

GDR Atomic Bean Industry Development Strategy in Nagari Panyalaian, X Koto District Tanah Datar Regency

Fitri Dahlia, Afriva Khaidir

Universitas Negeri Padang, Indonesia

Email: fitridahlia785@gmail.com

Keywords

Development Strategy; Industry; GDR atomic beans

ABSTRACT

The purpose of this study is to find out how the GDR atomic bean industry and its development strategy. This research method begins with a qualitative picture and then is supported by SWOT analysis techniques. Sampling using a purposive sampling technique. The results of this study found that. The strength in the development of the GDR atomic bean industry is strong branding, consistency of taste, consistency of prices, a clear work system, family work culture, and permission from the health office. Weaknesses in processing goods still use human resources so they still depend on humans and have not focused on developing marketing aspects. The opportunity in the development of the GDR atomic bean industry is that there is no rival to the atomic bean industry in West Sumatra, thus accelerating business development to other regions and with high-quality product quality and at affordable prices can compete with other competitors. The threat in the GDR atomic bean industry is the existence of competitors of other brands of atomic beans and the decline in public buying interest at certain times.

INTRODUCTION

Indonesia is an agricultural country where most of the population lives on agricultural land. From that agricultural land can produce various kinds of food crops, one of which is bean plants. In Indonesia, most of the new peanuts are used for household food such as boiled beans, crispy beans, fried beans, cooking spices, and other snacks [1]. Nuts are consumed by the community because they contain high nutritional value, including protein, fat, and iron. Beans apart from being a source of vegetable protein can be processed in various small kinds of snacks, one of which is commonly known as atomic beans.

According to the Regulation of the Head of the POM Agency, Number 21 of 2016 concerning Food Categories, atomic/sucrose beans are snacks made from peanut pods and wrapped in rice flour dough shells or other starches. Can be added spices or other ingredients [2]. Atomic beans are small foods that are usually eaten during leisure time. Atomic beans are not only liked by adults but teenagers and children also like it because atomic beans taste savory and the price is relatively affordable. Today atomic nuts are not only as a snack but can also be used as a complementary food to eat dishes as a substitute for crackers.

The industrial sector is one of the contributors to the economy in Indonesia [3]. The industrial sector is one of the main sectors as the driving engine of the national economy, where the industrial sector is one of the priorities for economic development [4]. Food Household Industry (IRTP) is a

small micro-industry that can be one of the potential industries and has good prospects as a driver of economics. The existence of household industries in Indonesia has a very important role in the economy, especially in aspects such as employment opportunities, income equality, economic development in rural areas, and others. The existence of IRTP from an economic point of view is very supportive of the lower middle class [5][6]. The food and beverage industry is one of the fast-growing industries in many countries including Indonesia. The role of the food and beverage industry can be seen in the many industries that are developing, both small-scale and large-scale industries [7]. Every production process that takes place must be controlled so that the final product produced is safe and suitable for consumption by consumers. One example of the food industry is the peanut industry which can be processed into various products such as atomic beans.

In the business world, every business actor has faced problems in both production costs and also the provision of raw goods stock that will be managed by considering various constraints, for example, such as the limited capacity of available resources, labor as well as product sales results to get optimal solutions in achieving business goals [8]. Intense competition in the industrial world increasingly spurs manufacturing companies to increase productivity and quality, prices, and on-time delivery, to obtain profits or profits to provide satisfaction and meet customer needs. One important factor that affects the achievement of goals, especially in manufacturing companies, is the smooth production process. The real effort in the production of goods is to reduce waste that has no added value in various things including the supply of raw materials, the flow of raw materials, the movement of operators, the movement of tools and machines, waiting for processes, rework and repair. As for West Sumatra, the atomic bean snack product produced is Kacang Atom "GDR". The company was established in 1992 in Nagari Panyalaian Koto Tuo area, X Koto District, Tanah Datar Regency.

GDR brand atomic beans are Small and Medium Enterprises (SMEs) that have transformed into Small and Medium Industries (IKM) in Tanah Datar Regency. Information from Metrokini.com reported that the beans made in Nagari Panyalaian, X Koto District, Tanah Datar Regency spent one to one and a half tons of beans per day. The GDR atomic bean business not only has an impact on the owner but also the community around the factory. Because the business has employed around 60 employees from the area around the factory, namely Nagari Panyalaian and there are also employees from other districts. GDR's atomic bean industry business is not only marketed in West Sumatra but has penetrated neighboring provinces, such as Jambi, Aceh, Riau, and Medan. The rapid increase in the range of GDR atomic beans to various regions made this business continue to grow [9].

METHODS

The basic method used in this study is qualitative research. The research used is descriptive qualitative research and SWOT analysis. Descriptive analysis is a method used to describe or analyze a research result but is not used to make broader conclusions. The descriptive method was used to describe the profile of the GDR atomic bean industry and identify internal factors (strengths and weaknesses) and external factors (opportunities and threats) used to formulate the development strategy of the GDR atomic bean industry in Nagari Panyalaian, X Koto District, Tanah Datar Regency [10].

This research begins with a pure qualitative picture and is then supported by SWOT analysis techniques. SWOT is a form of analysis of situations and conditions that are descriptive (giving an idea). The SWOT analysis used uses qualitative models. The SWOT analysis method used in this study is Strength, Weakness, Opportunity, and Threats (SWOT), or can be called strength, weakness, opportunity, and threat analysis. The SWOT matrix is a tool for structuring the strategic factors of an organization that can clearly describe how the external opportunities and threats facing the organization can be adjusted to the strengths and weaknesses it has [11].

The determination of the research location is carried out intentionally or through Purposive Sampling with certain considerations. This research was conducted in Nagari Panyalaian, X Koto District, with the consideration that in X Koto District, the GDR atomic bean industry is located. Informant sampling consists of key informants and ordinary informants. Key informants are informants who know in detail about the business being run, namely the owner or family that runs

the atomic bean industry. Ordinary informants are informants who have the knowledge and are in contact both formally and informally with key informants such as workers in the atomic bean industry, communities surrounding the industry, and the government.

The data collection method is carried out by collecting primary and secondary data. Primary data collection was carried out by interview and observation techniques at the GDR atomic bean processing plant and the selection of key respondents. The interview was conducted by identifying internal and external factors that influenced the development of the GDR atomic bean industry. While secondary data collection is a document, either in written or photo form, or the second source of primary data. Secondary data used are literature studies or literature studies, documentation, and searching for data on the internet through websites and blogs related to research related to the GDR atomic bean industry [12].

RESULTS AND DISCUSSION

A. Overview of the GDR Atomic Bean Industry in Nagari Panyalaian

Nagari Panyalaian is located in Sepuluh Koto District, Tanah Datar Regency, West Sumatra Province. Area of Nagari Panyalaian: 9.17 square kilometers or 9.99 percent of the area of Sepuluh Koto District. It is about 33 kilometers from the district capital Batusangkar. Altitude: 983 meters above sea level. Nagari Panyalaian is located on Jalan Padang Panjang-Bukittinggi which is located between two mountains namely Mount Merapi and Singgalang and two nagari namely Nagari Singgalang and Nagari Paninjauan. The life of the people is still thick with the culture of the region which always holds the nature of gotong royong in all activities, such as kenduri / bara lek, misfortune/death, irrigation of rice fields, building mosques, and others. The livelihoods of the Panamanian community are farming, traders, civil servants, the private sector, and the home industry/home industry.

The home industry is a small company whose type of economic activity is centered at home [13]. The GDR atomic bean industry located in Nagari Panyalaian, X Koto District was established in 1992 by Mr. Kemrizal and Mrs. Jasnila. The initial originator of this business was Mrs. Jasnila. Started as a production household business with manual and simple processing then developed into the atomic bean industry in 2006 the GDR Atomic Bean Industry started producing atomic beans using machines such as printing machines (molen), fryers, dryers, and wrapping machines. Previously it had a one-building factory building, but now it has two factory buildings in which there are more modern raw material processing machines to produce more products. GDR atomic bean production consumes up to 1.5 tons of beans per day and if flattened reaches 40 tons per month. Product distribution is carried out using the DO system, that is, the more distributors take the product, the cheaper the price [14].

The GDR atomic bean business not only has an impact on the owner but also the community around the factory. Because the business has employed around 60 employees who come from the area around the factory, namely Nagari Panyalaian and there are also from neighboring districts such as Solok. GDR's atomic bean industry business is not only marketed in West Sumatra but has penetrated neighboring provinces such as Jambi, Aceh, Riau, and Medan. The rapid increase in the range of GDR atomic beans to various regions made this business continue to grow.

Table 1 Regional data on suppliers of raw materials for making GDR nuts in Nagari Panyalaian, X Koto District, Tanah Datar Regency

No	Description	Regional
1.	Peanuts	While
2.	Eggs	Payakumbuh
3.	Tapioca Flour	Lampung
4.	Garlic	TanahDatar
5.	Plastic	Bandung

Source: Primary data processed

Based on the data from the table above, shows that a variety of raw materials needs are needed by the owners of the atomic peanut industry of the GDR. From the narrative of the

industrial owner that many raw materials are obtained from outside areas, this is due to the inability of farmers to prepare raw materials. The new raw material that can be obtained from Tanah Datar Regency is onions. When viewed from monthly needs, this industry requires approximately 40 tons of peanuts per month. Likewise, other types of raw materials require a fairly fantastic number of numbers.

But the concern is that many supplier areas come from other regions even outside West Sumatra. Ideally, this can be a business opportunity and even a very large source of income for the people in Nagari Panyalaian if they are willing to be suppliers of raw materials for the GDR atomic bean industry. Of course, this will be a form of economic revival if people think about this business opportunity. But the fact is that in the Nagari Panyalaian community, which in fact in physical condition is an agricultural area, no one grows peanuts and cassava which can later be processed into tapioca flour.

B. SWOT Analysis of the GDR Atomic Bean Industry

1. *Streng (Strength)*

a. Strong branding

GDR Atomic Beans are widely known by the people, especially in West Sumatra, and have been known in several provinces such as Jambi, Riau, Aceh, and Medan. This strength can be further enhanced by inviting cooperation with distributors in other provinces.

b. Taste Consistency

The taste qualities of GDR atomic beans have not changed from 1992 to 2023. Although the price of raw materials tends to increase, it does not reduce the taste of GDR atomic beans because the owner is committed to ensuring the use of raw materials continues to use standards without any reduction in terms of ingredients and quantities.

c. Price Consistency

The GDR atomic bean industry has 2 levels of selling prices. First, the packing price is IDR. 500, - and the price is IDR. 18.000, - for a net weight of 500 grams. Although the price of raw materials has increased, the benchmark price has always been stable, especially packing IDR.500,-. This price is set because the GDR Atom beans have a small packaging size [15]. Packaging is designed using materials that are following the protected product to maintain product quality, clarity of content, and product content as well as other supporting visual elements [16].



Picture 1: Kacang Atom GDR packing IDR 500

The owner of the GDR atomic bean industry once produced GDR atomic beans with packing IDR.1000,-but this new idea was not accepted in the community so atomic beans packing IDR.1000,-did not sell well in the market the owner concluded not produce anymore and focus more on packing IDR.500,-. In the packaging process, some supervisors are on standby in checking. Checking is carried out every day by quality control [17].



Picture 2: Atomic Peanut GDR packing contents of 500 grams IDR 18.000

Clear employee work system Rules for work hours and return hours, giving THR, giving tips on craft money, giving rations twice a month, providing breakfast and rice for lunch, giving vitamins, and the certainty of sick costs borne by industrial owners make employees feel comfortable and enjoy work in the GDR atomic bean factory.

Family work culture A family-built work culture made employees enjoy working at the GDR atomic bean industrial plant. There is no pressure because the culture is built warmer between owners and workers as well as between fellow employees. Industrial relations is a system of relations formed between the actors of the production process of goods and services, namely entrepreneurs, workers/laborers, and the government based on the values of Pancasila and the Constitution of the Republic of Indonesia Year 1945. Sondang P. Siagian, author of the book "Human Resource Management" defines industrial relations as formal relationships that exist between management groups and groups of workers contained in an organization. So it can be concluded that industrial relations are relationships between all parties related to or interested in the production process or service services in a company.

Have permission from the Health Office GDR atomic beans do not use preservatives, MSG, and artificial colors so that the GDR atomic peanut industry has permission from the health office. listed on the packaging numbered DIN. CASE. P IRT No. 2151305010132-26 [18].

C. Weakness

Some work still depends on human resources (workers), if workers are off it will have an impact on production targets. Focus more on the production aspect and not focus on the marketing aspect. Distributors are only from buyers who come to the factory, so at any time the buyers do not come, there will be a buildup of goods in the warehouse

D. Opportunity

There is no rival from the atomic bean industry in West Sumatra, thus accelerating business development to other regions. High-quality products and affordable prices can compete with other competitors, such as Garuda atomic beans.

E. Threat

There are competitors of other brands of atomic beans such as garuda atomic beans. The attachment of the name of other brands of atomic beans through promotions that are usually intensified in television advertisements. In overcoming this, owners of GDR atomic beans must have an accurate promotional strategy so that they are always remembered by the public. Raw materials still depend on suppliers around 90% are outside West Sumatra province. Raw materials are sometimes difficult to obtain in large quantities. Other things also affect the availability of raw materials such as weather constraints such as the rainy season so the supply of tapioca flour derived from cassava becomes constrained.

The decline in public buying interest in certain seasons or times, such as when approaching the moment of the new school year, fruit season, when palm oil prices fall, and during Eid Hajj. Some of the above factors have an impact on sales turnover. In general, GDR atomic bean sales were stable in 9 months and tended to fall in 3 months, the contributing factors were some of the moments listed above.

CONCLUSION

From the analysis conducted on the results of the study, it can be concluded that: Strengths in the development of the GDR atomic bean industry in Nagari Panyalaian, X Koto District, Tanah Datar Regency, namely strong branding, consistency of taste, consistency of prices, clear work systems, family work culture and permission from the health office

Weaknesses in processing goods still use human resources so they still depend on humans and have not focused on developing marketing aspects. The opportunity in the development of the GDR atomic bean industry in Nagari Panyalaian is that there is no competition from the atomic bean industry in West Sumatra, thus accelerating business development to other regions and with high-quality products and at affordable prices can compete with other competitors, such as garuda atomic beans. The threat in the GDR atomic bean industry is the presence of competitors of other brands of atomic beans and the decline in public buying interest at certain times.

Alternative strategies in the development of the GDR atomic bean industry business in Nagari Panyalaian, X Koto District, Tanah Datar Regency are Intensive strategies (market penetration, market development, partnership development. [19] and product development). This growth strategy is designed to achieve growth in terms of sales, assets, profits, or a combination of the three. The GDR atomic bean industry can expand its reach by creating new branches on islands outside Sumatra The main strategy that must be carried out by the GDR atomic bean industry is to maintain economic prices to maintain high levels of demand are met. The strategy of adding distributor agents to increase new consumers by utilizing social media and promotions by utilizing science and technology because market opportunities are still open and form strategies so that there is no buildup production. Maintain and improve quality to remain a product known for quality to keep consumer tastes unchanged and consumer demand remains high [20].

It is recommended to the people of Tanah Datar Regency, especially those living in Nagari Panyalaian, X Koto District, to take the opportunity for economic income by providing peanut raw materials, because of the large need for raw materials such as peanuts, wheat flour, and eggs every month. Because the existence of the GDR atomic bean industry will add to economic improvement, can open jobs for the community, and can be a buyer of community agricultural products in the form of onions, peanuts, and other raw materials [21].

REFERENCES

- [1] Elis Irayanti (2019). Thesis. Peanut Farm Development Strategy (*Arachis hypogaea*) in Batang Village, Bontotiro District, Bulukumba Regency. University of Muhammadiyah Makassar
- [2] Food Production Module Book *for Home Industry: Atomic Beans*. 2017. Directorate of Food Safety Surveillance and Counseling Deputy for Food Safety and Hazardous Materials Supervision of the Food and Drug Supervisory Agency
- [3] Ginting, M & Wiradinata,P. (2022). Tempe Home Industry Development Strategy in Nagori Pamatang Simalungun,
- [4] Siantar District, Simalungun Regency. Simalungun University.
- [5] Imroatul Ngizah, Istiko Agus Wicaksono, Arta Kusumaningrum (2022). Coconut Sugar Home Industry Development Strategy in Dadirejo Village, Bagelen District, Purworejo Regency. *Journal of Surya Agritama*. Volume 11 No (2)
- [6] Tarsisius Muwardji. (2019). Increasing the Business Capacity of Micro Small Enterprises through Home Industry Food Product Certification. *Journal of Padjajaran Law Axis*. Volume 1 No (1)
- [7] Kereh, Denis (2022). Development Strategy of Bamboo Handicraft Home Industry in Kinilow, North Tomohon District, Tomohon City. Sam Ratulangi Mando University
- [8] Irmawati (2023). Bakery Business Development Strategy in Aisyah Bakery Home Industry in Palu City. *Agrotekbis: E-journal of Agricultural Sciences*. Volume 11, No (1).
- [9] Adobe et al. (2022). Implementation of the Simplex method in optimizing the production results of NTT typical snacks at Irt Sima Indah. *National Scientific Journal of Engineering Sciences*. Volume 10 No. (2)
- [10] <https://www.metrokini.com/2019/06/25/peroleh-omset-rp8-miliar-tahun-kacang-atom-gdr-habiskan-hingga-1-ton-kacang-tiap-hari/> Retrieved May 17, 2023

- [11] Sugiono. (2017). *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta
- [12] Rangkuti, F. 2006. *SWOT Analysis Techniques Dissecting the Business Case*. PT. Gramedia Main Library. Jakarta
- [13] Bungin Burhan. (2013). *Social and Economic Research Methods: quantitative and qualitative formats for the study of sociology, policy, public, communication, management and marketing first edition*. Jakarta: Kencana prenada media group
- [14] Renata, Recha. (2022). *Efforts to Increase Household Income through Home Industry Rakik Kacang Amai Baja in Kelurahan Payakumbuh Net Hall*. Sharia Economics Faculty of Islamic Economics and Business
- [15] Harianti, Resky Dini (2020). *GDR Atomic Bean Industry in Panyalaian, X Koto District, Tanah Datar Regency*. *Journal of Chronology*. Vol 2 No (1)
- [16] Alfi Heriyanto & Yesmizarti Muchtiar (2022). *Improving the Quality of GDR Atomic Bean Product Packaging with the Kano Model and Quality Function Deployment (Case Study at UKM Kacang Atom Gdr)*. *Ejurnal Bunghatta*. Vol 19 No. 23
- [17] Sujaya et al. (2022) *Introduction of yogurt drink processing from goat milk and pineapple juice in Sepang Busung Biu Buleleng Village*. *Udayana Mengabdi Bulletin*. Vol 21 number (3).
- [18] Felix, NTS (2022). *Thesis. Analysis of Quality Control of Sukro Atom Bean Product Packaging Using Six Sigma Method at PT. Two rabbits*. Faculty of Economics and Business, Sebelas Maret University.
- [19] R. (2021). *Design of Gdr Atom Bean Promotion Media for its marketing in Bandung City*. Final Project. *Visual Communication Design Bina Sarana Informatika University Bandung*.
- [20] Sualaeman & Algifari, Ma'ruf. (2021). *Development Strategy for Micro, Small, and Medium Enterprises in the Tempe Industry (Case Study on the Home Industry of Tempe Batur in Jelantik Village)*. *Journal of Social Sciences and Education (JISIP)* Vol. 5, No. 4
- [21] Yadewani, Dorris (2021). *Analysis of the Strategy for Improving the Snack Industry in Payakumbuh City*. *Journal of Management and Business*. Vol 3 No (1)
- [22] Nisa, Akhidatun (2022). *Home Industry Development Strategy to Improve the Ummah Economy (Case Study on the Household Industry of Tile Handicrafts in Ngembal Kulon Village)*. Undergraduate thesis, IAIN KUDUS.