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Derivation of Sago Processed Food in Yupaet MSMEs

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Abstract

This research aims to investigate the derivation process of processed sago food carried out by Yupaet Micro, Small and Medium Enterprises (MSMEs). Sago, which is one of the superior products in the Meranti Islands Regency area, has the potential to be developed into various processed food products that have added value. The research method used is descriptive qualitative. Researchers observed and analyzed the production processes and innovations carried out by Yupaet MSMEs in processing sago into various processed foods, especially sago noodles. The data obtained was collected through interviews, observation, and documentation. Data analysis was carried out in stages, namely reduction, presentation, and conclusion. The research results showed that Yupaet MSMEs have an understanding of the techniques and processes for processing sago into various processed foods and have succeeded in deriving processed sago foods well, thereby producing processed food products that have added value. One of the processed sago foods that Yupaet MSMEs have successfully made is the first instant sago noodles in Riau with the product name Mie Sago Boedjang.

Keywords: Derivation, Sago, Yupaet MSMEs

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1.0 INTRODUCTION

Processed sago food (Khan & Shamim, 2017) is a type of traditional food that has great potential in the food industry in Indonesia. Sago as the main basic ingredient in this food is processed from the trunk of the sago tree or Metroxylon spp. National Sago Production in 2021 is estimated to reach 381,065 tons, a slight increase of 4.2% from 365,665 tons the previous year, according to the Ministry of Agriculture (Kementan). Judging from the area, the Ministry of Agriculture estimates that the national sago area in 2021 will be 206,150 ha, slightly larger than the 200,518 ha the previous year. People's plantations have the largest area, with 205,462 ha in 2021. With a volume of 13.9 thousand tonnes, the export value of sago was recorded at US\$ 3.27 thousand in 2019, up 1.9 percent from the previous year of US\$ 12.9 thousand. and export volume rose 7.6 percent from the previous year to 12.9 thousand. Riau Province is the province that produces the most sago. In 2020 it will be 261.7 thousand tons. Meanwhile, Papua province 67.9 thousand tons, Maluku 10.04 thousand tons, and South Kalimantan 3.6 thousand tons. However, the use of sago plants in Indonesia has only reached 5% (databoks.katadata.co.id, 2021).

The achievement (Alfat, 2024) of sago plant utilization which has only reached 5% is a small figure for a country like Indonesia which has great potential. Based on data from the Ministry of Agriculture, the contribution of the Sago subsector reached 286,007 in the form of workers or Sago farmers. Meanwhile, the contribution of Sago exports seen in 2019 was 47.52 billion Rupiah and the total volume was 13,892 tons (kontan.co.id, 2022). From data on the contribution of the Sago plant, it can be seen that Sago has the opportunity to become a national food force, and optimizing the use of Sago can improve the people's economy (Umar et al., 2021). However, the facts that occur on the ground are that the main food for Indonesian people is rice and wheat. Indonesia imports 407,741 tons of rice and wheat every year 2 and 11,172,000 tons 3. If Indonesia continues to import rice and wheat from other countries, the food crisis and increasing national debt will become the next threat to the Indonesian state. So, to realize food sovereignty, in Law No. 18 of 2012 which contains food, food diversification can be an effort to increase the availability of diverse food based on the potential of local resources. Seeing the large potential of sago sabagi as a substitute for the main food, a simple calculation can be made, if 1 hectare of

sago land is harvested from 25 to 30 trees, then 6.25 to 7.5 tons of starch/hectare is obtained. Thus, the potential for starch recovery can reach 41.25 million tons of sago starch/per year. Sago as a source of carbohydrates can replace rice which still relies on imported rice. If 20% of rice needs were replaced by Sago in the form of analogous rice, then only around 6 million tons of Sago starch would be needed, the equivalent of 20 million Sago trees, or the equivalent of 800,000 hectares of Sago land. This could reduce rice imports by up to 184 million USD (Siregar, 2023).

Meranti Islands Regency is one of the regions in Riau Province which is also the largest producer of sago in Indonesia apart from Papua and Maluku. As one of the regional centers for developing national food security, 2.98 % of the national sago area is in the Meranti Islands. The management of Sago plantations in Meranti Islands Regency upholds the values of local wisdom because local people have cultivated Sago plants for generations. This local wisdom has an important role (Al-Somaidae et al., 2023; Tantular et al., 2023) in protecting the environment (Putra et al., 2023). Starting from clearing the Sago land to the harvest process, it is carried out according to community traditions. This is what guides the community to regulate its relationship with the local environment (Yusuf, et al, 2023). The manifestation of the local wisdom of the people of Meranti Islands Regency can also be seen in the adaptations made by the community to the Sago garden ecosystem which contains various types of herbal plants. Herbal plants are medicinal plants that can be used in traditional medicine. Traditional medicine is a healing method used by people from ancient times to the present. Various kinds of diseases such as fever, cough, heart disease, high blood pressure, cancer, hair loss, increasing stamina, and various other diseases use healing methods by processing nutritious plants in simple ways such as boiling, cutting the roots, grinding them, then extracting the juice to drink as a drink. drug. Simple methods like these have become traditions passed down from generation to generation by the local community (Yusuf, et al., 2022).

20% of the income of the people of Meranti Islands Regency comes from Sago plantations and there are more than 300 types of processed Sago food also originating from Meranti Islands Regency (Riauonline.co.id, 2022). The diversity of food produced from Sago is an opportunity for local community businesses, especially MSMEs. Sago development through MSMEs is one of the right strategies to maintain the cultivation of Sago plants in the Meranti Islands Regency. In research conducted by Debi S Fuadi, Ade Sadikin Akhyadi, and lip Saripah regarding Systematic Review: Strategy for Empowering MSME Actors towards a Digital Economy through Social Action, the results showed that making quality products, carrying out product innovation, establishing a product focus are strategies for empowering MSME actors (Fuadi, 2021). Yupaet MSME is one of the MSMEs in Indonesia that operates in the sago processed food industry. These MSMEs have great potential to improve the economy of local communities, promote Indonesia's natural wealth, and produce quality processed sago products that can compete in domestic and international markets. The Boedjang Sago Noodle product, which was produced as the first Instant Sago Noodle innovation product in Riau Province, belongs to Yupaet MSMEs and has participated in MSME exhibitions in the Netherlands.

Even though the sago processed food industry in Yupaet MSMEs has great potential, there are still several obstacles that need to be overcome. Some of the problems faced by Yupaet MSMEs in the derivation of processed sago food include challenges in product marketing so social relations are needed as a strategy in maintaining the business. Therefore, researchers are interested in researching this issue with the title Derivation of Sago Processed Food in Yupaet MSMEs.

2.0 LITERATURE REVIEW

Structural Theory

According to Raul Prebich, the theory of international division of labor is based on the theory of comparative excellence which makes countries in the world specialize in products. So there are two types of countries, namely central countries which can produce industrial goods, and peripheral countries which produce agricultural products. Because there is a deficit resulting from the low exchange rate of agricultural products for industrial goods, Prebich suggests that countries that produce agricultural products can carry out industrialization with import substitution industries (Vina et al., 2021).

In human development, Putnam in Hasbullah (2006) stated that a nation that has large social capital (Hasna et al., 2023) tends to be more effective and efficient (Quaye et al., 2020) when implementing many policies for the welfare and progress of its people. Social capital can broaden an individual's sensitivity to the magnitude of opportunities that can be increased to meet the needs of their community. In conditions of human development, social capital has a high influence, because several aspects of human development are greatly influenced by social capital, namely skills in solving complex problems, providing motives for rapid change in society, looking for opportunities that can be utilized to gain prosperity, and developing collective sensitivity that can improve the standard of living. This can be achieved with trust, proactive action, cohesiveness, and good internal and external relationships in forming a social network. Individual quality will motivate (Ramadona et al., 2021) an increase in the standard of living of the community itself, which means human development in line with social development (Putnam, 1993).

Symbolic Exchange Theory

Exchange theory according to Homans lies in a series of basic propositions that explain how at least two or more individuals who interact with each other are explained based on basic social behavior from a cost (Sinaga, 2024) and reward perspective. Symbolic exchange theory is a flow within symbolic interactionism that focuses more on the process of symbolic exchange in social interaction. This theory posits that individuals exchange symbols in social interactions and through this exchange of symbols, individuals form and gain an understanding of themselves, others, and the world around them. Symbolic exchanges are also carried out to achieve goals and obtain social benefits. This theory focuses on how individuals give meaning to symbols and use these symbols to interact and communicate with other people. One of the characteristics of exchange theory is costs and rewards. In interacting, people always consider the costs (sacrifice) and rewards (profits) (Anton et al., 2023; Suharti & Murwaningsari, 2024) obtained through interaction. If the costs are not commensurate with the rewards, then one of the parties involved will feel bored and end the interaction, and the social relationship will fail (Migfar, 2015).

3.0 METHODOLOGY

Research on the Derivation of Sagi Processed Food in Yupaet MSMEs uses a descriptive qualitative approach. Researchers conducted direct observations at Yupaet MSMEs to observe the production process of processed sago food, interview entrepreneurs, and collect other relevant data. The informants for this research are Yupaet MSME owners located in Selatpanjang, Meranti Islands Regency. Data Collection Data was collected through observation, interviews, and documentation. Observation techniques are used to obtain information (Sudarno et al., 2022) regarding the production process of processed sago food. Interviews were conducted with business owners or managers to obtain data regarding marketing strategies and challenges faced by Yupaet MSMEs. Data analysis was carried out using the interactive analysis model from Miles & Huberman through 3 stages, namely, data reduction which is useful for classifying the data obtained according to certain concepts, data presentation which is useful to facilitate the presentation of conclusions, and drawing conclusions which illustrate the complexity of researchers in the data collection process so that Concluding is a form of data verification (Rijali, 2018).

4.0 RESULTS AND DISCUSSION

An important aspect of community life is social relations. Through social relations, individuals interact with each other and form very diverse relationships, whether in the form of family, friends, neighbors, or co-workers. These social relations are an important means of building solidarity, mutual trust, and strengthening unity in society. As one of the MSMEs operating in the food sector, Yupaet MSMEs utilize social relations so that the business they manage develops. Mrs. Praptini as the owner of the Yupaet MSME has succeeded in producing various processed products made from sago as the main ingredient. However, it was unexpected that at first, he was not a business actor operating in the sago sector. Since 2015 he has been the owner of a food stall located in Jalan Gogok, Tebing Tinggi Barat District, Meranti Islands Regency. The COVID-19 pandemic has had a major impact on various sectors of life, including Mrs. Praptini's business. The food stall business was initially very developed. During the pandemic, there was a very drastic decline in sales. "As business actors, we have to innovate to survive, because we are not employees or anything, sir, that's why we switched to instant sago noodles which are supposed to be ready to serve on the spot, we pack them as best as possible, we serve them instantly," said Mrs. Praptini. when interviewed. To help their business continue to develop amidst the COVID-19 pandemic, in 2019 Yupaet MSMEs joined the Meranti Islands BUMN House which is under Pertamina. Rumah BUMN Meranti Islands is a form of collaboration provided by State-Owned Enterprises (BUMN) to assist SMEs in improving the economy in the digital ecosystem by providing training (M. Panjaitan et al., 2023) and coaching to SMEs. Not only that, Rumah BUMN Pulau Meranti also has a role as a center for information transfer in the development and digitalization of SMEs. The joining of Yupaet MSMEs in the Meranti Islands BUMN House has had a huge impact on business development. This is proven by the business owned by Mrs. Praptini having obtained a business permit and obtained a halal certificate. The instant sago noodle product produced by Mrs. Praptini is the first Instant Sago Noodle product in Riau. Mrs. Praptini's instant sago noodles under the brand (Amin et al., 2023) Mie Sago Boedjang have also participated in MSME exhibitions in the Netherlands with sales reaching 1000 pcs.

Mrs. Praptini has also participated in the export closing program in Pekanbaru (Suyono et al., 2023) for one year. From there he saw that Sago had many fans. Some examples of countries that are interested in sago are Dubai, India, and Thailand. Because when implementing the program, testers were distributed (Purnama et al., 2023). However, currently, Ms Praptini's Boedjang Sago Noodles cannot enter the export market which continues due to the shelf life of the product not reaching at least one year. This does not fulfill ethical export values (Kumalasari & Endiana, 2023). Because Mrs. Praptini's Boedjang Sago Noodle product is free of preservatives and

only relies on the durability of the product through vacuum packaging, the product can currently last 4-5 months at room temperature. However, depending on whether it is placed in an air-conditioned room, the product can last up to 6 months. So currently, even though Boedjang Sago Noodles have a lot of demand, it is still limited to ensure the quality (Jackson et al., 2021) of the product reaches consumers. Mrs. Praptini and her team also have to study (Purnama, 2023) the resellers in the field regarding restrictions on sending their products.

The expansion of marketing for Boedjang Sago Noodle products is also carried out online using the E-Commerce platform in the form of the Shopee application which is managed by her sister Mrs. Praptini with the account name Misagu. id which has a rating of 4.9/5.0. Meanwhile, offline, Mrs. Praptini's Sago noodle products can be obtained at her outlet called Sagu Kite which is in Jalan Siak, Selatpanjang, Tebing Tinggi District. Sagu Kite was initially just a display of Ms. Praptini's products, but she thought the outlet didn't look festive. So Mrs. Praptini invites her friends who want to sell their products, and they will be supported. Like Mrs. Praptini's Sagu Kite Store which supports the Meranti community in marketing products made from sago which come from various MSMEs that use sago to make various food preparations, it is currently also the most complete souvenir shop in Selatpanjang. Some of the sago products available at Ibu Praptini's outlet are, Sago Rice, Bangkit sago, Gobak Sago, Amplang Sago, Dried Sago Cendol, Rengginang Sago Mutiara, Kampung Sago Crackers, Sago Pearl Dessert, Semprong Sago, Sago Cheese Sticks, Sesagon, Macaroni Sago, Boedjang Sago Noodles, Powdered Sago Sugar, Sago Pearls, Various Flavored Sago Cookies, Nasi Uduk Sago, Meranti Typical Sago Seblak, Sago Cooked Brownies, Sago Lemak and many other types of derivative foods made from Sago at Mrs. Praptini's outlet. Until now, sales of Mrs. Praptini's products continue to increase and with the results obtained from selling sago derivative products, she can continue her children's education at college. The average monthly sales obtained by Mrs. Praptini also reached \pm 20 million per month. However, if you compare product sales made online and offline, there are more offline sales because island areas have not been able to match sales with non-archipelago areas. For example, the Boedjang Sago Noodle product has a price of 17 thousand, but shipping costs reach 21 thousand. So shipping costs are more expensive than the price of the product and most potential consumers are reluctant to buy the product. Even though you use the Shopee marketplace, free shipping is rarely provided. "So we are forced to lower product prices so that Shopee will give discounts, even if there are discounts from the marketplace, they are very rare," said Mrs. Praptini.

Mrs. Praptini's Boedjang Sago Noodle product initially had a partner to obtain sago noodles, but because the partner's price was unstable, she decided to produce her sago noodles. However, when he produced it himself, he again faced problems with labor, because the worker who usually helped him in the production process had got a permanent job as a security guard and the other one continued selling vegetables at the market. Because of this, things that Ms. Praptini usually controls (Hutabarat, 2024) become hampered due to her being in the production process. Until finally Mrs. Praptini returned to her partner for the time being. However, currently, Ms. Praptini cannot open job vacancies in the field of sago noodle production because according to her, the job of making sago noodles is indirectly hard (Rusilawati, 2023) work (Sudarno et al., 2023). After all, making sago noodles must be hot and must be done by skilled people. So very few people want to do this job.

Mrs. Praptini's business pioneering process in establishing Yupaet MSMEs to having the Sagu Kite Store and the creation of the Boedjang Sago Noodle product as the first Instant Sago Noodle in Riau Province as a form of implementing social symbols in forming social interactions and influencing individual behavior. Sago, which is an icon of the Meranti Islands Regency, also reflects cultural identity. This derivation of processed sago food analyzes how social symbols related to food shape individual preferences and identities, and social interactions greatly influence perceptions and values related to processed sago food. The following is an analysis of the derivation of sago processed food in Yupaet MSMEs which is presented in table 1.

Table 1. Analysis of the derivation of Sago processed food in Yupaet MSMEs

Indicator	Analysis of the derivation of Sago processed food in Yupaet MSMEs
Symbolic Meaning	Processed sago food at Yupaet MSMEs has a strong symbolic meaning for the local community of Meranti Islands Regency. Mrs. Praptini, as <i>the owner</i> of UMKM Yupaet, also opened an outlet called Sagu Kite which is on Jalan Siak, Selatpanjang, Tebing Tinggi District as a way to expand the marketing of her products. Currently, the outlet is also the most complete souvenir shop in Selatpanjang. Some of the sago products available at Ibu Praptini's outlet are, Sago Rice, Bangkit sago, Gobak Sago, Amplang Sago, Dried Sago Cendol, Rengginang Sago Mutiara, Kampung Sago Crackers, Sago Pearl Dessert, Semprong Sago, Sago Cheese Sticks, Sesagon, Macaroni Sago, Boedjang Sago Noodles, Powdered Sago Sugar, Sago Pearls, Various Flavored Sago Cookies, Nasi Uduk Sago, Meranti Typical Sago Seblak, Sago Cooked Brownies, Sago Lemak and many other types of derivative foods made from Sago at

Indicator	Analysis of the derivation of Sago processed food in Yupaet MSMEs
	Mrs. Praptini's outlet. Because Sago is a symbol of their rich culture (H. P. Panjaitan et al., 2023) and traditional heritage. This can be seen from the nickname Selatpanjang as Sago City.
Economic Value	Yupaet MSMEs utilize processed sago food derivatives as a source of economic income (Maisur, 2023). They sell processed sago products to local markets or even online, which helps in maintaining and growing their business. To date, Ms. Praptini's average monthly sales have also reached ±20 million per month
Social Integration	Through the manufacture and sale of processed sago food, Yupaet MSMEs provide opportunities for local communities to be involved in economic activities with the establishment of the Sago Kite Store by Mrs. Praptini, which can strengthen social ties between producers and consumers, as well as encourage collaboration and solidarity within the community.
Cultural Identity	Processed sago food is an important element in the cultural identity of local communities. In the derivation process, Yupaet MSMEs maintain traditional recipes and techniques, which helps preserve their cultural heritage and ethnic identity. The traditional food of Sago noodles was innovated by Yupaet MSMEs into instant sago noodles as a form of introducing a cultural identity that can compete in the modern market.
Symbolic Exchange	Making and consuming processed sago food in Yupaet MSMEs can be a form of symbolic exchange between producers and consumers. Through sago products, they not only exchange food for economic value, but also a symbol of togetherness, tradition, and cultural identity.
Social Representation	Processed sago food at Yupaet MSMEs can also be a social representation. Consumers who choose to buy and consume sago products can imply their support for the development of local MSMEs and the use of sustainable local raw materials (Renaldo et al., 2023).

Source: Researcher Process, 2023

5.0 CONCLUSION

Conclusion

Yupaet MSMEs have succeeded in producing various types of processed sago food with good production processes. The marketing strategies they use help in expanding the market reach. However, it is also faced with several challenges that need to be overcome to continue to develop and compete in the market. In addition, with the development of processed sago food in Yupaet MSMEs, it is hoped that it can have a positive impact on the local economy, and sago farmers, as well as improve the image of processed sago food products from Indonesia at the national and international level (Nyoto et al., 2023).

Implications

1. This research shows that the derivation of processed Sago food is an attractive business opportunity for Yupaet MSMEs. The derivation of processed sago food can increase the added value and variety of products that MSMEs can offer, thereby increasing their competitiveness in the market.
2. This research also shows that the derivation of processed sago food in Yupaet MSMEs is a form of maximizing the use of sago. Thus reducing waste and minimizing waste of natural resources.
3. The derivation of processed sago food influences increasing the diversity of local food and regional culture. The use of sago as the main food ingredient can help preserve traditions, and cultural identity, and contribute to the development of the Sago industry in Meranti Islands Regency.

Limitations

The lack of sample size in this study limits the generalizability of research findings to a wider range of Sago processed food MSMEs. Because it is only done in one area. Therefore, the research results cannot yet describe the actual situation of all Sago processing MSMEs in other regions.

Recommendations

1. In future research, the sample of MSMEs participating in this research must be expanded to better represent the diversity of Sago-based foods.
2. Sago processed food production can be a consideration for further research, especially regarding marketing, packaging, and production management.
3. Carrying out research must also take into account the economic and social factors of a region because the influence will be different in each region.

4. In future research, it is important to explore the perspectives of industry stakeholders and consumers to gain more comprehensive insight into the variables of Sago processed food.

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