

UTILIZATION OF INNOVATIVE DESIGN AND PRODUCTION TECHNOLOGY TO SUPPORT COCONUT MILK BONBON UMKM IN BANDAR KHALIPAH VILLAGE

Annisa FEBRIANDA¹, Cindy CINDY², Karin Aribi IVANKA³, Nona Azzahra NASUTION⁴, Siti AISYAH⁵

^{1,2,3,4,5}Faculty of Islamic Economics and Business, State Islamic University of North Sumatra, Medan, Indonesia

Corresponding author: Annisa Febrianda

Email: annisafebrianda0@gmail.com

Article Info:

Received: 2025-09-05

Revised: 2025-09-15

Accepted: 2025-10-15

Volume: 3

Numbers: 1

Pages: 210 - 217

Keywords:

MSMEs, Marketing
Strategy, Product
Distribution

Abstract:

The Bonbon Santan Micro, Small and Medium Enterprise located in Bandar Khalipah Village, Deli Serdang Regency, is a traditional food business that has great potential to support the local economy. However, MSMEs face various challenges, ranging from limited production technology, capital, business management skills, to suboptimal marketing strategies. This community service program was implemented using a Participatory Action Research (PAR) approach to provide real solutions through training, mentoring, and the application of simple innovations. The results of this activity show an increase in production capacity after the introduction of coconut milk extractors, improved product quality that is more hygienic and consistent, and labor efficiency. In terms of marketing, distribution, which was previously limited to the village area, has been expanded to souvenir shops in Medan and several other areas, such as Padang, Aceh, and Pekanbaru. In addition, the application of digital marketing through social media has also supported increased sales. This activity not only impacted business capacity but also empowered the surrounding community through involvement in production and packaging. Therefore, the sustainability of the program with capital support, advanced training, and strengthening of the distribution network is key to Bonbon Santan MSME's ability to compete regionally.

INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a vital role in supporting the Indonesian economy. MSMEs not only provide a livelihood for families but also create new jobs and improve the welfare of local communities. The strength of MSMEs lies in their ability to leverage local potential, including raw materials and cultural wisdom. One growing MSME sector is the traditional food business, which not only preserves unique cuisine but also offers promising market potential.

In Bandar Khalipah Village, Deli Serdang Regency, there is a micro, small, and medium enterprise (MSME) that specializes in producing coconut milk candy. Coconut milk candy is a traditional snack made from coconut milk with a sweet and savory flavor, typically served as a snack, souvenir, or dish at special events. This product has great potential to become a regional culinary icon due to its distinctive taste and popularity among various groups. However, to become more widely known and competitive, the coconut milk candy MSME needs to improve its production management and expand its marketing network.

In terms of production, limited equipment remains a significant challenge. The coconut milk extraction process, for example, is currently still done manually, requiring significant labor and time. It limits production capacity and makes it difficult to meet high demand. Therefore, the use of



This open-access article is distributed under a
Attribution (CC-BY-NC) 4.0 license

coconut milk extraction machines is crucial to make the production process more efficient and hygienic, as well as to produce high-quality coconut milk. This efficiency is crucial for scaling up production to meet broader market demand.

In addition to technological challenges, coconut milk bonbon MSMEs also face various other obstacles. Limited capital is a major obstacle, as most MSMEs rely on personal funds or small loans that are inadequate to increase production capacity or expand marketing networks. Furthermore, business management skills remain low, particularly in financial record-keeping, production planning, and inventory management. It makes it difficult for businesses to develop in a structured and sustainable manner.

Human resources (HR) is also a determining factor in the sustainability of MSMEs. Generally, coconut milk bonbon MSMEs are still managed by family members with limited skills. A lack of skills training slows down product innovation, even though innovation is key to attracting new consumers. This issue aligns with research confirming that strengthening human resources through training and mentoring is crucial for increasing the competitiveness of traditional food MSMEs (Raissa Meidiva Yashinta, 2025).

Marketing is also a major challenge. In the early stages, the coconut milk bonbon MSME in Bandar Khalipah Village only sold its products through simple distribution to the surrounding area. Over time, marketing expanded to include placing products in village stalls and grocery stores. It is an effective basic distribution strategy for introducing the product to local consumers. However, for the business to survive and thrive, distribution needs to be expanded to broader and more structured channels.

Currently, the coconut milk bonbon MSME is expanding its product distribution to souvenir shops in Deli Serdang and Medan. Through distribution channels to stores, products have a greater chance of being recognized by consumers from various regions. This strategy aligns with research by Addien (2022), which states that distribution to souvenir shops is an effective way to expand the market for traditional food MSMEs because it can build consumer engagement with local products.

Coconut milk bonbons are not only marketed locally, but also marketed outside the city. Potential marketing destinations include Padang, Aceh, and Pekanbaru, known for their high purchasing power and high demand for regional snacks. By leveraging distribution networks and supplying products to souvenir shops in these cities, coconut milk bonbon MSMEs can significantly expand their market reach. This step not only opens up more sales opportunities but also positions coconut milk bonbons as a competitive product at the regional level.

In addition to physical distribution, digital marketing strategies also play a crucial role in supporting market expansion. Utilizing social media, e-commerce, and various digital platforms can help MSMEs promote their products without geographical limitations. The combination of traditional distribution to stores and digital marketing strategies creates a more efficient and effective marketing system. According to Herlina and Simabur (2025), implementing digital marketing in MSMEs has been proven to increase consumer reach and accelerate business growth.

The challenges faced by the Bonbon Santan MSME (Micro, Small, and Medium Enterprise) in production, capital, human resources, and marketing demonstrate the need for support in the form of training, mentoring, and the application of appropriate technology. Through community service programs, academics, along with the government, can act as liaisons, providing understanding, providing production equipment, and teaching modern marketing strategies. Continuous mentoring is key to this MSME's ability to develop independently and compete in the market.

With increased production through a coconut milk extraction machine, improved product quality, strengthened business management, and expanded distribution to cities such as Padang,



Aceh, and Pekanbaru, the Bonbon Santan MSME in Bandar Khalipah Village has a significant opportunity to become a leading regional product. In addition to providing economic benefits for the entrepreneurs, this success can also create new job opportunities for the surrounding community and preserve traditional snacks as a valuable culinary heritage.

METHODS

This Community Service Program was implemented in collaboration with the Bonbon Santan MSME located in Bandar Khalipah Village. The program lasted one month. The method used was Participatory Action Research (PAR), where the team not only provided materials but also directly participated in activities with partners. The main focus of the program was to improve partners' skills in processing, packaging, and marketing Bonbon Santan products to increase their market value (Agustina, 2019).

The first phase began with problem identification and interviews with partners. Through direct discussions, the team explored the main obstacles faced by MSMEs, such as limitations in maintaining product quality, simple production techniques, and suboptimal marketing strategies. The results of this identification were then used as the basis for developing training materials and mentoring.

Next, technical guidance and training were provided. During this stage, partners received training on how to process Bonbon Santan more hygienically and consistently. Furthermore, the team introduced simple equipment that can help speed up the production process without sacrificing quality.

The next stage involved assistance with product packaging and branding. The team supported the design of simple yet attractive packaging and provided an understanding of the importance of brand identity in enhancing product appeal. Furthermore, digital marketing education was provided through social media training to increase Bonbon Santan's product exposure and reach a larger market.

The final stage involved monitoring and evaluation of activities. In this phase, the team reviewed the results of the training and assistance provided. Partners were given the opportunity to showcase their products with new packaging and received feedback from the team. Based on the evaluation results, the Bonbon Santan MSME can continue to develop independently and increase economic value for the Bandar Khalipah Village community.

RESULTS AND DISCUSSION

A community service program implemented in collaboration with a coconut milk bonbon micro, small, and medium enterprise in Bandar Khalipah Village yielded several important findings. Field observations indicated that this business has significant growth potential, as coconut milk bonbons are quite popular with local consumers. However, technical, managerial, and marketing issues remain major obstacles to business development.

Furthermore, the social impact is seen through the involvement of the local community in the production process, which has successfully created new jobs and provided additional income. However, challenges such as limited capital and strengthening the distribution network still require attention for future business development.

Recommendations. First, Bonbon Santan MSMEs need to continue utilizing simple technology, such as coconut milk squeezing machines, to maintain consistent production and product quality. Second, managerial skills must be strengthened through further training, particularly in financial record-keeping, inventory management, and production planning, so that the business can develop in a more structured manner. Third, marketing strategies need to be expanded beyond distribution to souvenir shops, but also by building a broader distribution network to other potential cities in Sumatra. Fourth, digital marketing must be continuously optimized through the use of e-commerce, social media, and content-based promotions to strengthen product branding. Fifth, support from local governments, financial institutions, and universities is essential, whether in the form of access to capital, further training, or marketing network facilitation. With these steps, Bonbon Santan MSMEs are expected to develop sustainably and become a competitive, leading product in the region.

REFERENCES

- Addien, Z. N. (2022). Wedang Uwuh Melalui Lisensi Co-Branding Fakultas Psikologi dan Ilmu Sosial Budaya Universitas Islam Indonesia Yogyakarta. <https://doi.org/10.63736/jd.v2i2.326>
- Al Arif, S. (2024). Analisis Peran Pembiayaan Mikro Syariah Dalam Meningkatkan Kesejahteraan Pelaku Usaha Mikro Kecil Dan Menengah (UMKM). *Jurnal Ilmiah Manajemen Profetik*, 2(2), 116–123.
- Atmojo, M. E. (2022). Pemberdayaan UMKM Melalui Pemanfaatan Teknologi Informasi. *Dinamisia: Jurnal Pengabdian Kepada Masyarakat*, 6(2), 378-385. <https://doi.org/10.31849/dinamisia.v6i2.8214>
- Herlina, R., & Simabur, L. A. (2025). Strategi Digital Marketing untuk UMKM: Pemanfaatan Media Sosial sebagai Sarana Promosi Efektif. *BARAKTI: Journal of Community Service*, 3(2), 49–57. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=bJi_IX8AAAAJ&pagesize=100&citation_for_view=bJi_IX8AAAAJ:j3f4tGmQtD8C <https://doi.org/10.62394/barakati.v3i2.174>
- Kesuma, N., Nurullah, A., & Meirawati, E. (2020). Pendampingan Pencatatan dan Pembukuan Sederhana bagi Orang Pribadi sebagai Pelaku Usaha di Kelurahan Talang Jambe, Kota Palembang. *Sricommerce: Journal of Sriwijaya Community Services*, 1(2), 101–106. <https://doi.org/10.29259/jscs.v1i2.18>
- Kusumandari, R. B., Kapasitas, P., Dan, P., Produk, D., Untuk, J., Daya, M., Umkm, S., Gununggajah, D., Klaten, K., Faturrohman, H., Kusumaningtyas, N., Nisak, S. H., & Solikhah, N. P. (2024). Welfare: Jurnal Pengabdian Masyarakat Rafika Bayu Kusumandari et al| *Pengembangan Kapasitas Produksi dan Diversifikasi Korespondensi*. 2(2), 346–352. <https://jurnalfebi.iainkediri.ac.id/index.php/Welfare> <https://doi.org/10.30762/welfare.v2i2.1602>
- Raissa Meidiva Yashinta. (2025). Strategi Pengembangan UMKM Melalui Pelatihan Wirausaha Kuliner Makanan. *Benefit: Journal of Business, Economics, and Finance*, 3(2), 345–367. <https://publikasi.abidan.org/index.php/benefit/article/view/1172>
- Sipahutar, Nurlinda, I. (2025). *Jurnal Analisis Akuntansi dan Keuangan Jurnal Analisis Akuntansi dan Keuangan*. 6(1), 1–12.



- Siti Rahmayuni, Pinem, A. A., Jaya, E. S., Piyani, H. O., Widiyanto, A., & Anjani, M. D. (2024). Pelaksanaan Program SDGs Meningkatkan Kualitas dan Penjualan Umkm Amplang Berbasis Media Sosial di Kelurahan Sesumpu. *Kolaborasi: Jurnal Pengabdian Masyarakat*, 4(6), 545–554. <https://doi.org/10.56359/kolaborasi.v4i6.454>
- Sudirman, R., & Purwanda, E. (2025). Inovasi pembuatan alat produksi gelar kain untuk mempermudah produksi konveksi di kecamatan kadungora. *Journal Online Manajemen ELPEI (JOMEL)*, 5(1), 1286–1294.

