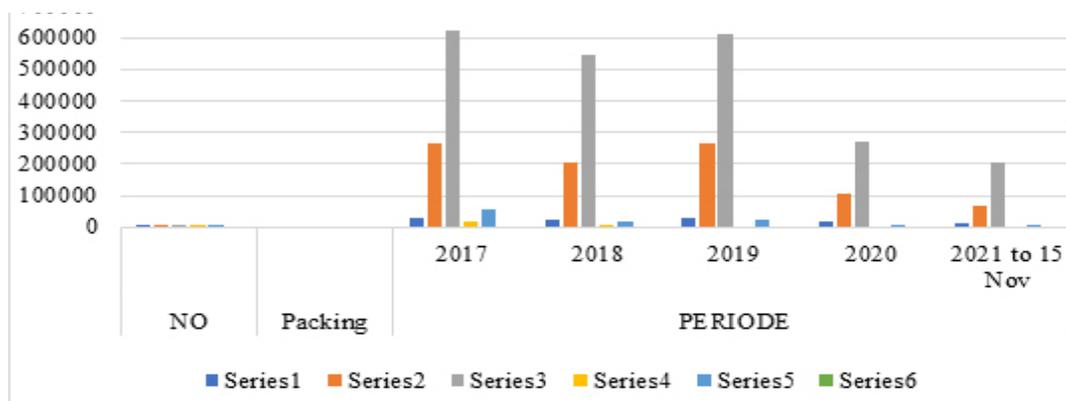


Figure 2. Sales data of CV. Yuasafood Berkah Makmur

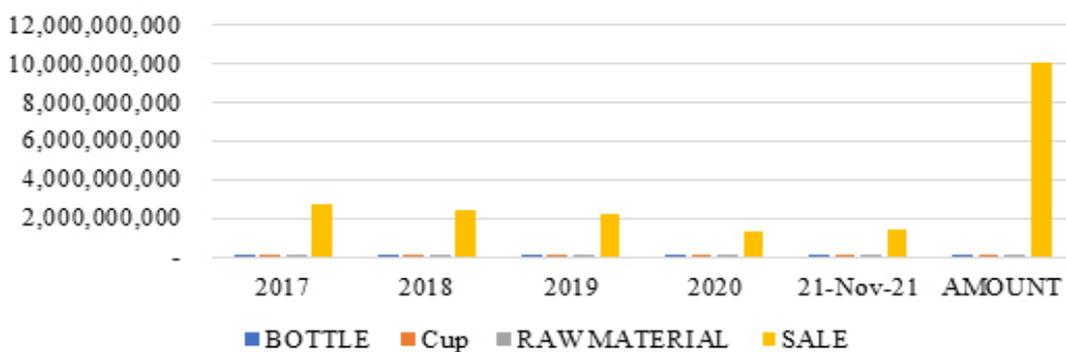


Figure 3. UD. Podang Mas sales data

In Figure 4, it can be explained that the sales made by PT.BAMS in 2017 were Rp.2,650,619,100,-, in 2018 it was Rp. 2,156.730,569,-, in 2019 it was Rp. 2,142.126,942,-, in 2020 it was Rp. 1,160,221,798,- and at the end of May 2021 it was Rp. 379,003.963,-, and the same thing happened, namely sales experienced a drastic decline.

The reason for this research is to find a distribution strategy that can be chosen by company management and farmers so that they can expand their marketing network by building partnerships with companies that have developed and advanced in similar businesses so that they can export to various countries and maintain stability and continuity of the main raw material, namely papaya carica in the future. In previous studies, research has been carried out on the sustainability of Micro, Small and Medium Enterprises at Yuasa Food Berkah Makmur using SWOT analysis and Analytic Hierarchy Process (AHP) with the results of expanding the business (Pinanggih et al. 2019).

This research was conducted as a development of previous research using the SWOT method and the Analytical Hierarchy Process (AHP). And the development of this research is the Composite Performance Index (CPI) method to measure the priority of the criteria in determining the sales strategy so that the results can be used as an appropriate

choice by the carica fruit processing industry with the aim of increasing sales volume in the future.

The approach used in this research is a case study combined with the Composite Performance Index (CPI) method by identifying internal and external constraints with 10 (ten) expert informants in the Carica field.

The purpose of the research found is to find a distribution strategy solution that can be used as an option by company management and farmers that can be used to increase the sales volume of processed carica fruit for SMEs in Kejajar District, Wonosobo Regency.

METHODS

The location of this research is the Agricultural Extension Center (BPP) Agestitani, Regional Technical Implementation Unit (UPTD) of the Food, Agriculture and Fisheries Service, Kejajar District, Wonosobo Regency, Jln. Dieng KM.13 Kejajar, Wonosobo, Central Java and 3 (three) Carica industries, namely CV. Yuasafood Berkah prosperous, UD. Podang Mas and PT. Banjarnegara Agro Mandiri Sejahtera in Wonosobo Regency and representatives of carica farmers in the Dieng area of Wonosobo Regency.

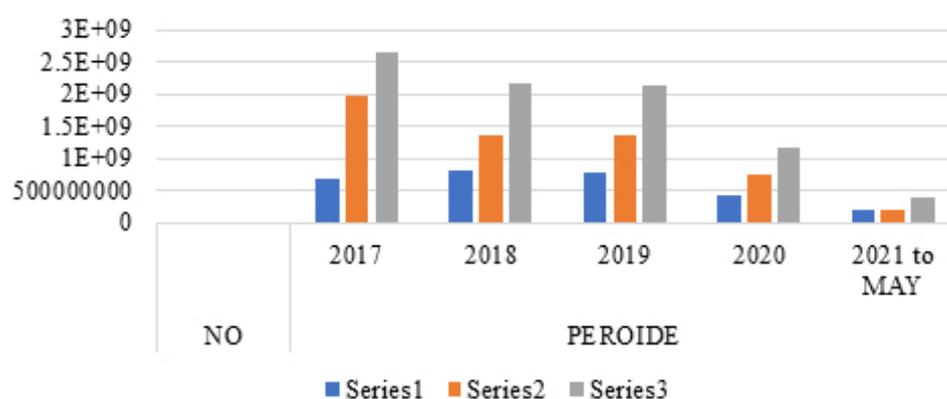


Figure 4. Sales of PT.BAMS

Types and sources of data in this study are primary data sources and secondary data. Primary data was generated from the interview process with expert informants, namely from the Agricultural Extension Center (BPP) Agestitani, Kejajar District, Wonosobo Regency, then carica industry players from 3 (three) MSMEs, as well as representatives of carica farmers and carica consumers. The next primary data is the existence of questionnaires that are distributed to the expert informants mentioned above as well as observations or field visits.

The interview process was carried out directly by researchers, both direct interviews with one of the informants of PT. Banjarnegara Agro Mandiri Sejahtera and direct interviews with Carica consumers. While the other interview process is through telephone calls and discussions through Telephone Conferences with varied interview times, namely with a minimum time of 1 (one) hour and the interviews are carried out repeatedly or more than 3 (three) interviews with 3 (three) companies. The Carica industry players. Observations were carried out directly by researchers by visiting directly to the Carica papaya farm in Dieng, Wonosobo Regency and the Carica industry in Kejajar District, Wonosobo Regency, accompanied by one of the marketing officers of each of the industry players.

Secondary data obtained from the internal data of the Agricultural Extension Officer in Kejajar District, namely data on the area of carica tree planting agriculture and productivity data. Then sales data obtained from CV. Yuasafood Berkah prosperous, UD. Podang Mas sales data, and sales data from PT. Banjarnegara Agro Mandiri Sejahtera within a period of 5 years from 2017 to 2021. Then data taken from previous research related to plants carica and the documentation data that the researchers got.

The data collection technique used in this study was the first with interviews conducted by researchers to explore the attitudes, beliefs, behaviors or experiences of the informants towards social phenomena by exchanging information verbally between one informant and another. The second technique is by field observation in the Dieng area, Kejajar District, Wonosobo Regency by conducting interviews with Field Agricultural Extension Officers as well as Micro, Small and Medium Enterprises of carica, carica farmers and carica consumers. The next stage is to conduct a questionnaire distributed by researchers to 10 (ten) informants to determine the internal and external

factors of distribution so that it is used as an analysis for Composite Performance Index (CPI) analysis which is expected to provide alternative choices of strategies to increase sales volume of processed carica fruit. Documentation in the form of written documents, audiovisual and electronic materials was carried out by researchers with the permission of the company management and the Agricultural Extension Service (PPL) Kejajar District, Wonosobo Regency. The Coding process is carried out by editing, coding, sorting, recording for analytical activities that refer to the process of structuring and systematizing, drafting proportional concepts so as to form a series of statements or certain sentences carried out by researchers. And the last is the process of data analysis, namely examining the subject matter, research objectives, research focus and data collection, reducing and checking the validity of the data so that they can account for the results of research based on scientific data.

The data analysis technique is the Composite Performance Index (CPI) which is carried out through a summary of the results of primary and secondary data so as to get the results of the main choice of distribution strategy that can be used as an alternative choice to be used as a distribution strategy for selling processed carica fruit to increase sales volume in micro, small and medium enterprises. middle class in Kejajar District, Wonosobo Regency by ranking or ranking the research results so that alternative distribution criteria are obtained resulting from.

Hypothesis 1. Is it necessary to establish partnerships with Carica farmers through cooperatives and farmer groups to ensure the need for raw materials?

Hypothesis 2. Is it necessary to cooperate with new players who already have distribution channels that are still individual?

Hypothesis 3. Is it necessary to improve production infrastructure in accordance with BPOM standards of Central Java Province?

Framework thinking is done to facilitate researchers in the research flow from the selection of research locations to obtaining data sources to be used as the basis of research with qualitative methods with a case study approach which is then applied in accordance with theories and opinions of experts (informants) to be processed into the Composite Performance Index (CPI) to get conclusions that are used as recommendations (Figure 5).

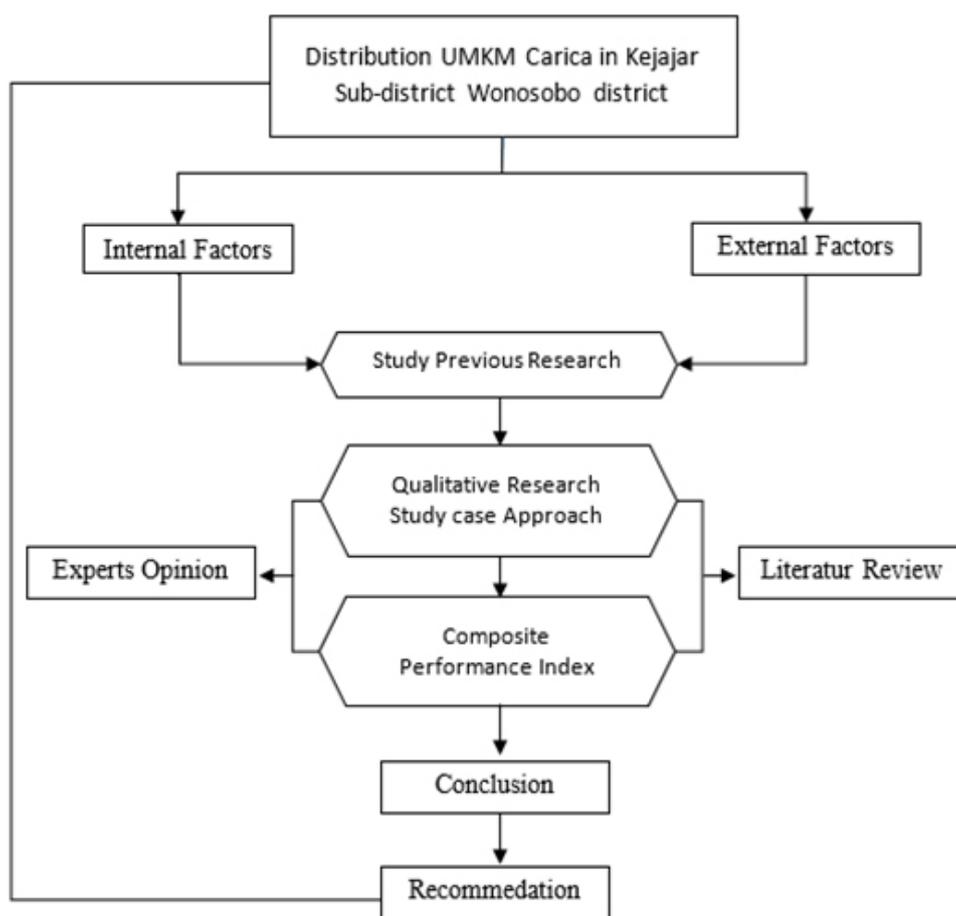


Figure 5. Research process using qualitative research case study approach and composite performance index

RESULTS

From the results of the questionnaire 10 expert informants to determine the criteria and alternatives are as shown in Table 1. To determine the normalization of the matrix, namely by dividing the value of each criterion column by the lowest criterion value and multiplying it by 100 percent, so as to get the results as in Table 2.

In Table 3, which explains the next step, namely determining the ranking of decisions, namely by multiplying each column of criteria by the weight of the criteria so that it will produce a final value which is then added up by all rows to determine the ranking of decisions. In accordance with the objectives of this study, it can be explained based on Table 3, namely:

The distribution channel strategy to increase the sales volume of Carica fruit processing in micro, small and medium enterprises (MSMEs) is the experience of industry players themselves. Armed with experience,

the management of available resources needed will be met with good management of the distribution channel of raw materials and management of sales distribution channels so that the results of previous research are increasing marketshare at this time is carried out through more aggressive marketing efforts (Pinanggih, 2019), it is hoped that this can be achieved with the results of this study, namely determining the choice of distribution channel strategy with the CPI method.

The alternative strategy to increase sales volume is partnering with private companies that are experienced in distribution and marketing channel strategies because experienced private companies will have an extensive distribution network, adequate facilities and infrastructure and have sufficient capital and resources. professional human resources so that it is hoped that with this collaboration the sales volume of processed carica fruit in micro, small and medium enterprises (MSMEs) in Kejajar District, Wonosobo Regency will increase.

Table 1. Results of the informant questionnaire distribution typology

Alternative	Criteria			
	Experience	Network	Infrastructure	Capital
Farmer's Cooperative	3.00	2.75	4.75	2.25
BUMDes	3.25	2.25	2.75	2.75
Experienced private	8.00	8.00	8.00	4.5
Successful farmer	4.50	4.25	4.25	2.25
Individuals (New players who already have distributions)	8.25	7.75	7.75	3.75
Criteria weight	40%	30%	15%	15%

Table 2. Composite Performance Index (CPI) matrix normalization

Alternative	Criteria			
	Experience	Network	Infrastructure	Capital
Farmer's Cooperative	133.33	122.22	172.73	100.00
BUMDes	100.00	100.00	100.00	122.22
Experienced private	355.56	355.56	290.91	200.00
Successful farmer	200.00	188.89	154.55	100.00
Individuals (New players who already have distributions)	366.67	344.44	281.82	166.67
Criteria weight	40%	30%	15%	15%

Table 3. Weight x matrix normalization and composite performance index ranking

Alternative	Criteria				Alternative Value	Rating
	Experience	Network	Infrastructure	Capital		
Farmer's Cooperative	53.33	36.67	25.91	15.00	130.91	4
BUMDes	40.00	30.00	15.00	18.33	103.33	5
Experienced private	142.22	106.67	43.64	30.00	322.53	1
Successful farmer	80.00	56.67	23.18	15.00	174.85	3
Individuals (New players who already have distributions)	146.67	103.33	42.27	25.00	317.27	2
Criteria weight	40%	30%	15%	15%		

The results of this distribution channel strategy are expected to be used as a solution for distribution channel activities for carica industry players according to their needs, maybe the sequence number 3 (three) will be more appropriate or number 4 (four) and so on.

The choice of sales distribution criteria to strengthen the distribution channel network is by collaborating with experienced private companies.

Cooperation with individual industry players (new players who already have distribution) to develop new distribution areas and partner with successful Carica papaya farmers as a step in providing Carica papaya raw materials.

The results of this study prove that the category of experienced private parties has the ability to accelerate

distribution channels so that they can increase the sales volume of processed carica fruit in micro, small and medium enterprises (MSMEs) in Keajar District, Wonosobo Regency in the future.

Managerial Implications

The distribution channel strategy implemented by CV. Yuasafood Berkah Makmur, UD. Podang Mas and PT. Banjarnegara Agro Mandiri Sejahtera to increase sales volume is still being carried out and making changes for the better because it is proven by the increasing number of souvenir shops, restaurants, supermarkets and agents who sell processed carica fruit will make it easier for the wider community to buy it so that it can increase sales volume. The existence of Carica papaya farmers must also be a priority because of the sustainability of raw materials

Processed carica fruit depends on farmers who want to plant it so that the sustainability of raw materials, both quality and quantity, and the price of raw materials will be more stable. For this reason, it is necessary to form a carica farmer cooperative and collaborate with experienced private parties which are one of the main choices that have the highest ranking in the calculation of the Composite Performance Index (CPI) in an effort to increase sales volume in the future (CPI) in an effort to increase sales volume in the future.

CONCLUSIONS AND RECOMMENDATIONS

Conclusion

The concept of a distribution strategy to increase sales volume in micro, small and medium enterprises (MSMEs) in Kejajar District, Wonosobo Regency is to determine criteria based on the results of the Composite Performance Index (CPI) which produces distribution strategy criteria, namely collaborating with experienced private companies and has a wide distribution channel. Cooperating with new players, both farmers and carica industry players who are still individuals who already have good distribution channels so that it will increase the sales volume of processed carica fruit in micro, small and medium enterprises in Kejajar District, Wonosobo Regency. Improve production infrastructure in accordance with the regulations and guidelines required by the Food and Drug Supervisory Agency of Central Java Province. Cooperating with carica papaya farmers and partnering with cooperatives and farmer groups, BUMDes, so that the need for raw materials is well fulfilled and has stable price certainty. So the main criteria for distribution channels as a solution to increase sales volume of processed carica fruit is the experience of the industry players themselves, because experience shows procedural knowledge. Alternatives to channel distribution strategy solutions are individuals (new players who already have a distribution network), then successful Farmers, Farmers Cooperatives and Village Owned Enterprises (BUMDes). The results of the analysis are expected to be able to increase the number of sales of processed Carica fruit in Micro, Small and Medium Enterprises in Kejajar District, Wonosobo Regency in the future.

Recommendation

The main purpose of business activity is profit. However, the sustainability of profit (sustainability profit) is more important, so to achieve this, new breakthroughs in distribution strategies are needed that are able to increase the sales volume of processed carica fruit, the welfare of carica farmers and the sustainability of raw materials, namely carica papaya. Cooperating with carica farmers (Contract Farming) is a mutually beneficial partnership between carica farmers and carica industry players, of course with a mutually beneficial agreement between the two to support each other's activities. For the sustainability of the availability of carica raw materials, it is necessary to form a Farmers' Cooperative which accommodates the harvests of the farmers so that price stability and the stability of the availability of carica raw materials will not occur so that there is no oligopoly carried out by carica harvesters. The existence of the Carica Farmers Cooperative will create a balance between the carica industry players and the carica farmers that are mutually beneficial so that the sustainability of the existence of raw materials, namely carica papaya and the sustainability of carica processed industry players in the future.

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