

Business feasibility analysis (UMKM) kripang products (kripik pangsit) with strategy e-commerce marketing among students

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ABSTRACT

This research aims to evaluate the feasibility of the kripang product business from market, financial, environmental & socio-cultural, operational, legal and technical aspects that are relevant for starting this business. The methodology used in this research includes descriptive analysis to identify the market potential for kripang products among students as well as SWOT analysis to assess strengths, weaknesses, opportunities and threats that may affect this business. The research results show that students are a promising market segment for kripang products, especially if supported by an effective e-commerce marketing strategy. Researched consumer preferences highlight the need for quality, innovative, and easily accessible chipping products online. Financial analysis shows attractive revenue prospects with acceptable profit margins for UMKM business players. The UMKM business for kripang products with an e-commerce marketing approach offers significant opportunities in the student market. Keys to success include a good understanding of market preferences, implementation of appropriate marketing strategies, and careful financial management.

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1. Introduction

Recently we have entered an era that can be said to be sophisticated and progressing both in terms of technology and human thinking itself (Fatonah et al., 2021). The progress has also entered the world of business or businesses which creates very tight competition in the business world which is marked by many companies trying to win the market and the attention of potential consumers through various methods and innovations displayed in the products or services they produce (Zuhroh et al., 2023). Every company generally desires to be successful in running its business. One of the efforts made to achieve the goals set by the company is through marketing activities (Firman et al., 2020). The implementation of marketing strategies such as e-commerce among students has several impacts, such as increasing public awareness of the availability of online products and services such as Instagram (Islamudin & Setiawati, 2023). Increasing online marketing capabilities which can help companies develop creative marketing communication strategies and be able to compete with other competitors (Suwarsi et al., 2023).

According to Aditama and Rofiudin, a business feasibility study is research that concerns several important aspects, like legal, socio-economic, cultural, market, marketing, technical, technological and management to identify potential problems and necessary solutions in a business (Aditama & Rofiudin, 2020).

Micro, Small and Medium Enterprises (UMKM) are also small and medium scale people's economic activities, which require development and management to prevent unhealthy business competition (Hermina et al., 2022). According to the Indonesian Ministry of Cooperatives and UKM (2020), it is also developing an UMKM empowerment program which falls into the categories: increasing the capacity and competence of

UMKM, expanding market access, increasing competitiveness, developing entrepreneurship, accelerating finance and investment, facilitating and providing business opportunities, and cross-sector coordination (Wiralestari & Riski, 2020). This program is implemented through cross-sector coordination to support the UMKM ecosystem (Sudirjo et al., 2023).

In occupying the UMKM ecosystem, one of the business innovations that we are currently developing is the HCR Snack Kripik Pangsit business. This kripang is made from dumpling skin with a crunchy texture and delicious taste. This HCR Snack Kripang can be used as a snack in family gathering occasion, as a complement to food, and can be used as a souvenir. This business has opportunities for beginners who want to start a home business with not too large capital (Nguyen et al., 2019). These kripang have various flavors such as balado, corn, cheese, original and so on (Nurul Badriyah et al., 2023).

E-commerce marketing strategies are very important in increasing sales (Putri & Tisnawati, 2024). The strategy that is often carried out through advertising and social media (Trisyahputra et al., 2023). Implementing a digital marketing strategy can have several advantages, such as being more economical, more effective in reaching a wider target market, and easier to interact directly with customers (Mangifera & Mawardi, 2022).

In essence, students who start a business are individuals who have the ability and awareness to build their own business, especially among students who have flexible study time (Tiffany & Augustinus, 2022). The business chosen must be unique and be able to solve the problems being faced by consumers (Aditama & Rofiudin, 2020).

The functions and benefits of business feasibility study analysis can clarify the business potential of kripang (kripik pangsit) UMKM by implementing e-commerce marketing strategies among students. This can help business owners identify business possibilities that could be developed and reduce risks that may occur (Nurmala, 2022).

According to Surharsimi Arikunto, what is meant by data source in research is the subject from which the data was obtained (Sumiharyati & Arikunto, 2019). The primary data source itself is data in verbal form or words spoken orally, movements or behavior carried out by a reliable subject. In this research, researchers took samples from several buyers on campus and Instagram. The primary data collection was obtained from sales of kripik pangsit products, one of which was via Instagram, which had sold around 55-65 packs and had reviews or reviews of product purchases with product review testimonials with username tags and then reposted showing the appropriate items (Goeyardi et al., 2022).

The researcher's inspiration was taken by one of the entrepreneurs, namely Diary Fimela. Starting from serving various snacks for husbands until The Carrypick emerged as a successful business. The business was developed in July 2021, Carrypick is said to be growing quite rapidly to recent date. Apart from being able to be purchased offline, these chips can also be ordered via social media, Instagram and the marketplace, also could make deliveries every day throughout Indonesia. Chips have a savory and crunchy taste, it's no wonder this snack is popular among people, especially Indonesia (Russell, 2005). Processed chips have their own characteristics, including kripik pangsit. It's not difficult to find this delicious snack. As the name suggests, these chips are often paired with dumplings or chicken noodles (Goeyardi et al., 2022).

The latest technological developments have revolutionized the marketing methods of MSMEs, particularly in digital marketing. Social media platforms, data analytics tools, AI-driven marketing automation, chatbots, and personalized advertising have enabled MSMEs to reach their target audience more effectively, enhance customer engagement, and optimize marketing strategies for better ROI.

Companies are leveraging innovations like virtual and augmented reality experiences, voice search optimization, influencer marketing, live streaming, and shoppable posts on social media to capture market and consumer attention. These tactics enhance user experience, build brand authenticity, and drive conversions in today's competitive digital landscape.

The specific aspects included in the business feasibility study conducted on the HCR Snack Kripik Pangsit business may cover market analysis, competitive analysis, target market identification, financial projections, operational requirements assessment, marketing strategy evaluation, regulatory compliance review, risk analysis, and sustainability assessment among others. These aspects aim to provide a comprehensive understanding of the market potential, competitive landscape, financial viability, operational feasibility, and overall sustainability of the business venture in producing and selling Kripik Pangsit snacks within the context of e-commerce marketing targeted at students.

2. Research Method

The aim of this research is to use e-commerce marketing methods to examine and characterize the business feasibility (UMKM) of kripang products, or kripik pangsit, among students. The analysis used in this research is descriptive. Descriptive analysis, according to Haris, is an empirical study that looks at certain symptoms or events in real life settings (Haris et al., 2023). Both primary and secondary data were used to obtain data for this investigation.

Qualitative methods were adopted in this investigation. The qualitative approach, as defined by Bogdan and Taylor in Arifudin, is a research process that produces descriptive data in the form of spoken or written words from individuals and observable behavior (Arifudin, 2023). This research combines field research methodology with qualitative research strategies. The scientific validity of a study is significantly influenced by the choice of data collection method (Ashraf & Merunka, 2017). This research uses observation, interviews, and documentation as data collection methods.

In this context, researchers collected information regarding the business feasibility analysis (UMKM) of kripang products (kripik pangsit) with e-commerce marketing strategies among students from various sources such as books, articles, journals, ebooks, and others (Arifudin, 2019). Researchers used library research methods to collect data. To be more specific, researchers started by collecting information from libraries, including books, journals, papers, and other sources that discuss business feasibility analysis (UMKM) for kripang (kripik pangsit) products with e-commerce marketing strategies among students.

According to Muhadjir in Fitria defines data analysis as the process of methodically finding and compiling information through observations and interviews, allowing academics to concentrate on their current study projects (Fitria et al., 2020). Additionally, the results can be edited, categorized, and presented to others as source material.

The qualitative data was analyzed using thematic analysis to identify key themes and patterns within the data. By coding and organizing the data, researchers were able to derive meaningful insights and conclusions. Key points from the research included insights from interviews and observations, thematic analysis of primary and secondary data, and the identification of trends impacting student welfare and the local economy.

Primary data was collected through structured interviews and focus groups. The data was transcribed, coded, and analyzed to identify common themes and patterns. A questionnaire was used with a mix of closed and open-ended questions to gather specific data efficiently.

The kripang business can contribute to the local economy by providing job opportunities and stimulating local entrepreneurship. Additionally, profits generated can be reinvested in education and welfare programs benefiting students in the community.

3. Results And Discussions

Business Feasibility

1. Marketing Aspects, Currently, running a business in the online snack market has been fulfilled by various producers and distributors, which can be a concurrency for UMKM kripang products (kripik pangsit).



Figure 1. Product introduction

However, with good product quality, appropriate marketing and competitive prices, UMKM can take part in the online snack market. Online marketing through e-commerce is meant to provide opportunities to reach a wider and potential market, consisting of students and people outside Batam who can also try. One of the marketing aspects that we currently implement is through social media Instagram.

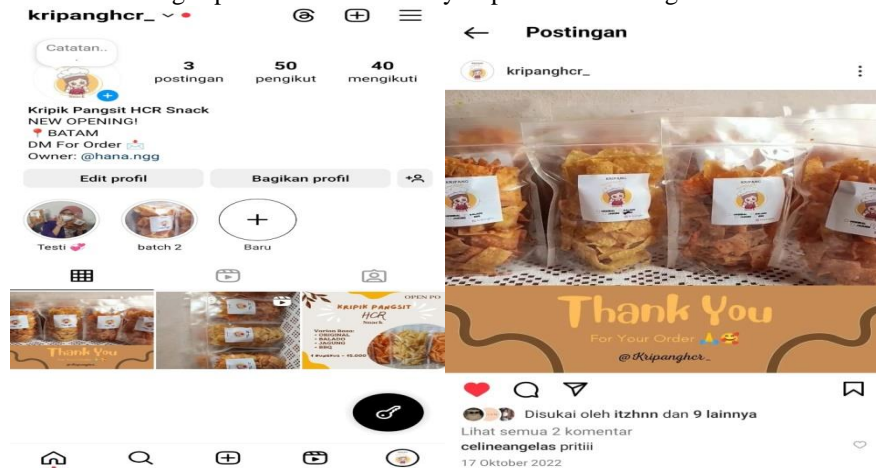


Figure 2. Product marketing

2. Financial Aspects

Table 1. Overall expenses

No	Type of Expenditure	Total Cost (Rp)
1.	3Kg LPG Gas Refill	1x18.000 = 18.000
2.	Internet (quota)	1x50.000 = 50.000
3.	Plastic Pouch (Packaging)	55x700 = 38.500
4.	Logo Sticker	55x600 = 33.000
	Raw materials	
	Dumpling skin	5x12.000 = 60.000
	Cooking oil	2x24.000 = 48.000
5.	Antaka Seasoning (Balado, BBQ, Corn)	10x5.000 = 50.000
	Royco	1x5.000 = 5.000
	Boncabe	10x3.000 = 30.000
	Total Overall Cost	Rp332.500

Source: Kripang sales data (2023)

Table 2. Raw material costs

No	Raw Material Names	Unit Price	Amount	Unit	Total Cost
1.	Dumpling Skin	Rp12.000	5	Bungkus	Rp60.000
2.	Antaka Seasoning (Balado, BBQ, Corn)	Rp5.000	10	Bungkus	Rp50.000
3.	Cooking Oil	Rp24.000	2	Liter	Rp48.000
4.	Royco	Rp5.000	1	Bungkus	Rp5.000
7.	Boncabe	Rp3.000	10	Bungkus	Rp30.000
	Total Raw Material Costs				Rp193.000

Source: Kripang sales data (2023)

Table 3. Product sales projections

Description	Monthly 2023		
	October	November	December
Kripang Sales	55 packs	60 packs	65 packs
Selling Price	Rp15.000	Rp15.000	Rp15.000
Total Receipts	Rp825.000	Rp900.000	Rp975.000

Source: Kripang sales data (2023)

3. Environmental & Socio-Cultural Aspects, In terms of environmental suitability, it is necessary to pay attention to appropriate environmental management, including the packaging of products that can be recycled and from a socio-cultural perspective (Prabowo et al., 2020), kripang products will adapt to consumer orders, for example when celebrating Christmas, Eid al-Fitr, Chinese New Year so that the nuances of product design are adjusted to needs and consumer demand.

4. Operational Aspects

Table 4. Operational determination

Operational Aspects	Description
Production location	Perumahan Bengkong Baru Blok E No 89
Production area	Around Batam City
Marketing technology selection process	Open PO system via Instagram
Organizational structure	Owner and accounting : 1 person Main chef and kitchen staff : 3 people Product packaging team : 1-2 people Product marketing tea : 1 person

5. Legal Aspects & Applicable Regulatory Provisions, Appropriate legal management is important in building a business, including choosing a product logo that is not detrimental to the public and never used and using laws that are in accordance with applicable legislation, for example the owner must have a NPWP (Abuyamin, 2014).

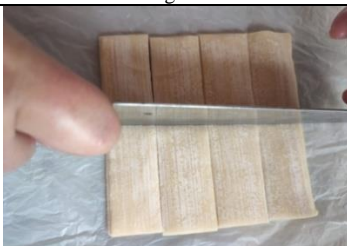






Figure 3. Product logo

6. Technical Aspects, Technical activities consist of the process of making kripang products. In the manufacturing process there is a process of selecting and purchasing ingredients, such as: dumpling skin, cooking oil, Antaka (Balado, corn, BBQ flavored seasoning), Royco, boncabe, and plastic pouch packaging. Production activities for these goods depend on whether customer orders are increasing, so we provide supplies of raw materials in advance, and we make food with our own labor without recruiting help. Additional labor will be added if product production experiences a surge, requiring more labor in terms of manufacturing. The products we make produce good quality products because they use fresh ingredients (no preservatives), are hygienic, healthy, halal, and use the best disposable oil. The price of our product is not much different from the price of competitor products with a price range of Rp. 15,000 per pack.

The production process for our business uses traditional (simple) technology because the products we make still use hands to make them, from cutting the ingredients to frying the kripik pangsit. In the marketing process we use information and communication technology to promote our products through social media so that we use promotional costs more efficiently. The use of online platform technology helps us to record customer orders, make it easier to check the product request process, and improve product service and product quality.

Table 6. Kripang production process (kripik pangsit)

No	Steps	Figure
	Dumpling skin cut into square shapes	

No	Steps	Figure
	The dumpling skins are ready to be fried in hot oil over medium heat, then drained	
	The dumpling skins that are ready to be fried are left to cool	
	Season the dumpling skin with antaka, royco and boncabe or according to the taste of the person ordered	
	The final step, after adding spices. Then the dumpling skin is ready to be packaged.	

The current study not only aligns with but also reinforces the conclusions drawn from previous research. Consistent with past findings, it highlights the significant impact of exercise on mental well-being. By corroborating the established relationship between physical activity and improved mental health outcomes, this study contributes to a growing body of evidence supporting the therapeutic benefits of regular exercise. The results underscore the importance of incorporating physical activity into mental health interventions and emphasize the potential of exercise as a valuable tool in promoting overall well-being.

4. Conclusion

After the author has conducted research, based on the discussion above and the research conducted, the researcher can draw the conclusion that the feasibility study of the kripang (kripik pangsit) business has great potential to be developed, especially in Batam City. It provides business opportunities, especially for students and could be easily accepted as the prices are relatively standard. The process of making kripik pangsit is relatively easy and the equipment needed is simple so that starting this business does not require a large investment cost. Limitations of the research may include small sample size, lack of diversity in participants, or reliance on self-report data. To expand boundaries, future research could focus on longitudinal studies for a deeper understanding, consider cross-cultural perspectives to enhance generalizability, employ mixed-methods approaches for a more comprehensive analysis, and collaborate with interdisciplinary fields. Additionally, incorporating technology for data collection or exploring different settings could provide a more holistic understanding of the topic.

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