



## Business Assistance for MSMEs in Increasing Production and Sales of Gambir Traditional Snacks, a Specialty of Sumenep Regency

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### ABSTRAK

This study aims to develop strategies to increase the production and sales of Gambir snacks, a typical product of Sumenep Regency, through business assistance to MSME actors. It uses a qualitative approach method through observation, interviews, and documentation techniques. The results of this study indicate that business assistance through product quality training, packaging improvement, and digital marketing (Shopee, Instagram, TikTok, Facebook) can strengthen the marketing and production aspects for Ayien MSMEs while still applying the 4P strategy (product, price, promotion, place). Meanwhile, basic financial recording training contributes to the improvement of financial management for Ayien MSMEs. The implementation stages in this study are preparation by the group, the first visit implementation, determination of the title and problem-solving, submission of the article title, the second visit implementation, and the final visit for socialization and assistance. The results show that after mentoring, production capacity increased by about 30%, the product distribution network expanded to online platforms, and the financial record-keeping system became more structured and standardized

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## **INTRODUCTION**

Micro, Small, and Medium Enterprises (MSMEs) play an important role with a significant contribution to the economy in Indonesia (Yusuf Hendrawanto et al. 2023; Safitri et al. 2024). They not only drive local economic activities but also play a crucial role in creating jobs, reducing unemployment rates, and promoting economic equity (Munthe et al. 2023; Kholifah and Andini 2024). Based on data from the Ministry of Cooperatives and SMEs, MSMEs contribute around 61% of the National Gross Domestic Product (GDP) or equivalent to IDR 9,580 trillion, and absorb 97% of the total workforce in Indonesia (Hardiansyah et al. 2024; Kholifah and Andini 2024). With a total of 65.5 million business units or about 99% of the total existing business units, MSMEs play a vital role in supporting the national economy. In addition, MSMEs also play a strategic role in supporting inclusive development, especially in areas far from economic centers. MSMEs have the advantage of absorbing local labor and utilizing the potential resources available in the regions. MSMEs are not only economic drivers but also become the backbone for the wider community and improve social welfare (Kholifah and Andini 2024).

Micro, Small, and Medium Enterprises (MSMEs) are the most strategic sector of the national economy and pertain to the livelihood of many people, making them the backbone of the national economy. MSMEs also represent the largest group of economic actors in Indonesia's economy and have proven to be a key safeguard for the national economy during economic crises, as well as a disseminator of economic growth post-crisis. These business activities can serve as a good platform for creating employment opportunities that are planned by the government, private sector, and individual business actors (Noor et al., 2024). However, an MSME must be able to keep up with the times in order to continue to exist. The current rapid and fast-paced developments in the business world in Indonesia also result in changes in culture. Thus, organizations are required to have a culture that distinguishes them from other similar organizations (Arifudin et al. 2020). The rapid development of the digital world plays a significant role in business expansion, both for individuals and larger enterprises (Rizal et al. 2021)

Digital marketing is a form of marketing strategy that involves marketing products in such a way that they reach consumers quickly and on time (Nurasyiah and Fadli 2023). Through online media, it not only facilitates and expands marketing opportunities, but also greatly helps entrepreneurs because it makes it easier for customers and entrepreneurs to select and receive information about the marketing products they need, making it easier for customers to order and purchase these products (Saputra et al. 2023; Latif et al. 2024). The development of digital-based MSMEs is expected to improve business efficiency, accelerate transaction processes, and enhance customer experience (Nurina et al. 2024).

Sumenep Regency is known as a region with very large MSME potential, one of which is in Pagar Batu Village, Saronggi District, which is famous for its traditional snack called Gambir. Gambir is a traditional snack made from wheat flour as the main ingredient, with a crispy texture and a sweet taste, and comes in various shapes that become a unique attraction for consumers. This product

has long been part of Madurese culinary heritage enjoyed by various groups in society. It is here that Ayien MSME takes an important role by focusing on preserving this cuisine through the products they produce.

However, in the business being run, there are several obstacles, especially in the marketing process. The business relies only on face-to-face sales or word of mouth. The lack of knowledge about using digital platforms in marketing strategies, the standard of attractive product packaging quality, as well as weak systems for recording and managing business finances are also problems in this MSME.

In the current era of digitalization, the ability to adapt to technology is a necessity. We are required to be smart in utilizing various digital devices, ranging from social media optimization to data-based operational systems. To implement digital marketing, MSME actors must first understand the concept of digital marketing itself. So that later MSME actors are able to implement digital marketing correctly and successfully. This is because appropriate marketing activities must be supported by effective advertising (Az-Zahra 2021). In addition, every business must have good financial statements that comply with financial accounting standards; these financial statements are not only a priority for large and complex businesses but are also highly necessary for all business levels, including Micro, Small, and Medium Enterprises (MSMEs) (Supri et al., 2023).

Therefore, a comprehensive and structured mentoring program is needed to help Ayien's MSMEs increase production capacity, improve financial record-keeping, and optimize marketing strategies. The strategy used in solving this problem is to conduct training and mentoring in creating accounts on several social media platforms such as TikTok, Instagram, and marketplaces to facilitate buying and selling transactions. In addition, accurate financial reporting is also needed to evaluate business profits or losses. Using these platforms can help increase sales and product branding, so that Ayien's MSMEs can grow rapidly over time.

## **IMPLEMENTATION AND METHOD**

Business development strategy is any organized effort carried out by business actors to empower a business in order to increase the growth and competitiveness of that business. (Anggraini et al., 2025). The method of implementing activities carried out in the Ayien MSME Assistance Program is a series of activities conducted systematically and structured using a descriptive qualitative approach. Data were collected through field observation techniques, in-depth interviews with MSME owners, as well as documentation of activities throughout the program. The target of this assistance implementation is the owners and managers of Ayien MSMEs in the production process. Materials and tools used include stationery, socialization banners, digital marketing training modules, and souvenirs as a token of appreciation to the MSME actors.

The implementation stages that are carried out can be described as follows:

1. Preparation stage by the group. At this stage, the group together with the supervising lecturer prepares related to the activity implementation plan, and the preparation of interview instruments.
2. Implementation of the first visit. The group accompanied by the supervising lecturer conducts initial observations and interviews to identify problems faced by Ayien MSMEs.
3. Determination of Title and Problem Solving. Group discussion based on the results of the first visit to determine the article title and prepare a plan to solve the identified problems and determine the work program.
4. Implementation of the second visit. The group was directly involved in the process of making Gambir products with the MSME owner, observed the production flow, discussed potential product quality improvements, and conducted a live TikTok to promote the product.
5. During the third visit, we conducted in-depth dialogue to determine the packaging logo concept that can strengthen the product's identity and attract consumer interest. We discussed promotional steps and expanding marketing reach, both directly and through social media optimization and e-commerce platforms.
6. During the Fourth Visit, we conducted training on using the e-commerce platform and also re-synchronized the coordinate points on Google Maps to ensure business location information is accurate and to facilitate accessibility for consumers.
7. In the last visit, we conducted advanced training on digital marketing and assistance with financial record-keeping.



Figure 1. Stages of Field Work Practice Implementation

## RESULTS AND DISCUSSION

### 1. Overview of Ayien SMEs

The MSME Ayien, which is the object of assistance in this study, is located in Pagar Batu Village, Saronggi District, Sumenep Regency, East Java Province.

This business has been operating since 2020 and is owned by Mrs. Ayin, a local entrepreneur who inherited the skills of making Gambir snacks. The business was established because it was inspired by a relative who also has the same business. Gambir is a typical Sumenep snack product, especially in the Pagar Batu area, made from flour, sugar, and eggs, baked using a special mold, resulting in a crispy texture with a distinctive sweet taste. MSME Ayien not only focuses on processed Gambir products as the main commodity but also develops the potential of a unique supporting product, namely silkworms. Interestingly, these silkworms are processed into snacks or consumable products with a distinctive savory taste, thus providing product diversification that adds value to the business.

Although it has strong cultural value, this business still faces a number of serious obstacles, especially in the marketing aspect, which currently relies only on conventional methods through face-to-face sales or the spread of information by word of mouth. In addition to the limited market reach, Ayien's MSME also faces obstacles due to minimal knowledge about utilizing digital platforms in modern marketing strategies. Other challenges faced include the need to optimize quality standards and develop more attractive product packaging to compete in a wider market. Furthermore, this business does not keep financial records, and the business unit sets prices based solely on estimates.

## **2. Challenges Faced by Ayien SMEs**

Based on the results of interviews and field observations, several main obstacles hindering the development of Ayien MSMEs have been identified, including:

- a. **Production Limitations:** The production process still entirely relies on human labor with simple equipment, so the production capacity cannot meet the actual market demand, which is quite high, especially approaching holidays and tourist seasons.
- b. **Unattractive Packaging:** The product packaging uses plain transparent plastic with a simple brand identity without any further information about the product, whether it is about the flavor variants, net weight, or design elements that can attract consumers' attention in today's era of visual marketing.
- c. **Lack of Digital Marketing:** MSME owners have not utilized digital platforms at all. Sales rely solely on word of mouth, so the market reach is very limited.
- d. **The MSME party does not carry out any financial recording at all and sets selling prices solely based on estimates.**
- e. **The Google Maps location point is not synchronized, and even the business name does not appear when searched. This can make it difficult for consumers to reach the location and reduce customer trust in the professionalism of the business.**



Figure 2. Observation and Interview with Ayien MSME Party

### 3. Solution: Assistance in Increasing Production and Marketing

The mentoring program that was designed includes four main interconnected aspects: increasing production capacity, improving product quality and packaging, implementing digital marketing strategy (4P Marketing Mix), and financial record-keeping training.

#### a) Product

Ayien MSME is known for processed Gambir products as the main commodity, but it also develops the potential of a unique supporting product, namely silkworms. Gambir snacks have a competitive advantage in terms of authentic flavor and unique shapes that reflect the richness of Sumenep's culinary culture. Meanwhile, silkworm snacks have a savory taste. Assistance in the product aspect is focused on recipe standardization to maintain consistency of taste and texture, diversification of flavor variants (original, chocolate, pandan, and cheese for Gambir snacks), and improving the hygiene of the production process according to BPOM standards.

In addition, packaging improvements were made using standing pouch plastic with a label design that includes the product name, brand, composition, net weight, production and expiration dates, as well as seller contact information. This new packaging is designed to increase sales value and product appeal in front of modern consumers



Figure 3. Product Image

b) Price

Pricing is determined by considering production costs, market prices of similar products, and the purchasing power of the target community. Gambir products are offered at prices starting from Rp 17,000 per pack for 20 pieces, and Rp 11,000 for 100 grams packaging. This pricing strategy aims for the product to be competitive with other snack products in the market while still providing an adequate profit margin for MSME players.

c) Promotion

Assistance in the promotional aspect is carried out through the creation of social media accounts and online stores on various digital platforms. The mentoring team helps MSME owners in creating and managing the Instagram account @pkl\_kelompok03, a TikTok account for video-based promotional content. In addition, training is provided on taking attractive product photos and writing effective captions to increase engagement on social media.



Figure 4. Promotion Process

d) Place

Product distribution has been expanded from initially only covering local markets and traditional stalls, and now also includes digital distribution channels through the TikTok Shop marketplace, which allows delivery throughout Indonesia. In addition, an approach has been made to several souvenir shops in Sumenep Regency to become distribution partners for Gambir products, considering the significant potential of tourists visiting Sumenep.

#### 4. The Impact of Assistance on Production and Sales

Assistance has had a significant transformative impact on MSMEs by shifting operations from traditional methods to professional standards. After the

mentoring program was implemented for approximately two months, there were significant positive changes in Ayien's MSME. Production capacity increased from an average of 40-50 packs per month to 100-150 packs per month thanks to process optimization. The design transformation, which was previously simple and lacked complete product information, has now become a complete design that includes flavor variants, net weight, and other product information. Informative packaging can make it easier for customers or consumers to recognize the product's advantages. There are 2 types of products produced: gambir, which has 3 flavor variants namely original, chocolate, and pandan, and silk worm products with an original flavor variant that received positive responses from consumers.

On the marketing side, Ayien's MSMEs have experienced an improvement, initially relying only on face-to-face sales or word of mouth, which had limited reach, but now Ayien's MSMEs already have marketplaces (TikTok Shop and also Instagram), making Ayien's MSME sales more efficient and also more accessible to consumers. Improvements to Google Maps also make it easier for consumers to find them and increase the business's credibility in the digital ecosystem.

### 5. Preparation of Financial Statements

Based on the results of an interview with Mrs. Ayin, the owner of Ayien MSME, the owner stated that from the beginning, no financial records had ever been kept, and pricing was only based on estimates. Therefore, we created financial statements to change the decision-making process from assumptions to data-driven. With these financial statements, business actors can ensure that the selling price covers production costs and provides a profit or not, as well as help business actors make decisions and further develop their business.

Table 1. Profit/Loss Report for 1 Year

<b>INCOME/EXPENSE REPORT AYIEN PAGAR BATU MSME</b>		
<b>INCOME:</b>	Amount	
Gambier Sales	10,200,000	
Silkworm Sales	13,200,000	
<b>TOTAL INCOME</b>		<b>23,400,000</b>
<b>COST OF GOODS SOLD:</b>		
RAW MATERIAL		
COST	11,904,000	
BTKL	3,600,000	
BOP	1,416,000	
<b>Total</b>		<b>16,920,000</b>
<b>COGS</b>		
<b>GROSS PROFIT</b>		<b>6,480,000</b>
Depreciation Expense of Production	120,000	
Equipment		
Other Operational Materials	-	
<b>NET PROFIT 1 Year</b>		<b>6,360,000</b>

Table 2. Cash Flow Report Over 1 Year

<b>CASH FLOW REPORT OF AYIEN PAGAR BATU MSME</b>		
<b>OPERATING ACTIVITIES</b>		
Receipts from Customers	23,400,000	
Reduction :		
Payment of Production Costs	13,320,000	
Employee Salay Payment	3,600,000	
Operational Cost Payment	-	
Net Operating Cash		6,480,000
<b>FUNDING ACTIVITIES</b>		
+ Initial Capital	250,000	
Funding Net Cash		250,000
<b>INVESMENT ACTIVITY</b>		
- Equipment	480,000	
Nat Cash from Investing		480,000
Ending Cash Balance		<b>6,250,000</b>

Table 3. Balance Sheet Report Over 1 Year

<b>AYIEN PAGAR BATU MSME BALANCE SHEET</b>			
<b>ASSET</b>		<b>LIABILITIES</b>	
<b>Current Asset :</b>		Jk. Short	-
Cash and Cash		Jk. Long	-
Equivalents	6,250,000		
Accounts Receivable	-		
<b>Total Current Asset</b>	<b>6,250,000</b>		
<b>Fixed Asset :</b>		<b>EQUITY</b>	
Equipment	480,000	Starup Capital	
Accumulated		Retained Earnings	
Depreciation	(120,000)	(Net Profit)	6,360,000
<b>Total Current Asset</b>	<b>360,000</b>		
<b>TOTAL ASSET</b>	<b>6,610,000</b>	<b>TOTAL L+E</b>	<b>6,610,000</b>

- **Equipment Depreciation Calculation**

$$\begin{aligned}\text{Depreciation Expense} &= \text{Acquisition} - \text{Residual Value} / \text{Economic Life} \\ &= 480.000 - 0 / 4 \\ &= 120.000 / \text{year} \\ &= 10.000 / \text{month}\end{aligned}$$

- **Rupiah BEP Calculation**

$$\begin{aligned}\text{BEP Rupiah} &= \frac{\text{Fixed Costs}}{1 - \left(\frac{\text{Variable Cost}}{\text{Total Sales}}\right)} \\ &= \frac{310.000}{1 - \left(\frac{1.110.000}{1.950.000}\right)} \\ &= \frac{310.000}{0,44} \\ &= 738.637\end{aligned}$$

## CONCLUSION AND RECOMMENDATIONS

Micro, Small, and Medium Enterprises (MSMEs) producing Gambir snacks, a specialty of Sumenep, have great potential to develop into leading regional products with a wider market. Through a comprehensive mentoring program covering aspects of production, packaging, digital marketing, and financial management, UMKM Ayien has shown significant improvements in production capacity and market reach.

The results of the mentoring showed that production capacity increased by about 30% from the initial 40-50 packs to 100-150 packs per month. The products are available in 2 types: Gambir with 3 flavor variants and Silk Worm with 1 flavor variant, which is the original flavor that received a positive market response. Digital marketing through Instagram and TikTok successfully expanded market reach beyond Sumenep. The financial recording system became more structured, and decision-making shifted from being based on assumptions to being data-driven.

The recommendation going forward is the need for support from the local government in the form of facilitating product certification, providing more affordable access to capital, as well as sustainable business incubation programs. In addition, collaboration among Gambir-producing MSMEs in Sumenep needs to be encouraged to form a production center that can improve efficiency and collective competitiveness

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