

Human Resource Empowerment and Marketing Development for Coconut Root Snack MSMEs in Jayamulya Village

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Abstract

This community service activity was conducted in Jayamulya Village, Serang Baru District, Bekasi Regency, with the aim of empowering coconut root snack MSMEs through human resource strengthening, production improvement, marketing development, and business legality support. The method used was participatory community empowerment, which was implemented through observation, discussion, product identification, digital empowerment, and cultural adaptation to the local community context. The activity involved direct observation of the coconut root snack production process, discussions with MSME managers, identification of production tools and packaging needs, and mapping of existing marketing networks. The results showed that coconut root snack MSMEs have promising potential to support household income and village economic development. However, several aspects still need improvement, including production process standardization, product packaging, market expansion, digital marketing utilization, and business legality. Digital empowerment was introduced as an opportunity to expand promotion and distribution through online marketing channels. In addition, assistance related to NIB and P-IRT registration was identified as an important step to strengthen product legality, labeling, and consumer trust. Therefore, continuous assistance from universities, local government, and related stakeholders is needed to improve the competitiveness and sustainability of coconut root snack MSMEs in Jayamulya Village.

Keywords: human resources, devotion community, MSMEs , marketing, roots coconut

Introduction

Micro, Small, and Medium Enterprises (MSMEs) play an important role in supporting household income, employment creation, and rural economic development. In village communities, MSMEs are not only viewed as economic activities, but also as a form of community capacity building that can strengthen local productivity and social independence. Community empowerment is therefore needed to help local business actors identify their potential, improve production management, and develop more effective marketing strategies. In this context, community service activities carried out through the Tri Dharma of Higher Education have a strategic role in connecting academic knowledge with the real needs of society, particularly in strengthening human resources and local economic activities (Ife & Tesoriero, 2008; Sudaryono, 2014).

Jayamulya Village, located in Serang Baru District, Bekasi Regency, has local economic potential through household-based food businesses. One of the local products that can be developed is coconut root snack, a traditional snack whose shape resembles the roots of a coconut tree or *Cocos nucifera*. This product has promising economic value because it is produced using household skills, local experience, and simple production tools. However, as a

household-scale MSME, the business still faces several challenges, including limited production management, non-standardized packaging, restricted marketing networks, limited use of digital marketing, and incomplete business legality. These challenges indicate that the development of coconut root snack MSMEs requires not only production assistance, but also human resource strengthening, marketing development, and institutional support.

The development of household-based food products is closely related to production capability, food processing knowledge, product quality, and market acceptance. Food processing activities require attention to production flow, equipment, packaging, hygiene, and product durability so that the product can compete in a broader market (Desrosier, 2008). In addition, MSME development cannot be separated from managerial capacity, especially in organizing human resources, production systems, and marketing networks. Rural MSMEs often rely on personal experience, family labor, neighbors, and informal networks; therefore, empowerment programs must be designed according to the social and cultural characteristics of the local community. This is important so that the intervention provided does not only introduce new knowledge, but can also be accepted and applied by MSME actors in their daily business activities.

From the marketing perspective, coconut root snack MSMEs in Jayamulya Village still depend on limited conventional networks, such as neighbors, local communities, bazaars, and personal relationships. This condition shows that the market potential has not been optimally developed. In fact, with better packaging, clearer product labeling, digital promotion, and wider distribution channels, coconut root snack products have the opportunity to reach consumers beyond the village and sub-district level. Marketing development is also closely related to business legality, particularly through the registration of Business Identification Number (NIB) and Home Industry Food Production Permit (P-IRT). These legal aspects are important to strengthen product credibility, support formal distribution, and increase consumer trust.

Based on these conditions, this community service activity was carried out through participatory community empowerment involving observation, discussion, product identification, digital empowerment, and cultural adaptation. The program was integrated with the Real Work Lecture activities of Pelita Bangsa University students in 2025 as a form of academic contribution to local economic development. The empowerment process focused on identifying the production process, mapping the existing marketing network, analyzing packaging needs, exploring digital marketing opportunities, and supporting business legality through NIB and P-IRT registration.

The main contribution of this article therefore lies in presenting and applying a structured contextual empowerment framework for rural food-based MSMEs. First, the model begins with a diagnosis of the partner's actual conditions rather than directly providing predetermined training materials. Second, the intervention prioritizes problems according to the partner's needs and available capacities. Third, the model integrates production standardization, packaging improvement, digital marketing, and legality assistance as complementary components of business development. Fourth, follow-up monitoring is positioned as an essential stage for assessing the application and continuity of the assistance. Cultural adaptation is applied throughout all stages so that the intervention remains relevant to the habits, resources, capabilities, and social networks of local business actors. Accordingly, the contribution of this program is not limited to identifying production and marketing problems but provides an applicable framework for strengthening sustainable MSME development, household income, and village-based economic independence.

Method

The implementation of this community service uses the Participatory Community Empowerment method which is integrated through the Real Work Lecture (KKN) activities of Pelita Bangsa University students in 2025 in Jayamulya Village. This method is carried out through four main stages, starting with Non-Participatory Observation to objectively monitor the subject's activities without direct intervention from outside. The second stage is the Participatory Program, where data collection, product identification, question and answer discussions, and direct reviews are carried out to the coconut root home industry production center in Grand Vista Housing to analyze the production and marketing work system. Furthermore, the Digital Empowerment stage is carried out to optimize the use of the internet and digital markets in reducing information distribution costs and increasing business efficiency. The final stage is filled with Cultural Adaptation, which is designing adaptive patterns to the lives of rural communities so that MSME managers can more quickly innovate and be creative to increase family income based on relevant work experience.

Results and Discussion

The results of the community service activity show that the coconut root snack produced by MSMEs in Jayamulya Village has distinctive local characteristics and promising economic potential. The product is a bracelet-shaped snack whose visual form resembles the root structure of a coconut tree. This uniqueness can become a product identity and differentiation strategy if it is supported by better production management, attractive packaging, wider marketing channels, and business legality. Based on field observation, the business is still managed on a household scale and is organized through two main phases: operational management and marketing management.

In the operational management phase, the production process is still relatively simple and depends on the experience of the MSME manager. The process begins with the preparation of raw materials, dough processing, shaping the product using a metal tool, frying, cooling, and packaging. The field observation also found that the use of a metal shaping tool has helped the producer create a more consistent product form. However, the production system still needs improvement, especially in terms of production flow standardization, hygiene control, packaging quality, and production capacity recording. This finding is in line with Pranowo et al. (2024), who emphasized that packaging innovation has an important role in improving the selling performance of micro-enterprises. Their study also shows that digital marketing training can strengthen packaging innovation and market competitiveness. Therefore, the coconut root snack MSME should not only focus on producing the product, but also improve product appearance, labeling, and packaging quality to increase consumer trust.

The observation further indicates that the current production system has not been fully supported by written standard operating procedures. The production process is still based on daily habits, informal knowledge, and direct experience. This condition is common among household-based MSMEs, where production knowledge is often transferred informally and has not yet been documented as a systematic business procedure. However, if the business aims to expand its market, production standardization becomes necessary. Clearer procedures regarding raw material selection, equipment sanitation, frying time, product size, packaging type, and shelf-life estimation will help maintain product consistency. This is relevant to Ermawati and Utami (2025), who found that MSME empowerment through digital marketing and innovative

packaging can increase product visibility and sales. In this context, packaging is not only a protective medium, but also part of branding and market communication.

From the marketing management perspective, the current marketing network of coconut root snack products is still limited to personal and conventional networks. The product has been introduced through colleagues at Santika Hotel West Jakarta, neighbors around Grand Vista Housing, social relations, bazaar activities, and technical coaching activities facilitated by the Bekasi Regency Government. This shows that the business already has an initial market network, but the distribution pattern is still informal and has not been mapped systematically. Similar findings were reported by Rachman et al. (2024), who found that village MSMEs often face difficulties in determining appropriate marketing methods and need strategies such as improving product quality, expanding market networks, creating attractive packaging, and using both offline and online stores. Therefore, the coconut root snack MSME needs a clearer marketing map covering village markets, sub-district markets, district-level markets, bazaars, supermarkets, souvenir outlets, and digital marketplaces.

The mapping of potential markets also shows that traditional markets remain relevant for coconut root snack products because they are close to local consumers and daily consumption patterns. However, relying only on traditional markets may limit product growth. Market expansion should be directed toward more structured distribution channels, including local minimarkets, supermarkets, MSME galleries, culinary bazaars, and online platforms. This finding supports Hilmiana and Kirana (2022), who showed that MSME assistance through Instagram content creation, marketplace account development, and digital marketing education can help MSMEs improve their marketing activities. For the coconut root snack MSME, digital marketing can be introduced gradually through WhatsApp Business, Instagram, Facebook Marketplace, Google Business Profile, and e-commerce platforms. These platforms can help increase product exposure, provide business information, display product photos, and facilitate consumer communication.

Another important finding is the need to strengthen product legality. The coconut root snack MSME still requires assistance in business legality, particularly through Business Identification Number or NIB and Home Industry Food Production Permit or P-IRT registration. Business legality is essential because food products need consumer trust, clear labeling, and formal recognition before entering wider distribution channels. This finding is consistent with Fauzan et al. (2022), who reported that MSME mentorship in Ciherang Village helped business actors obtain NIB, improve packaging, prepare product photos, and understand internet marketing. Their study also emphasizes that legality, packaging, and digital marketing are closely connected in improving MSME competitiveness. Therefore, the coconut root snack MSME in Jayamulya Village should be supported not only in production and marketing, but also in administrative readiness for legal registration.

Compared with previous studies, the findings of this community service activity confirm that MSME empowerment must be carried out in an integrated way. Digital marketing alone is not sufficient if the product has weak packaging, unclear labeling, and no business legality. Likewise, good production capability will not generate optimal economic impact if the marketing network remains limited. Ermawati and Utami (2025) highlight the importance of combining digital marketing and packaging innovation, while Pranowo et al. (2024) show that packaging innovation can mediate the relationship between digital marketing training and selling performance. Rachman et al. (2024) also emphasize the need for market network expansion and packaging improvement, while Fauzan et al. (2022) and Hilmiana and Kirana (2022) demonstrate the importance of mentoring, product photos, marketplace use, and digital

promotion. These studies support the finding that coconut root snack MSMEs need integrated assistance covering production, packaging, marketing, digitalization, and legality.

The contribution of this community service activity lies in its contextual empowerment model for a household-based food MSME in Jayamulya Village. First, the activity identified the actual production process, including the use of simple production tools and the need for operational standardization. Second, it mapped existing marketing networks and potential market expansion from personal networks to formal and digital channels. Third, it identified packaging improvement as a strategic need to increase product attractiveness and market acceptance. Fourth, it introduced digital marketing opportunities that can be adapted to the capacity of rural MSME actors. Fifth, it emphasized the importance of NIB and P-IRT registration as a foundation for business legality, product labeling, and consumer trust. Thus, the empowerment of coconut root snack MSMEs should be continued through collaboration among universities, local government, MSME facilitators, and business actors to strengthen the sustainability and competitiveness of village-based food products.



Figure 1. Activities

Conclusion

The community service activity in Jayamulya Village indicates that coconut root snack products have initial potential to be developed as household-based MSME products through the strengthening of human resources, production management, and marketing strategies. The program, which was implemented through participatory community empowerment and student Real Work Lecture activities, helped identify the production process, product characteristics, marketing networks, and business development needs. Although the business is still managed on a household scale, it has opportunities to increase family income and support the rural economy if accompanied by improved packaging, wider distribution channels, digital marketing, and business legality such as NIB and P-IRT registration.

However, these findings should be interpreted cautiously because the program focused on only one household business, was conducted within a short observation period, and did not employ before-and-after measurements to assess changes resulting from the assistance. The program also did not collect sales and income data, conduct consumer evaluations of product quality and packaging, or monitor the long-term consistency and effectiveness of digital

marketing activities. Therefore, the results describe the partner's initial development needs and the immediate outputs of the assistance rather than measurable improvements in business performance, consumer acceptance, or MSME sustainability. Therefore, continuous assistance from universities, local government, and related stakeholders is needed to improve production capacity, market competitiveness, and the sustainability of MSMEs in Jayamulya Village. Future programs should involve more MSME partners, use baseline and post-program measurements, collect sales and income records, evaluate consumer responses, and conduct periodic monitoring of digital marketing implementation to provide stronger evidence regarding the effectiveness and sustainability of the empowerment model.

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