
Optimizing Salatiga Gastronomy to Increase Economic Growth Through Digital Marketing

**Rina Sari Qurniawati¹, Yulfan Arif Nurohman², Alvin Yahya³, Mokhammad Khukaim
Barkhowa⁴, Suparwi⁵**

^{1,4}STIE AMA Salatiga (Management Study Program, Indonesia)

^{2,3}UIN Raden Mas Said Surakarta (The Faculty of Islamic Economics and Business, Sharia Banking Study
Program, Indonesia)

⁵IAIN Kudus (Sharia Business Management Study Program, Indonesia)

Article Info

Article history:

Received July 23th, 2024

Accepted Oct 21th, 2024

Keywords:

Kampung singkong;
Grastonomy; Gethuk; Wisata
Kuliner

ABSTRACT

Salatiga's gratonomy is an advantage that does not necessarily exist in other areas. Salatiga has a cassava processing center or known as a cassava village which has become a culinary icon for the last ten years. If optimized, gratonomy will provide many positive benefits such as community economic growth. SMEs are one of the backbones of national economic growth, so it is necessary to solve the problems faced by MSMEs processed cassava. The aim of the community service program is to develop the people's economy through digital marketing for processed cassava SMEs. The method used through ABCD is to utilize assets according to needs. The result of the community service program is that processed cassava SMEs are able to understand marketing planning and digital business management in line with current developments. Cassava processed SMEs also understand the importance of digitalization legal protection and business development opportunities in the digital economy era.

Corresponding Author:

Yulfan Arif Nurohman

Department of Sharia Banking

Faculty of Islamic Economic and Business

Universitas Islam Negeri Raden Mas Said Surakarta

Email: yulfanan@gmail.com

1. INTRODUCTION

Salatiga is proposed to be one of the Creative City of Gastronomy nominees for the UNESCO Creative Cities Network (UCCN) (Kemenparekraf, 2021). This proposal is based on a letter from the Indonesian National Commission to UNESCO (KNIU). Gastronomy is more easily recognized as an

ecosystem of food that starts from upstream to downstream. Where gastronomy includes eating habits in an area related to local culture and food. In short, gastronomy creates a special identity for food and drink related to native regional resources related to customs and culture. Gastronomy also explains the history of food, the origin of food ingredients, how they are made or processed, and how to cook according to custom. In Indonesia, Salatiga is the second oldest city so there are foods that have been around for a long time.

Food ingredients that are easily found in Indonesia are rice and cassava. Cassava is a substitute food ingredient after rice (Mustafidah, 2017), especially during times of famine that hit people's lives. According to Fitriani & Ciptandi (2017) Indonesia is one of the three largest cassava producing countries in the world, so cassava is very easy to find in various regions. The development of the times has created good diversification and cassava has become a classy traditional menu substitute for rice in Salatiga (Dinas Kebudayaan dan Pariwisata, 2023). Processed cassava products that are easy to remember in Salatiga City are gethuk and cassava cheese or frozen cassava cheese. These processed foods have become a culinary tourism destination in Salatiga. (Purbaya, 2021).

Cassava Village, which is located in Ledok Village, Argomulyo District, Salatiga, became known in 2010. Officially on October 12 2021, through Syahrul Yasin Limpo as Minister of Agriculture, the status of cassava village was established in Argowiyoto Village. (Ikhsan, 2021). Based on data from the Ministry of Tourism and Creative Economy in Salatiga City, in 2023 there will be 43 micro, small and medium enterprises (SMEs) processing cassava and 153 types of product diversification. (Kementerian Pariwisata dan Ekonomi Kreatif, 2024). The number of workers involved in the cassava processing industry is more than 400 employees and the involvement of farmers and traders means the economy continues to develop in a positive direction. The Mayor of Salatiga explained that one of the largest cassava processed SMEs in Ledok is capable of absorbing 110 workers and 6 tons of cassava needs. (Ikhsan, 2021). Processed cassava SMEs in Salatiga City are spread across various sub-districts including Sidorejo District, Argomulyo District, and Tingkir District.

The large number of workers and parties involved can encourage the economic growth of Salatiga City, especially the people's economy which has a direct impact on the quality of people's lives. According to the Secretary of the Salatiga Cooperatives and SMEs Service, Petrus Mas Sentot, Salatiga City SMEs are growing very dynamically, while the number of SMEs in Salatiga registered with Dinkop has reached 14,440, dominated by food and beverage businesses. (Widiyanto, 2021). This is good news that culinary SME targets have the potential to be developed, considering that there are so many of them.

Nowadays, tourists are more familiar with typical cheese cassava as a typical souvenir from Salatiga. In fact, there is a processed cassava food that has been around for longer in Salatiga, namely gethuk. Currently, gethuk is losing popularity to cassava cheese which is much sought after by tourists, especially on holidays. Efforts are needed to increase business so that SMEs in cassava processing continue to develop. The existence of a cassava village indicates that processed cassava has become a leading culinary tourism destination in Salatiga, so that various cassava preparations can be optimized without highlighting just one processed food..

The Minister of Agriculture's hope is that processed cassava foods such as gethuk can be upgraded (Kusumawati, 2021). he community's economic movement is carried out through optimizing processed cassava so that it rises in class to penetrate restaurants and hotels. The hope of the Minister

of Agriculture must be supported by gethuk which can last several days to be taken to other cities or abroad. Stable production intensity must be supported by suppliers, so that raw material prices do not have a negative impact on the selling price of gethuk. In 2021, the achievements of the cassava village are very good in increasing the prestige of processed cassava by involving 33 restaurants or cafes.

The problem faced by processed cassava MSMEs is less than optimal marketing. This is based on tourists who come to the cassava village. In fact, in Salatiga City, processed cassava SMEs exist in almost all sub-districts. SMEs that are not well known only rely on sales in traditional markets and retailers. Even the marketing carried out by processed cassava SMEs is still carried out simply without using much information technology assistance. Another problem faced by processed cassava SMEs is understanding the basics of marketing strategies. The marketing mix concept has not been widely used by processed cassava SMEs as a way to optimize marketing.

The community service carried out is a collaboration of three universities including STIE AMA Salatiga, UIN Raden Mas Said Surakarta, and IAIN Kudus. The collaboration was carried out considering that around UIN Raden Mas Said Surakarta there is a fried duck culinary tourism which is the icon of Kartasura and the presence of IAIN Kudus in an area which is famous for jenang Kudus (dodol Kudus). Kartasura's success with fried duck and Kudus through dodol became the initial capital to formulate the right strategy to increase culinary tourism in Salatiga. Processed cassava, which has been proven to be a staple in Salatiga's gastronomy, can be optimized to increase economic growth, especially the people's economy.

Based on the potential and problems of processed cassava MSMEs in Salatiga, the community service team focused on gethuk producing MSMEs. Strengthening Gethuk MSMEs needs to be carried out so that they are able to move in line with the development of cheese cassava MSMEs. Community service is carried out to answer the challenges of an industry that is changing very quickly, so MSMEs need assistance to optimize sales and face changes. The community service process is carried out by providing training and assistance to Gethuk MSMEs in Salatiga.

2. METHOD

The community service program is implemented through outreach and discussion. The community service program approach uses Asset Based Community Development (ABCD). This method is used to develop society based on existing assets and strengths. The ABCD approach empowers and increases the quality of community groups (Waluyo et al., 2024). Haris et al., (2022) The community in question is the cassava processing industry in Salatiga or parties directly involved in the cassava processing industry. To facilitate the implementation of the community service program, a cassava processed MSME partner named Gethuk ML (Gethuk Manis Legit) was chosen in Gendongan Village, Salatiga.

The stages of the ABCD approach include the dream, define, design and destiny stages. The dream stage analyzes goals or targets by offering programs or activities that can support achievements (Hasyim et al., 2023; Waluyo et al., 2024). The first stage was carried out by conducting interviews with owners and managers of processed cassava SMEs. This stage aims to find initial information that can be developed based on the needs and potential of processed cassava SMEs. The second stage, gathering information and discussions with the community or cluster of processed cassava SMEs. In the second stage, the community service team formulates problems and develops potential so that it is in line with the growth of the people's economy. The third stage, providing training to owners and

managers of processed cassava SMEs. The training program is carefully designed so that the target of community service can be realized. The training provided must be in accordance with the potential and needs of cassava processed SMEs. The final stage, the community service team provides assistance to ensure that the results of the training can be used according to the needs of SMEs.

Table 1. Measurement Materials and Indicators

No.	Course	Indicators
1.	Legal Digitization	<ul style="list-style-type: none"> – Understand digital legal design – Understand digital protection and solutions
2.	Economic Digitalization	<ul style="list-style-type: none"> – Understand the opportunities and advantages in economic digitalization – Understand the obstacles to economic digitalization
3.	Marketing Planning	<ul style="list-style-type: none"> – Understand marketing concepts – Understand marketing mix
4.	Digital Business Management	<ul style="list-style-type: none"> – Understand digital financial services – Understand building and managing branding through social media

Source: Primary data is processed, 2024

3. RESULTS AND DISCUSSION

Results

The community outreach program will be implemented in December 2023 with the title Optimizing Salatiga Gastronomy to Increase Economic Growth Through Digital Marketing. This program is carried out over a period of two months to provide maximum results. The activities carried out took place in Gendongan Village, Kec. Tingkir, Salatiga is in accordance with the community service partners that have been chosen. Implementation of community service is carried out by providing training and assistance to processed cassava SMEs so that sales increase and have a significant impact on the growth of the people's economy.

The training was divided into four sessions to make it easier for partners and processed cassava SMEs to understand the material provided. In detail, the following is a community service session that was given to processed cassava SMEs in Salatiga:

In the first session, community service program participants were introduced to legal digitalization. Legal aspects in e-commerce that processed cassava SMEs need to know include electronic contracts; consumer protection; data protection; intellectual property rights; taxation; and competition and anti-monopoly. Understanding copyright law will provide protection for business actors (Suri, 2023). SME players can create special characteristics that become business identities so that consumers can easily remember them. Special identity can be in the form of a shape, packaging,

logo, symbol or so on which can be registered as intellectual property rights. When a business is not so big, it usually underestimates patents and intellectual property rights, but once the business has grown rapidly, problems often arise related to legal digitization

The composition of ingredients and tools for making processed cassava can also be given legal protection so that they are not adulterated by irresponsible parties. In several cases in other cities, imitation food was found so that its authenticity could not be distinguished. Sometimes imitators make brands resemble original products, so that consumers who are not observant will think the product is genuine. Plagiarism in Indonesia is very widespread, so to protect processed cassava MSMEs we need an understanding of legal digitalization..

Figure 1: Gethuk Making Process



In the second session, community service partners were given training on economic digitalization. Digital flows open up business opportunities to grow bigger, but the risks faced by SMEs processing cassava are also getting bigger. Considering that the market is open and all parties can enter to compete. Solutions and strategies for resolving various obstacles that occur during the digital era are provided so that opportunities for economic digitalization are wide open. Processed cassava SMEs collaborate with online transportation services to open up greater sales opportunities. Managers of processed

cassava MSMEs, who are generally getting older, must be introduced to digitalization to expand market share

In Salatiga there are Jegg Boy and Jegg Girl which are online transportation startups native to Salatiga (Allaudin, 2021). Collaboration with online transportation service providers such as Jegg Boy and Jegg Girl can be established when SMEs are able to master information technology. Some of the marketing limitations that occur in processed cassava SMEs are the use of technology. Sales services that rely on cellphone numbers will be far behind when using collaboration with online transportation services. This service can also answer the problem of large queues during the holiday season (Nurhidayah et al., 2022), especially to make it easier for consumers to get processed cassava products.

In the third session, processed cassava SMEs were given knowledge about marketing planning. So that competition is not saturated in one aspect, it is necessary to carry out marketing planning so that the potential of gethuk can increase, such as ready-to-eat cheese cassava and frozen cheese cassava. The marketing concept developed by Gethuk SMEs must not violate the law and sharia. A good marketing concept will provide healthy competition without bringing down other SMEs. A marketer must have ethics (akhak) that are in accordance with the Koran and Al-Hadith (Sahla, 2019).

Gethuk SMEs were given training on how to develop marketing strategies that are easy to understand and suit the characteristics of the community in Salatiga and its surroundings. Gethuk SMEs must also understand the behavior of tourists which is very different from buyers in the surrounding community. Different treatment of market segments will provide better attention to consumers. Culinary tourism is very different from natural tourism which sells the beauty or superiority of nature. Culinary tourism is not only selling products but also providing good service to visitors who come.

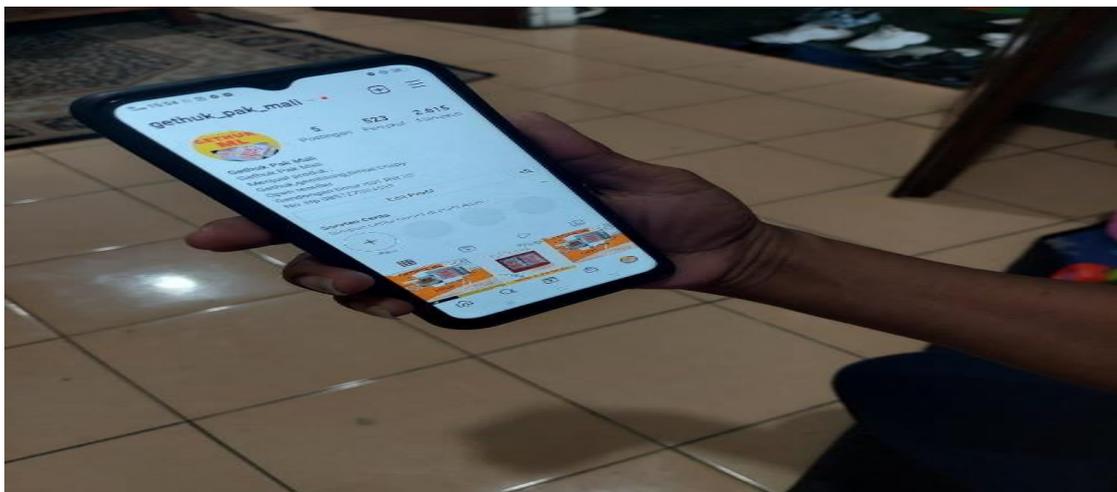


Figure 2: Digitalisasi Gethuk ML

The fourth session provided material on digital business management. The training provided includes how to create interesting content, compose contemporary sentences, and how to answer comments and orders from consumers. Fast and good responses in digital business will keep consumers going (Saebah & Asikin, 2022). Gethuk SMEs managers will respond well to consumers to provide

excellent service. The speed of order completion is very important in the culinary industry so that consumers don't wait too long.

Gethuk SMEs optimize the use of social media so they can disseminate information easily and reach all social media users. Nowadays, social media is not only used by young people, but older people also use social media to search for information. Good reviews and ratings need to be maintained by creating branding that is easy for people to remember. For example, tourists will immediately remember the typical gethuk of Salatiga, namely Gethuk Kethek. Other branding needs to be created by showing the uniqueness of Gethuk SMEs so that they are easily remembered by the public.



Figure 3: Gethuk ML Assistance

Community service assistance to Gethuk ML processed cassava SMEs is carried out to optimize the training carried out and evaluate ongoing programs. The training that has been carried out encourages Gethuk SMEs managers to be more active in developing their businesses through the use of information technology. An increase in the economy will occur with an increase in sales which will have an impact on the processed cassava business chain, so that the economy will improve not only in Gethuk SMEs but also for all parties involved such as suppliers, retailers, online motorcycle taxis and other parties.

Evaluation is important to carry out so that the achievements of community service programs are achieved. Evaluation is also used as a reference for sustainable community service program activities. The goal in the future is to create equitable prosperity not only for Gethuk MSMEs. Welfare is a global program to eradicate inequality and create a dignified and safe life in society. Cox (2019) Conditions are created to be safe through eliminating disparities starting with improving the economy.

4. CONCLUSION

The community service program that has been carried out at the processed cassava SMEs in Salatiga City is expected to be able to improve the community's economy. Increased sales results will trigger economic growth from the lower levels and be able to absorb a much larger workforce. Processed cassava SMEs have become an icon of Salatiga. If they are managed well, it is hoped that they will penetrate the global market. Salatiga's gastronomy is a big capital that other regions don't

necessarily have. This gastronomic excellence needs to be maintained and managed well so that it is beneficial for the government and society. In particular, processed cassava SMEs can continue to develop in the digital era. Gethuk hopes that the government will progress smoothly if all parties support each other, such as the role of universities through studies and community service programs to find the right strategy for developing SMEs

Thanks are expressed to STIE AMA Salatiga, UIN Raden Mas Said Surakarta, and IAIN Kudus for providing the opportunity and support for the team implementing the community service program. Thanks were also expressed to the community service partner, namely Gethuk ML, who has given the community service team the opportunity to carry out training and mentoring programs. Finally, thanks are expressed to all owners and managers of processed cassava MSMEs in the cassava village center who have helped implement the community service program.

5. REFERENCES

- Allaudin, M. T. (2021). Bikin Bangga, Kini Salatiga Memiliki Ojek Online Ramah Lingkungan. *Salatigaterkini.Com*. <https://salatigaterkini.pikiran-rakyat.com/>
- Cox, C. (2019). The Sustainable Development Goals and Aging: Implications for Social Work. *Journal of Human Rights and Social Work*, 5, 39–47. <https://link.springer.com/article/10.1007/s41134-019-00110-3>
- Dinas Kebudayaan dan Pariwisata. (2023). *Warisan Kuliner. Gastronomy.Salatiga.Go.Id*. <https://gastronomy.salatiga.go.id/>
- Fitriani, H., & Ciptandi, F. (2017). Pengolahan Kulit Umbi Singkong (manihot Utilissima) Di Kawasan Kampung Adat Cireundeu Sebagai Bahan Baku Alternatif Perintang Warna Pada Kain. *EProceedings of Art & Design*, 4(3).
- Haris, M., Ahid, N., & Ridhowan, M. (2022). Pendampingan Budaya Literasi Dengan Metode ABCD(Asset Based Community Development) Terhadap Santri Kelas 3 SMP di Asrama Al Maliki Pondok Pesantren Sunan Drajat Banjarwati Banjarnayar Paciran Lamongan. *Jurnal Pengabdian Masyarakat Bestari (JPMB)*, 1(1). <https://doi.org/DOI> Prefiks: 10.55927<https://journal.formosapublisher.org/index.php/jpmb>
- Hasyim, F., Indarta, A., Setiawan, A., Nurohman, Y. A., & Waluyo. (2023). Strengthening The Waqf Productive-Based Economy In Takmirs And Congregation of Masjid Al Hidayah Wonogiri With The “ABCD” Approach. *Abdi Makarti*, 2(2). <https://doi.org/http://jurnal.stieama.ac.id/index.php/abdimakarti/article/view/588>
- Ikhsan, F. N. (2021, September). Mengenal Argowiyoto, Kampung Singkong dari Salatiga. *Bisnis.Com*.

<https://semarang.bisnis.com/read/20210930/535/1448929/mengenal-argowiyoto-kampung-singkong-dari-salatiga#:~:text=Bisnis.com%2C%20SALATIGA%20-%20Salatiga%20kini%20memiliki%20Kampung%20Singkong%2C,Menteri%20Pertanian%20Syahrul%20Yasin%20Limo%20pada%20Kamis%20%2830%2F9%2F2021%29>

Allaudin, M. T. (2021). Bikin Bangga, Kini Salatiga Memiliki Ojek Online Ramah Lingkungan. *Salatigaterkini.Com*. <https://salatigaterkini.pikiran-rakyat.com/>

Cox, C. (2019). The Sustainable Development Goals and Aging: Implications for Social Work. *Journal of Human Rights and Social Work*, 5, 39–47. <https://link.springer.com/article/10.1007/s41134-019-00110-3>

Dinas Kebudayaan dan Pariwisata. (2023). *Warisan Kuliner. Gastronomy.Salatiga.Go.Id*. <https://gastronomy.salatiga.go.id/>

Fitriani, H., & Ciptandi, F. (2017). Pengolahan Kulit Umbi Singkong (manihot Utilissima) Di Kawasan Kampung Adat Cireundeu Sebagai Bahan Baku Alternatif Perintang Warna Pada Kain. *EProceedings of Art & Design*, 4(3).

Haris, M., Ahid, N., & Ridhowan, M. (2022). Pendampingan Budaya Literasi Dengan Metode ABCD(Asset Based Community Development) Terhadap Santri Kelas 3 SMP di Asrama Al Maliki Pondok Pesantren Sunan Drajat Banjarwati Banjaranyar Paciran Lamongan. *Jurnal Pengabdian Masyarakat Bestari (JPMB)*, 1(1). <https://doi.org/DOI> Prefiks: 10.55927<https://journal.formosapublisher.org/index.php/jpmb>

Hasyim, F., Indarta, A., Setiawan, A., Nurohman, Y. A., & Waluyo. (2023). Strengthening The Waqf Productive-Based Economy In Takmirs And Congregation of Masjid Al Hidayah Wonogiri With The “ABCD” Approach. *Abdi Makarti*, 2(2). <https://doi.org/http://jurnal.stieama.ac.id/index.php/abdimakarti/article/view/588>

Ikhsan, F. N. (2021, September). Mengenal Argowiyoto, Kampung Singkong dari Salatiga. *Bisnis.Com*. <https://semarang.bisnis.com/read/20210930/535/1448929/mengenal-argowiyoto-kampung-singkong-dari-salatiga#:~:text=Bisnis.com%2C%20SALATIGA%20-%20Salatiga%20kini%20memiliki%20Kampung%20Singkong%2C,Menteri%20Pertanian%20Syahrul%20Yasin%20Limo%20pada%20Kamis%20%2830%2F9%2F2021%29>

Kemenparekraf. (2021). *Salatiga Menuju Kota Gastronomi Kelas Dunia*. <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/Salatiga-Menuju-Kota-Gastronomi-Kelas-Dunia>

Kementerian Pariwisata dan Ekonomi Kreatif. (2024). *Desa Wisata Kampung Singkong*.

- Kemenparekraf.Go.Id.
https://jadesta.kemenparekraf.go.id/desa/kampung_singkong
- Kusumawati. (2021, October 12). Menteri Pertanian Resmikan Kampung Singkong Salatiga. *Soloaja.Co*. <https://soloaja.co/read/resmikan-kampung-singkong-salatiga-mentan-syl-singkong-naik-kelas-masuk-hotel-dan-resto>
- Mustafidah, A. (2017). Pelatihan Pengolahan Makanan Tradisional Untuk Meningkatkan Potensi Kreasi Olahan Basah Singkong di Desa Gayamharjo Prambanan Sleman. *Jurnal Bakti Saintek*, 1(2).
- Nurhidayah, N., Barat, & Yahya, A. (2022). PKM Pengembangan Usaha Ojek Online PAPAJEK dengan Pemanfaatan Teknologi Aplikasi Berbasis Android. *Dinamisia*, 6(2). <https://doi.org/https://doi.org/10.31849/dinamisia.v6i2.8127>
- Purbaya, A. A. (2021). *Dari Singkong Keju D-9 Mantan Napi Ini Sukses Rintis Kampung Singkong*. Detik.Com. <https://food.detik.com/berita-boga/d-5771704/dari-singkong-keju-d-9-mantan-napi-ini-sukses-rintis-kampung-singkong>
- Saebah, N., & Asikin, M. Z. (2022). Efektivitas Pengembangan Digital Bisnis pada Gen-Z dengan Model Bisnis Canvas. *Jurnal Syntax Transformatin*, 3(11). <https://doi.org/https://doi.org/10.46799/jst.v3i11.649>
- Sahla, H. (2019). Konsep Pemasaran Dalam Perspektif Ekonomi Islam. *Jurnal Pionir*, 5(2).
- Suri, A. P. (2023). *Penerapan Hukum Hak Cipta dalam Perlindungan Desain Logo Pada Era Digital* [Universitas Terbuka]. <https://student-repository.ut.ac.id/id/eprint/1224/>
- Waluyo, Nurohman, Y. A., Qurniawati, R. S., Waluyo, A., & Ahzar, F. A. (2024). Peningkatan Ekonomi Petani Dan Komunitas Peternak Melalui Pola Syirkah Di Kecamatan Kaloran Kabupaten Temanggung. *Abdi Makarti*, 3(1). <https://doi.org/DOI: http://dx.doi.org/10.52353/abdimakarti.v3i1.588>