

# Strategic Management Cultivation Banana Peel and Fruit Increases the Economic Income Potential of UMKM in Sukawarna Bandung

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**Abstract**— The problem of the lack Strategic Management for recipients of Cultivation of Banana Peel and Chips has become a phenomenon in the Sukawarna community. The method used is the personal approach method, interviews and practice seminars in the field. The solution to this problem is scheduled training so Cultivating Banana Peel and Chips able to create better Management. With the planning stage, starting from the pre-survey stage, which involved 3 lecturers and 1 student, then the field stage and the final reporting stage which included before and after community service was carried out. The problem that partners in the Sukawarna community have the business sector. Data on Sukawarna Subdistrict has the majority. Problems that occur in financial recording and marketing management strategies for sales results . The negative impact of this problem not being able manage finances well, so that the business is unstable. The results of the research results show that some Cultivating Banana Peel and Chips have not been able to sell due to a lack of marketing management strategy and problems in marketing their products . Scheduled assistance is needed to solve problems in the Sukawarna sub-district. Determining a strategic location (place), competitive prices (price), attractive product packaging and promotions on offline media (brochures) and social media are solutions to the problem of Cultivation of Banana Peel and Chips in the Sukawarna sub-district. The community service outputs that have been achieved are uploaded activity videos, haki and draft community service articles published in research. As well as increasing knowledge strategies for banana peel and chips products.

**Keywords**— *Strategic Management , Income Economic*

## I. INTRODUCTION

Sukawarna sub-district is very strategic because it one of the central areas of the city with the surrounding areas. Distance to the regional government center of Bandung City.

The area of Sukawarna sub-district is 80 Ha. Geographically, Dayeuhkolot District borders:

North : Cipedes Village  
South : Baleendah District  
East side : Sukawarna sub-district  
West : Sukagalih Village

Sukawarna sub-district marketing contribution is problematic:

1. Not yet able to determine potential marketing places (*Place*),
2. Lack of understanding of competitive prices (*Price*) in Sukawarna sub-district,
3. There is no sustainable promotion of MSME goods (*Promotion*) on social media,
4. Constraints in packaging the product so that it sells on the market.

## II. EASE OF USE

### A. Strategic Management

Strategic management involves the formulation and implementation of the major goals and initiatives taken by an organization's managers on behalf of stakeholders [8].

In the Sukawarna sub-district, this is a sector that has a strategic role in increasing people's income in the structure of national economic development.

Strategic management is the process determining most efficient allocation of resources in order to achieve a business's short and long-term goals include employees, money, machinery, or technology. Problem solutions in the form of Strategic Management knowledge with stages:

1. Pre-Survey of Strategic Management needs.

The level of needs of the Sukawarna community can be determined from interviews with Banana Peel and Chips Cultivation) and Sukawarna Village. Training analysis starts from the initial pre-survey.

2. Management Training.

Develop a Bimtek curriculum based on training analysis. Includes content on marketing strategy needs for Banana Cultivation of Banana Peel and Chips).

3. Utilization/ *Feed back* understanding of Strategy.

Strategic Management is implemented in marketing strategy practice in determining place, price, product and promotion. As well as determining Strategy teachers. Includes, namely:

1. What are the obstacles in marketing management?
2. Where are Banana Cultivated Banana Peel and Chips marketed?
3. Why must there be a good marketing management strategy for Cultivation of Banana Peel and Chips?
4. Who is involved in implementing the Strategic Management?
5. When will strategic management be implemented?
6. How is Strategic Management implemented for Banana Peel and Chips Cultivation?

With organizational culture effect [5]. Sukawarna have organizational behaviour for peel and fruit banana.

4. Create tool requirements and budget plans

Made from paid needs, needs are in the form of facilities and infrastructure and stationery related to the implementation . With variance chocolate, milk, salt, ext.

5. Event round down

In the form of participant questionnaires, training schedules, teachers, materials, equipment and facilities as well as the space needed.

6. Accompaniment.

Objectives of mentoring, mentoring schedule agreed upon by resource persons, sub-districts, participants present, mentoring guidelines, and mentoring instruments/tools.

7. Seminars

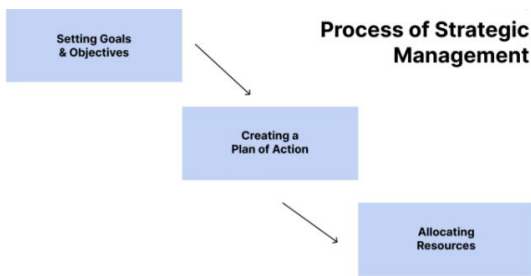
Create presentation materials for resource persons, presentations for team leaders and team members. Prepare questionnaires, tools and budget.

8. Preparation of Final Report.

The final report is in the form of data before (*Before*) community service and after (*after*) which contains data, graphs and diagrams.

9. Executive Summary

In the form of analysis and synthesis data from the Community Service Report. The product is able to produce output from the marketing management strategy that has been formed.



**B. Economic Income**

The way for companies to account for changes in the value given asset in the market. Income represents a flow of earnings from using factors of production to generate an output of goods and services [2]. consumption and saving opportunity gained by an entity within a specified timeframe, which is generally expressed in monetary terms [4].

**III. METHODE**

The implementation method consists of:

1. *Personal approach* with UMKM and Sukawarna Subdistrict
2. Interview the needs users
3. Field Observation of Solutions, Obstacles and Financial Problems
4. Strategic Management Seminar
5. *Feed back from action plan* users creates a final report on strategic management before and after implementing community service.

Problem solutions can be resolved according to the scientific expertise of the service team where the, Member Scientific Expertise: Management and Members II and III Realization help with procedures in the field.

**Problems in the field of strategic management:**

Problem	Solution	Method	The steps
Marketing Management Strategy and Implementation of Marketing Management	Increasing Marketing Strategy	Management Strategy Training and Empowerment	Coordination of Sukawarna Subdistrict

for Banana Cultivation of Banana Peel and Chips			
Report	ncreasing Marketing Strategy	Seminars	Coordination of and Sukawarna sub-district

**IV. RESULT**

Strategic management used in community service include: Determining product packaging includes planning and developing the right product or service to be marketed by changing existing products or services by adding and taking other actions that affect the variety of products or services.

Determining the price (*price*), which will determine the appropriate base price for the product or service and must determine strategies regarding price discounts, payment of freight costs and sharing of relevant variables.

Place and distribution select and manage trade channels used to distribute products or services and also to serve target markets, as well as develop distribution systems for physical product delivery and commerce.

Promotional elements used to inform and persuade the market about new products or services at the company through advertising, personal sales, sales promotions, or publications

After the text edit has been completed, the paper is ready.



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